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Mad Mad Money



Combating
'DEBT FATIGUE'
without
breaking
a sweat

REAL ESTATE
INVESTMENT
VS.
STOCK
MARKET

**IGNORANCE
OF MONEY**
IS THE ROOT
OF ALL
EVILS

**WEALTH
FLOWS**
FROM
ENERGY
AND IDEAS!

Cover story:

**YOU WILL NOT GET RICH
BY PLAYING BY THE OLD**

RULES OF MONEY

The investor of today does not
profit **from yesterday's growth**
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Why you needn't get out of **the credit card**
debt in a hurry
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...And Many More!



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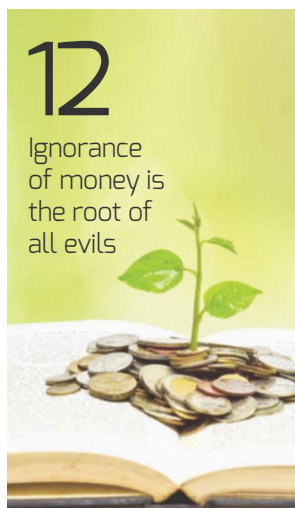
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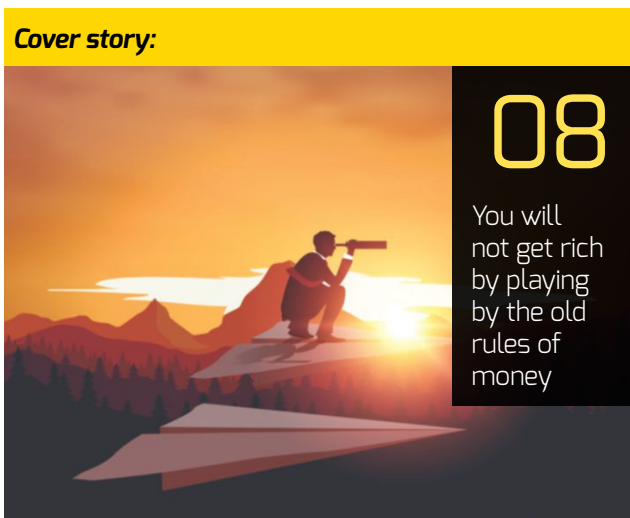
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Editor's Note



Welcome to this edition of Mad Mad Money!

Like every issue we have something new and unique yet fundamentally crucial! So, to start off I would like to give one statement followed by three questions. Think of them very very carefully since our issue this time will be completely based on it, and who knows your future life as well!

We are all mad about money. But how come only a handful of us actually make it big? Why only some of us get to become great job creators from being mere job seekers? Why can't most of us have what it takes to become really successful in life? Well, some attribute it to the luck factor, some on hard work, some even claim destiny, but we at Mad Mad Money know the real secret. Money is all about the Mindset and nothing else. If you can get the mindset right you will be creating your own destiny yourself and your luck would follow.

In this issue we talk about a few common and persistent mindsets

that we have about money – both general and specific. General mindset about money includes beliefs like it is the root cause of all evil and other general aspects like how it is to be looked at, managed and invested. Specific mindsets about money on the other hand include our commonplace thoughts about savings, investments, stock market, debt, etc. Needless to say, most of us harbor a lot of myths, false expectations, erroneous ideas and basically have a very wrong mindset about these specific aspects of money. This issue aims to change it all!

The current issue of Mad Mad Money is all about the three buzzwords Money. Mindset. Matters – taking up various aspects of money mindsets – both general and on specific issues to throw the covers off the underlying myth and erroneous beliefs and uncover the real stark naked truth underlying it all. The truth about how to make money. The secret wand for the riches. The uncommon yet tried and tested path towards true success

and self-attainment of one's true potential in life, and the source seed of real wealth.

To conclude, Mad Mad Money is here to talk about everything to do with money that draws your attention and passion, but in a different way, with a slightly different touch... that unique magic wand of mindset change that just makes all this attainable in practical terms. Simply put, if taken in seriously and internalized with sincerity, it holds the power to change lives and destinies. Are you up for it? Keep reading and keep getting rich!

Sachin Mittal



The Mad Gang who makes it possible every month



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Manager Money Craft

Giving a tight twist to money



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Creative Technologist

Tech at his fingertips



Rajiv Ranjan,
Joint Creative Technologist

Joining forces in troubleshooting



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Officer Out-standing

The world in his pocket



Anubha Rathore,
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Designer craft creator



Dheeraj Kumar,
Chief Money Scientist

Sees the glass half full



Akanksha Mishra,
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Hopefully optimistic



Johnny Chopra,
Buzz Ambassador

Spreading the good word



Soma Ghosh,
Chief Buzz Creator

Creating the big



Abhijit Banerjee,
Idea Ambassador

An idea for a song...



Ahmed Ansari,
Lord of the Ledgers

Tight fisted...always



Dillip Rout,
Account-ability Officer



COMBATING “DEBT FATIGUE” without breaking a sweat



Breaking down the debt fatigue

The most immediate result, or you can say the sign of debt fatigue, is that the person starts overspending as a way to compensate for the time of financial deprivation. This tendency to overspend more than the person saved up is what is called debt fatigue.

HOW TO AVOID DEBT FATIGUE?

Trying to get out of debt can be exhausting for anyone irrespective of whether you are paying mortgages or student loans. Here are some surefire ways to combat debt fatigue and come out of the whole situation with flying colors:

01

Build the momentum slowly

In the words of Dave Ramsey – “paying off debt is about momentum, not math.” Start off with the smallest item on the list. The logic behind it is that the smallest loans are easiest to pay off and just the mere act of being successful is enough to keep the person motivated and avoid feeling like a failure midway. The chances of giving-up halfway will be

reduced substantially if you start off small, slowly building the momentum towards bigger items

01

Find social support

It's very easy to have a mental breakdown and feel like a failure when the debt continues for a long time. Humans are social creatures. Therefore, it's important to have a support system to rely on for motivation. Talk to people who are going through same situation as yours. Bank on someone trustworthy and dependable who would not judge your situation but will help you stay afloat in the middle of a financial crisis.

03

Visualize your goals

Arnold Schwarzenegger is the finest example of the personality who credits visualization technique for his immensely successful career. Learn from such examples. Visualize the motivation behind why you need to pay off debts. Think about an exotic vacation you will be able to enjoy or a house you can buy when you are out of debt. Keep reminding yourself of such inspirational imagery. It will give you the much needed motivation to keep going and not succumb to debt fatigue.

04

Keep rewarding yourself every now and then

When people try to come out of debt, they curb their need to overspend or indulge in luxury. They start suppressing their wants. And we know that any desire suppressed for a long time will one day bounce back with double the force. The same applies to curbing your emotions to spend the money. You may hold it in for some time, but after that - you will start overspending. To avoid this, keep rewarding yourself every now and then. Treat yourself to a hearty meal at a nice restaurant or buy a pair of shoes you have been eyeing for a long time. Doing so will convince your subconscious mind that you are not making any sacrifices. That way you won't feel the need to suppress your desires and end-up overspending after some time.

Paying off debt should not have to be a challenge. It's an art. If you can practice that art, you will definitely be able to kiss your debts goodbye without the stress of it. Just make sure to follow these tips religiously



You will not get rich by playing by the old rules of money

Most of us tend to cling on to certain things in a particular way just because we have been taught to do so. Particularly when it comes to money, we feel so unsafe at all points of time that worries deprive us of the real pleasure that money is capable of bestowing on us. We feel threatened when we lack money and rush for accumulating the same without exactly knowing the real rules of the money game.

1. Get out of the addiction

Some situations I came across in life made me feel that I have become highly addicted to money. When this realization dawned on me, I exited out immediately to understand what it really means to have money and how I can become richer rather than an addict to the same. It was an addiction that was easy to get out.

2. Give respect & get back the same

Many a times, I have felt that money is the factor that saves me. In sharp contradiction, some situations made me feel that money is being highly unfair to me. All these roller coaster rides taught me that when I respect money, it reciprocates the same way by staying with me and multiplying in a rapid manner.



3. Financial freedom

Life's ups and downs constantly taught me the real meaning of financial freedom. The common belief that having money in hand and spending on whatever we want to purchase or invest seemed to a delusion. I realized through experience that financial freedom, in reality, is the knowledge we have about money and how it really works.

4. Not spending will not make you rich

Unlike the yester years where people were guided by the belief system that the lesser you spend the richer you get, rules of money were changing. I saw many

people becoming rich by spending money hand-somely. I also noticed that they became rich by cutting down on areas where they needed to, at the right time. I realized that the new rule of the money game is not to lock it in the closet at home but to spend the same at the right time on the right thing.

5. Let money do the work

The next rule I had to break was to stop working for money repeatedly day in and day out. I started thinking of ways to make my money work for me. When money started working for me through the prudent investments I made, I saw it growing right in front of my eyes.

6. Avoid being under money's control

Money had so much of experience in controlling people's decisions that I had to teach it a new lesson. I decided how much I will spend, save, invest, insure with the money in hand. When I started taking control over the money I had, the financial freedom I experienced was unbelievable.

7. Knowledge about money is highly important

Investing money is not just releasing a financial instrument towards an attractive plan. I understood that I cannot become rich just by investing money on somet-

hing unless I do it with prudence. Again, this prudence came from an in depth understanding about money and how it works.

8. Stop running... start attracting

The first and last step towards accumulating wealth is to stop running behind money. Instead, by taking prudent decisions about Money, we can make the 'omnipotent power' to stick to us attracting the same constantly.

When I realized that the real meaning of money and financial freedom is knowledge about the same and how it works in the current scenario, it lead to the realization that you will not get rich by playing the old rules of money.



Learn to manage your money or your money will manage you

Money is one of the prominent factors in life that decides our fate. It is money that decides the timing of our purchases. It is money that decides our travel. It is money that decides what we should wear and eat, where we must sleep and how we must spend our life. This remains the situation many a times in life clearly indicating that money is in complete control of the same.





The ideal situation however would be for us to have control over our money. Learning to manage money so that we do not fall under its control becomes highly important. Let us look at some ways we can do this.

BEING CLEAR ABOUT THE INCOME

The first and foremost requisite to have your money under your control is to clearly understand your income. You may be depending upon a single income or multiple income streams on a periodical basis. A clear understanding about the quantum of your income, its source and its availability time period will bring the due seriousness in you. The resultant attitude will be to exercise control over your expenses.

BUDGETING HELPS A LOT

Preparing a budget month on month can be the next logical step towards bringing your money under your control. Particularly after you have listed out your income, listing out your expenses is essential. For all you know, you may not get a hold of the expenses right on the first month. Many a times, a comparative look at the various expense heads tends to give a clearer picture. Make it a habit to maintain the expenses list which will automatically help you to ascertain the areas which drag your money away from you unnecessarily. The end of the comparative analyses acts as the beginning of the healthy budgeting process

APPLY PRUDENCE IN AVAILING CREDIT FACILITIES

Remember, while debit cards help us use our own money, Credit Cards make us spend someone else's money. If this understanding is deep rooted in the mind, we will start using our Credit Cards sparingly and more so in a wise manner. Credit Cards help us buy whatever we want without hesitation. However, it is we who have to pay for the same when the payment is due. It is unwise to use the credit limit just because it has not been exhausted. Think if what you are purchasing

through your credit card is a necessity or luxury which will delay your decision by a few minutes, distracting you from the final purchase decision.

PLANNING FOR THE NON-MONTHLY COMMITMENTS

One of the aspects that make many of us fall apart from our regular life is the unanticipated expenses that are irregular in nature. It is always easy to plan the monthly expenses since they are recurring in nature. Non-recurring expenses like travel due to emergency situations or Medical emergencies play a major havoc on our control over our finance. These are just a couple of situations that brings us under the control of money and there may be more. We can take control of our money if we plan for such contingencies in a well thought about manner. Living a hand to mouth existence is typically something that none of us want to experience. However, this is the manner in which most of us live simply due to lack of planning. If we live a life depending on the pay check every month, it means money is managing us from all possible directions. A little bit of planning and budgeting will change your life in a dramatic manner. Learn to manage your money or your money will manage you.



Ignorance of money is the ROOT OF ALL EVILS



The common proverb that we have always heard from childhood says 'Money is the root of all evil', but I strongly disagree, as would any really successful person, who knows how important it is to have the right mindset for making it big in life, would. To me, the gospel truth was, is and always will be, that – 'Ignorance of Money is the root of all evils.'



THE LACK COMES FROM IGNORANCE. IT IS THE IGNORANCE ABOUT MONEY THAT IS EVIL IN THE FIRST PLACE. WHY SHOULD WE BE IGNORANT ABOUT SOMETHING THAT WE NEED ALL THE TIME, ON A DAILY BASIS, WITHOUT WHICH WE CANT LIVE EVEN A SINGLE DAY?



One point to note here is that what I'm saying is also quite different from the common counter quote to the above proverb, that goes on to say 'Lack of money is the root of all evils.' Not that I disagree with that much, but my point has rather a broad line of difference with this counter statement as well. I am not talking about the 'lack', but the 'ignorance' about money.

Of course, one can say that lack necessarily results from ignorance, and precisely so, but that's exactly my point – it is the ignorance about money that is the root cause of all evil. Ignorance about what it is, how it is to be earned, how it is to be saved, how it is to be invested...and most importantly, how it is

to be thought about! Yes, how one thinks about 'money' or his/her mindset towards it, is the crux of it all...and the ignorance in this respect...being unaware as to the right way of thinking about money, is the one and only root of all evils.

Money is the root of all evil – Why that's not right

Well, you can say that money has reduced the ethics or value system in the current generation and argue that focus on money has increased competition and reduced empathy and sympathy and in general the softer emotions in people. However, show me one person who is starving and is very happy and focused on projecting a good value system. The fact that money is not, and can never ever be the cause of evil can be plainly seen in times when your close ones might have been saved miraculously

through an expensive surgery, when your children have been admitted to good schools promising a bright future, when you buy chocolates and give them to underprivileged children on Christmas Day and see them smile...the examples are endless. How can money be evil? Rather, sometimes, or lets say most of the times, it is the lack of it that calls the evil in. Starving people steal, people hard pressed for money for a close one's medical needs or children's education resort to not so ethical means to earn a few more bucks. It is always the lack of it that attracts evil.

'Ignorance of money' is the root cause of all evil – The difference

The lack comes from ignorance. It is the ignorance about money that is evil in the first place. Why should we be ignorant about something that we

need all the time, on a daily basis, without which we cant live even a single day? Precisely, for the proverbs above.

If children are brought up saying money is evil and hard work will always take care of you, then what else do you expect? A general large chunk of mass all working hard and stuck in stagnation, doing well but not doing great, and nobody really happy. We need to change our mindset, do away with the ignorance, tell our children that money is not evil but something that's necessary and instill the right mindset towards it. That's crucial. What money is, how to make it grow, how to keep it, save it, spend it and invest it are all crucially linked to your quality of life and hence the key to your and your family's happiness.

So next time you hear someone say money is the cause of evil, you might just want to snatch his wallet away and say 'Friend, I just saved you!'



Real estate investment vs. Stock market

Some aspects of life remains unclear perpetually, causing concerns every now and then. We are neither allowed to move forward nor to stay put in the current situation. One such thing that has always attracted us and at the same time been a threat is the ambiguities we face whether to invest in Real Estate or buy stocks.



THE GOLDEN RULE

Both Real Estate and Stock market require a lot of monitoring when it comes to the appropriate timing. It all depends on the happenings not only around us but globally. Many a times, a global issue can decide the fate of our stocks and the fall of real estate prices. Above all, it depends on the investment capability of the individual who really need to take a call based on his financial elasticity.

TIME FRAME

Time frame is one of the crucial aspects that influences decision making pertaining to investing in Real Estate or Stocks. Investing in Real Estate needs association with genuine dependable network so that the pros and cons of the property to be invested in can be understood clearly. Inspection and paper work pertaining to the property may require a lot of physical effort and time. The time frame to invest as well as to reap the real benefits is a highly extended one when it comes to Real Estate. On the other hand, investing in stock can be an easy one and does not appear as cumbersome as in Real Estate

THE DIFFERENCE

Irrespective of whether you are investing



Investing in Real Estate is considered as a safer one merely because the piece of land or property invested in is right in front of the eyes.

in a Real Estate or in the Stock market, the spade work that needs to be done is the same. Monitoring the growth or performance aspects of Real Estate and Stock differs. Investment in Real Estate is usually done with a long term goal in mind and so does not need day to day monitoring. While stocks can be profitable when held over for long time, constant monitoring as closely as possible is the basic requirement.

THE PSYCHOLOGICAL ASPECT INVOLVED

Investing in Real Estate is considered as a safer one merely because the piece of land or property invested in is right in front of the eyes. It can be touched, felt and shown to other providing psychological support to the concerned. When it comes to investing in Shares, it is a considered more of a concept though the investor holds a portion

of the Company they are investing in. Many feel highly insecure to invest in stocks since the complete control is not in their hands. Co-Stock holders who hold major number of shares decide on how much of the profit needs to be re-invested in business which may not be acceptable from a small investor point of view. This shakes them up psychologically from time to time

THE REALITY

People invest in real Estate with a practical mindset that they will reap benefits from the property only on a long term. In the case of stock, profit remains the only goal right from the time of investment. Many investors fail to realize that stocks that are traded for longer periods of time provide more profit. The decision to invest in Real Estate vs. Stock Market can really be taken easily, when the concept of money and how you want to handle the same in understood clearly

Real estate investments are closely associated with our life since we have grown up hearing our grandparents speaking that investing in soil is a real investment. Stock Market on the other hand is considered as something that is associated with the upper class society for times unknown.

“The investor of today does not profit from yesterday’s growth”

THE WORDS OF THE
WORLD’S GREATEST
INVESTOR - WARREN
EDWARD BUFFET,
WELL ...WHAT A WISE
STATEMENT THIS IS!



HONESTLY,
OUT OF THE
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AND TECHNIQUES
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AND THE
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PEOPLE ABIDE BY
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USE IT TO MAKE
IT BIG SOMEDAY,
A HANDFUL OF
FEW I FIND ARE
REALLY TRULY
WISE FROM THEIR
CORE ESSENCE,
AND ACCORDING
TO ME, ONE OF
THEM IS THIS.

What does this statement mean?

The statement "The investor of today does not profit from yesterday's growth" in simple words refer to those investors who think and believe that a stock's future lies in its past. One of the most commonly held beliefs and strategizing mechanisms, or on which most investors base on, simply does not go down well with me. I fail to understand, rationally, that just because a stock has performed very well sometime in the past, its future is not and cannot be assured. It's almost like betting on a cricketer on making a century every time just because he made a century once. Does it sound rational? I know most of your calculations, intuitions, gut feelings or even your 'bucket list' of stocks basically depend on which stocks have performed well in the past. So we can conclude that most of our investment strategies essentially depend on history. In my mind, this is something which has already happened and which really has no guarantee of occurring again.



The statement "The investor of today does not profit from yesterday's growth" in simple words refer to those investors who think and believe that a stock's future lies in its past.

What does the statement imply?

Now, this is a different question altogether. The quote is a very simple statement but it questions, or rather challenges the basic fundamentals of stock market investment patterns. The implication of this statement, very importantly, is that, investments can never ever be reduced to an excel sheet or a database. So the act of 'thinking' can never really be substituted. One needs to rationally or logically 'think' and assess stocks in order to make investments instead of merely pouring in money just because it did well in the past. There are too many examples all around where stocks that have been major hits at one point but have simply gone off the trajectory with time.

So which stocks to go for?

If you stop relying on past data and performances of stocks, the next natural

question would be – then which stocks or which companies to go for? Which ones to trust that they would do well? My answer to this is pretty simple – I always trust organizations which are fast in adapting to new technology and change with changing times. Organizations that might be new or old but which are flexible. In today's times of rapid changes amidst a constantly changing dynamic marketplace with cut throat competition, it is only organizations that are on their toes all the time and technologically at par with the times, which are going to perform and do well in future, not the ones that might have done well in the past.

The trust in history has become history now. In the world of investments, the era of organizational character and attitude along with a look towards the future is what is the call of the day.



WHY YOU NEEDN'T GET OUT OF THE CREDIT CARD DEBT IN A HURRY

ALMOST ALL FINANCE EXPERTS SAY THAT CREDIT CARD DEBTS ARE BAD DEBTS AND IF YOU HAVE ONE ON YOU, IT'S DEFINITELY A SIGN OF POOR PERSONAL FINANCES AND YOU NEED TO GET OUT OF THE DEBT AS SOON AS POSSIBLE. WELL, I TEND TO DISAGREE SINCE I HAVE A DIFFERENT PERSPECTIVE TO THIS 'CREDIT CARD BEING A BAD DEBT' ASPECT ALL TOGETHER.





CREDIT CARD DEBTS – Good or bad?

Here's the thing. Credit card debts are neither good nor bad. It's just money that one has borrowed. And assessing any borrowed money, rationally, to my mind, is all about weighing how much it costs vs. what benefits it gives you. Simple. Nothing more nothing less. So, I disagree with the created over-hype regarding credit card debts being bad debts. We need not put any moral judgment on any debt because of the form it takes. We should know that it's borrowed money and then do what we have to with it accordingly.

SO CAN CREDIT CARD DEBTS BE 'GOOD' TOO?

Yes, it most certainly can! There are examples of numerous families who have taken up huge credit card debts but managed it and rotated it all perfectly well to achieve what they wanted. For example, I know of one such young family where the earning man wanted to go back to studies and do full time MBA but already had a wife and a kid to take care of. He went back to

his studies and his wife diligently rotated the household expenses across multiple low interest credit cards. Later on, my friend completed the degree and got a much higher paying job and was able to pay off the credit card debts in full. So you see, if you assess the cost and the benefits of this particular credit card debt, it was a good debt, wasn't it? I refuse to look at it as a bad debt merely because the debt was on a credit card. Hence, there's no need to pay off your credit card debt in a hurry. But what you do need to analyze however, is what the debt is for ... do you actually need it, is it for a long term benefit? As I mentioned, credit card debt is neither good or bad, the main focus should be on whether it is at all helping you or not.

THE WRONG QUESTION – Is the debt good or bad?

This moralistic question on debts according to me is fundamentally not correct. For example, mortgage is usually known as a good debt. But rationally speaking, all mortgages might not be good at all. If someone borrows too much for a house that he/she cannot really afford, it can be hugely detrimental to his savings. Moreover, if the price of the house drops for some reason, then you are gone. You would owe more than your house is

worth. Similarly, tagging all credit card debts as bad and assuming that they all come with high interest rates and low benefits are being too simplistic. There are many cards which come with zero interest in promotional periods as well as single digit percentage rate per annum.

THE RIGHT QUESTION – Is the debt helping you?

This I feel is the right question to ask yourself when it comes to debts and while calculating which ones to pay off in a hurry. For example, a person might have taken a credit card debt as mentioned above for starting a family business, renovating your house that you would sell at a higher price, or like my friend, to get a higher academic degree, all of which would benefit him/her in future. There can be many cards which can give you a loan, the peak interest rates of which are lower than personal loan interest rates. So these factors need to be assessed in detail and the prime question of whether the debt is helping you or not is to be answered. If a credit card debt is helping me, then why not?

THE RIGHT OBJECTIVE – Keep your cost of borrowing to a minimum

Once you have asked the previous question, your

sole purpose should be to minimize your cost of borrowing. It's crucial to put your debt to good use and get the most out of our borrowed money, credit card debt or otherwise. The three pointers that you should always keep in mind are:

- ▶ **Interest Rate:** Look for zero percentage interest rate offers on promotional periods and keep a track regarding when the promotional period ends.
- ▶ **Fees:** While transferring funds usually there is a fee that is charged. Keep note of these and the period of time duration or no of transfers, etc factors that the fee can depend on.
- ▶ **Balances:** Needless to say keep your credit card debt balance as low as possible and borrow only that you need

To conclude it can be said that everyone has his/her own style or strategy to taking on and paying off debt. Make sure the minimum balances are paid each month and make higher payments on the cards having higher interest rates. Most importantly, respect the credit card debt – borrow only when you have purpose and only when you need to and if it benefits you and you can work out a minimum cost strategy to it, there is no need to hurry and pay it off.



ABILITY TO LIVE ON LESS THAN YOUR INCOME SITUATION

01

Well, in my mind, this is by far the most Moneygasmic situation to be in! Think about it...no matter how much you earn, and how many multiple income avenues you have, and where you invest in, and the returns you get from there, if you are in the habit of living on more than you earn, then you shall constantly be hard-pressed and strangled in the debt network.

The attitude, mindset or let's say...lifestyle habit of living on less than your income is something that is worth cultivating, irrespective of your income. Take my word for it, this is perhaps the ONLY way to have plenty of income since as I said, no matter how much you actually increase your income in rupee terms, if you end up spending more than that, then you actually do not really have the income right?

So as much important as the 'ability to search for ways to increase your income' is, or 'how to multiply your sources of income' is, the first and foremost Moneygasmic situation to aspire and work towards is the 'ability to live on less than your income'. If you can manage to attain this, you will end up way richer, with more income to save, invest and spend and thereby, improve your and your family's quality of life!

THE ATTITUDE,
MINDSET OR LET'S
SAY...LIFESTYLE
HABIT OF LIVING
ON LESS THAN
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IRRESPECTIVE OF
YOUR INCOME.

EARNING MONEY FROM YOUR PASSION SITUATION

02

What other Moneygasmic situation in life other than earning your living from something you love!?!? Well, quite naturally, rated as one of the highest Moneygasmic life aspects, earning money from your passion seems to top all charts in people's list of dreams and desires in life. Financially speaking, there's nothing better than having to do all the time what you love doing the best and better still, earning from it!

For example, lets say you are a foodie...just imagine if someone paid you huge sums of money for eating different kinds of sumptuous food. Or you love to sleep and somehow could earn money from sleeping half the day! Sounds crazy right...but these are just examples...people have hobbies and core passions that drive them, motivate them, make them dream, make them want to attain a higher level, make them want to create something...to aspire...and financially speaking, if your earning could be somehow tied to that, there's nothing like it! Your life is sorted out for you!

To sum up some of the huge benefits that you get from earning money from your passion:

- ▶ You will remain self-motivated, driven to your work and never feel Monday blues if you earn from what you love
- ▶ You will excel easily since its your passion and hence success will come to you naturally
- ▶ Going deep into the work or expanding it further would be always in your mind, you will think about it, and would excel in it, taking your work to a different level altogether
- ▶ You will never ever suffer the boredom or the burn out situation that bugs every other worker and hampers their career growth

If you are earning from your passion, your income would passionately and consistently grow...the sky is the limit and the world is yours! Truly Moneygasmic situation at its best!



I ♥ MY
JOB



Wealth flows from energy and ideas!

This phrase in reality is a famous quote by celebrated American publisher and author William Feather. The quote is thrown around a lot but seldom do we realize the true meaning of it.





If you do not see it in your head, you cannot see it in your reality.

Let the ideas in your mind flow, work hard on them, and watch how the universe makes it real. What you must need, is to have an "idea" that to achieve what you want in life and that is the key to success. When the idea is clear in your head, you slowly and steadily create a momentum to reach your goal. Wealth and prosperity are a state of mind that can be achieved by training your subconscious to welcome wealth with positive thinking rather than following what others are doing to acquire wealth. This state of mind creates a flow of immense positive energy that enables you to reach the pinnacle of financial success.

Journey not as easy as it sounds

This particular journey however is not as easy as it sounds. You have to totally commit yourself to your personal "Wealth Attraction Plan". Take a moment on your own and chalk out your pros and then commit yourself entirely to plan out how these pros will translate to created wealth. Be specific to your goals and give yourself a practical deadline. Write down how much money you want to make in 3 months, then 6 months, then a year and

so on. Having a timeline always helps you to attain your goal and it gives you a clear idea as to how many days you took to achieve it. As time goes by, you will realize the timeline is getting shorter and you are making wealth much faster than your previous deadline. At the same time, don't be a person with a close mentality. Make yourself open to other ideas and suggestions and more specifically make yourself open to opportunities around you. You must be fluid to changing circumstances and be ready to grab any open opportunity that is closest to reaching your goal.

Robbing you out of your energy and keeping you from reaching your dreams

Lastly, let go of people and things that are robbing you out of your energy and keeping you from reaching your dreams. It's difficult to attract wealth when a negative force is dragging you down. So, say goodbye to naysayers and non-believers of your plan. Most people think making a lot of wealth is a result of sheer luck, they couldn't be more wrong. Your mind is your own, you have to power to train it the way you want. So, train it to always generate "wealth-acquiring" ideas so that you are always full of the "hungry to succeed" energy. Wealth and prosperity will automatically follow.

Now let's examine this quote very closely. The quote does not say that wealth comes from doing something related to money. It does not say wealth flows from working extra hours, investments, winning a lottery or getting ahead of others in life. It says, wealth flows from energy and ideas. To understand this concept better let's break it down to a simple formula:

Ideas & Energy Wealth

When we think of money and wealth and how to acquire a lot of it, we always confuse it with conventional methods of acquiring it, rather than sticking to the actual starting point – the mind. Yes, having a job or a business is one way to earn money and acquire wealth yet there is another level of wealth acquisition that involves acquiring the "idea" of wealth and prosperity. Before jumping into the nitty gritty of wealth creation, take a step back and understand the mindset of acquiring wealth and abundance. The journey like all other journeys, or inventions must start from the head.

How to grow up and get rich

Let's have a look at some of the things you can do if you are a billionaire. You can build your dream home. Take for example Mr Mukesh Ambani, who is worth over US \$22.7 billion. He decided to build his dream home in Mumbai which is 27 stories tall, many of them double and triple height. You can even buy an island in the Greek coast or the island homes in Dubai! You can indulge yourself in the finest food. Beluga caviar or Foie gras would be at your dining table anytime you feel like. If you are a meat lover, Kobe beef steak will be on your regular diet. You will be visiting only the Michelin-starred restaurants around the world and of course you will be able to taste the world's finest beverages. Not to wait for the ice cream van anymore, you can actually own an ice cream factory along one's that makes chocolates.



PREPARE FOR BAD TIMES and you will always **HAVE GOOD TIMES**

Ever heard of the old grasshopper and ant story? The one where the grasshopper happily hops around the land, merrily passing time while the ant works like crazy trying to save up for the winter. The grasshopper laughed and ridiculed the ant saying why is he working so hard in such a beautiful time? Can't he just stop and make merry just like him? The ant smiled and kept on working.



A long came winter when the ant safely huddled into his hole, safely tucked in with food for the winter. The grasshopper on the other hand started finding food scarce as all the leaves were gone in winter. As the winters grew worse, the grasshopper slowly starved to death.

LIVING THE LIFE OF A GRASSHOPPER

Unfortunately, many of you today are living the life of a grasshopper with an unflinching attitude towards the winter. None of you are working towards a solid financial future that can withstand the surge of a bad time. Financially speaking a bad time can be a number of things. A failed investment plan, recession, changing job scenarios, sudden crisis, the list goes on. You have to be absolutely certain that these bad times are inevitable and always lurking around the corner. Prepare a sound financial home just like the ant and you will be prepared to withstand the winter, in this case a financial bad time.

THE PROBLEM WITH THE GRASSHOPPER

Most of you right now are working hard, earning a

significant amount, but not saving or investing it anywhere. The main reason for this might be that you have never seen a bad time yet. Don't get fooled, just because it's not there now, doesn't mean it won't be there in the future.

The problem with the grasshopper was that he didn't think bad time would come, so he put a little effort to save up for the bad time. So, when the bad time hit, he was not ready for it.

DON'T BE THE GRASSHOPPER!

During the last great recession, many people like you lost a lot of money. Losing money means losing everything so, they lost their cars, homes, retirement funds, everything. But there was another set of people whose story was different. Not only they were safe from a financial bad time, they even made a lot of money while the bad time lasted.



Be prepared for bad times so that you only know good times.

HOW?

First and only step is to "know" money. Those people knew how money works and they also knew that a financial bad time was coming.

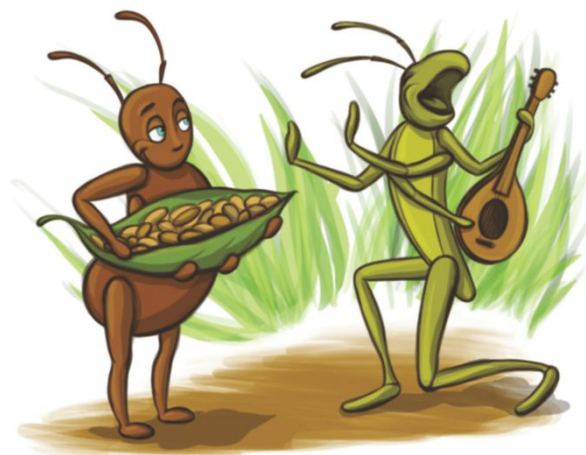
REMEMBER, MONEY IS KNOWLEDGE!

Knowing about money, constantly updating yourself with it, gives you the edge over others. More you research and read and continually get updated about money, more you understand the flow of it. Where is money coming from and where its flowing, and it's always flowing to new places. So continually educate yourself about what is happening in the market.

For example, if you see the government is lowering interest rates, you have to understand that this is going to put pressure on the rupee slowly lowering its value. In this case, you should make purchases in land and gold which usually loses its value when such a situation arises. Now, when the market will come up again, you already have fixed assets that you can sell at a higher price than what you have got it for. In a bad time, these are the investments that will pay you off.

IT STARTS WITH FINANCIAL EDUCATION

So, invest your time in educating yourself. Know about money, how does it work, know about markets and its highs and lows. It starts with financial education and then putting what you learn into practice. Old ways to make money like penny by penny saving or having a stable job will not always hold up during bad times. Start building a solid financial plan for yourself today! Be prepared for bad times so that you only know good times.



Top 5 Techniques to convert your Scarcity Mindset into the **Abundance Mindset for Success**



THE REAL KEY TO BEING SUCCESSFUL, BEING RICH, IMPROVING YOUR FINANCES AND MAKING IT BIG IN LIFE, UNLIKE TO WHAT MOST OF US THINK, ARE NOT AT ALL RELATED TO TIPS AND TRICKS OF CHOOSING THE RIGHT STOCKS OR MUTUAL FUNDS TO INVEST IN. RATHER, IT IS ALL ABOUT HAVING THE RIGHT MINDSET ABOUT FINANCE. YES, THE RIGHT FINANCIAL MINDSET AND ITS CONSCIOUS CULTIVATION IS ALL THAT ONE NEEDS TO BE SUCCESSFUL IN LIFE.



THE SCARCITY MINDSET:

It is said that individuals have either of the two different kinds of mindsets in life – the scarcity mindset and the abundance mindset. Most of the human race, globally, has the scarcity mindset internalized deep within. This means that most people think that everything in life is scarce and one person getting something

automatically reduces the portion of the same thing for another. Hence, people having the scarcity mentality have a tough time sharing anything in their lives, be it success, recognition, power, profit, fame, etc even when the others have had a role to play in his/her attainment of it. This is simply because, these individuals feel that anybody else getting a bigger share of the pie automatically means a lesser share of himself, since the pie is scarce and there simply isn't enough for everybody. So, for example, some common thought patterns for people having this mindset includes – there can only be one pay hike at work and if one person gets a

bigger pay hike then nobody else can have it, my salary is a certain scarce amount of money and if I don't use it now it will 'go away' for something else, if I don't travel now when I'm young, I will never be able to travel later, and so on and so forth. This mindset is not only of a financial nature, it is a life mindset and impacts each and every thought or action that we think of or act upon. The main characteristics of scarcity mindset individuals include:

► **Focus on extreme short term** since individuals think if something is not done/got right now, it will never be done/got in future since the resource is scarce and someone else will get it.

► **Ignorance of long term choices** since excessive focus on doing everything for short term hardly keeps any choices for the future.

► **Jealousy, stress and sadness** resulting from the continuous tension regarding other people getting more and myself losing out.

► **Bad Personal Finance Situation** since individuals almost always exhaust their paycheck as soon as they receive it (before something else takes it away). They are bad at investing and usually always end up blaming the system for their bad personal finance decisions.

THE ABUNDANCE MINDSET:

Exactly opposite to the scarcity mindset in nature, thoughts, behaviour, action and of course end results, abundance mindset is all about believing that there is enough for everyone to share from. Hence, individuals possessing this mentality possess a deeper sense of security and self-worth and are ready to share power, prestige, credit, profits without haste. The three characteristics of such individuals include:

► **Focus on long term** since not having something right now does not necessarily lead to the conclusion that you will not have it ever in life. E.g someone getting a better raise doesn't mean you

will never get it. Missing a party doesn't mean you will never have fun in your life ever, etc.

► **Positive Feeling towards others** since individuals have the deeper understanding that there is plenty for everyone to share and enjoy. Thus, stress is less, people are happier and elements like jealousy, power games, ego clashes, etc are minimal.

► **Good personal finances** since one doesn't end up spending money as soon as they earn it.

So the important question now is, how does one convert his/her scarcity mindset into an Abundance mindset?

5 Techniques to cultivate Abundance Mindset:

1. Positive Conversations:

Consciously convert your conversations with family, friends and colleagues from cribbing about what you 'don't' have to what you 'do' have. Engage in such conversations as a habit. Stop talking to your friends or colleagues about their problems in life and instead ask them about what went well the previous week. Focus on the big things instead of the smaller ones. Projects being worked on, academics someone is pursuing, etc...personal experiences

and achievements. Of course one cannot shift to this mode in a day, but a gradual and conscious shift will create wonders in your life and finances!

2. Organize Your Home:

Sounds irrelevant but you will be amazed to see how organizing your home can make you feel how many stuff you already have! Organizing home and feeling this vibe goes on to help one organize his/her life as well in instilling the abundance mindset.

3. Be aware of Media Impact:

In today's world, media and advertisements essentially feeds on our insecurities and reinforces the scarcity mindsets we possess. Each and every advertisements basically tells you that you do not possess something and subconsciously develops the 'need' for it leading to the desire to purchase. One of the crucial techniques in developing an abundance mindset is to be aware of your own media consumption and reduce it as much as possible.

4. The Win-Win Scenario Game:

Scarcity mindset believes that there is always a winner and thus a loser. Abundance mindset on the contrary believes in win-win situations where

both parties win. Make this a game that you play privately with yourself. For every situation that you come across in life, think about how you can solve it where both the parties are in a win-win situation. In no time, this will create wonders in your professional life. You will share together, grow together, win together and achieve way more both individually as well as together.

5. Stop comparing yourself to others:

One of the most important points. Scarcity mindset is about always comparing yourself to others, who got the bigger piece of the pie. Abundance mindset on the other hand is only about comparing yourself to yourself and no one else- your own goals, your own journey, how you are living up to them, your own growth and your own life.

To conclude it can be safely said that the above mentioned techniques are all that one needs to firmly place himself/herself in the path towards attaining the abundance mindset. And once that is deeply ingrained in one's day to day life in terms of the individual's thoughts, behaviour, action and attitude...work, achievements, power, prestige, success, money...everything comes...in abundance.

The faster you can transact the more money you will make

Remember, a faster turnaround time in a business means everything for its success. A healthy turnaround time is essential for survival of a failing business and making the failing business into a profitable one.





fast and clever is going to make you sore high in the financial world. My advice to you today is be the rabbit, not the tortoise. When you are set to win the success race the only mantra you need to keep in mind is: Grow fast or die slow! Speed here is the defining factor for your financial future.

In today's super-fast and uber competitive market you have to act exceptionally fast, putting yourself in the right place and the right time. And remember, never slow down!

Exceptionally more money rather than transacting linearly

Transacting your business to unlimited customers 24/7 for example, can make you earn exceptionally more money rather than transacting linearly. Many of the people around you today are suffering financially simply because they are too slow. They can't catch up to the speed of the money moving in the market, rather like the tortoise they are going on their own little speed. The money doesn't stop for anyone, it doesn't rest, it doesn't sleep, it doesn't even take a break. Why should you then?

Think fast, act fast. See an opening, an opportunity grab it. Invest immediately, invest fast, invest intelligently. Faster you put your money in the

right place, faster you will see the return. More you transact, more your sales volume will grow, making your business surge ahead in exceptional speeds.

How quickly business and money are changing

The future is shining for those entrepreneurs who understand how quickly business and money are changing, and who have the ability and flexibility to swiftly change and adapt to the circumstances. Association is also a key factor here. Associate yourself with people who are in the habit of being a fast mover. Don't hang around with people who believes in the "safe" way to make money, work little, save little. Take the advice of the fast movers rather than the safe movers, and with no time you will inculcate the habit of being a fast mover. Remember, a faster turnaround time in a business means everything for its success. A healthy turnaround time is essential for survival of a failing business and making the failing business into a profitable one.

So, speed up your transactions, attain a great turnaround and with no time you will reach the pinnacle of financial success.

Everyone of you here are familiar with the tortoise and the rabbit story. The one where a rabbit and a tortoise gets into a race and as soon as the race begins, the rabbit wheezes past the tortoise giving himself a huge head-start. The tortoise however starts walking with a steady pace and slowly moves himself towards the finish line. Due to the rabbit's frantic speed, he becomes tired and falls asleep near the finish line. The tortoise keeps his steady pace and walks past the sleeping rabbit to the finish line, winning the race. The biggest lesson that we were taught here was: "Slow and steady, wins the race."

Rabbit is the winner and the tortoise loses the race

However, in the financial world the rabbit is the winner and the tortoise loses the race. Being slow and steady is not going to get you anywhere, being

MAKING AND MAKING MONEY

STEP 1



Making money is where you use your capabilities, talent, creativity, intelligence, ingenuity, time, efforts to create something that will bring in money over and over again with minimal effort on your part. You are in charge here, you are not dependent on anyone but yourself. You create a source of continuous income and then just wait for it to grow and multiply – you are making money in this case.

STEP 2



You can make money by inventing something new that will find repeat buyers or you can write a book and keep getting royalties for life or you can compose music, write a play, write lyrics, and get paid every time your creation is performed. In today's world you can build an online business and once it is set up, you can let it run by itself and bring you monthly returns.

