

Adam Up

Prosperity Mindset



**How the right mindset
can help you avoid
the credit crunch!**

Developing a Prosperity Mindset

Introduction

Presented by: Keith Watson — (Internet marketing side of Adam's Hypnotic Work)

For a few months now, Adam has been following a theme throughout each month in his weekly Adam Ups. From time to time, we will put a particular month's collection into a PDF eBooklet format for you to keep as a resource.

I personally was very keen that July's theme, **'Developing a Prosperity Mindset'**, should be the first one, as I have learned more about this topic than any other subject through Adam's work. One of the articles in the following pages is by me, entitled, **'Give Me The Chance To Prove That Money Can't Make Me Happy'**, and it tells the story of why I personally struggled in the past with making money.

This eBooklet theme is really topical because of all the financial gloom being constantly talked about in every media outlet.

I certainly hope the following pages will give you cause to pause and think through the issues and your choices of how you should be reacting.

On page 44, we are making an offer on **'The Hypnotic Millionaire Mindset' that had such an amazing impact on my own life.**

I thoroughly recommend this product, and hope the generous offer will make this a valuable investment for you and your future.

The offer is exclusively for readers of this eBooklet, and there is an explanation of how you receive the discount, as the offer is not advertised on Adam's website.

Enjoy!

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Adam Up: June 26th, 2008

Adam Rants About Having A Prosperity Consciousness... Now, More Than Ever

Last week, I watched a documentary on people who were actually benefiting from the so-called 'recession' that we are currently facing here in the UK and in much of the Western world right now. They include bailiffs, property developers, discount store chains, and all kinds of other people and companies.

Last weekend, we had some of my best friends over for dinner. We discussed this subject.

Now, I want to get frank about this, so let me ask you a question. If it were not due to the media's insistence that we are facing a recession, would you honestly know that we were about to have one?

Ok, so prices of various things are going up, we'd notice that... But would we really know that the global recession was affecting us as much if we were not being heavily influenced by the media and their portrayal of it? It is almost as if some people are being forced into recession and having a poverty consciousness.

Last week, we bought some new Italian designer, soft leather sofas for our new home, we bought a new barbeque, a new, very fancy running machine, and a brand new LCD television... My business is booming, and the recession is never going to find its way into my life or my home.

It is not because I am sticking my head in the sand here, and neither am I refusing to accept certain realities... I possess the single most important thing to own at a time that the media describe as a 'recession', and that is... a prosperity consciousness. A mindset that allows me to be one of the people doing well on many levels when I am supposed to be suffering.

We all want to thrive, don't we? Whether we want to thrive as consumers, business people, or simply in inter-personal ways, a prosperity consciousness is vital.

You know, we have the technology to land on the moon today. It has happened a few times now. We all take it for granted that it has happened. Everything we needed to do that was here on this planet, yet many hundreds of years ago we would have been more likely to howl at the moon, pray to it or be scared of it rather than to conceive that we would ever land on it, I mean physically putting foot on it. As of today, we have done that though. So what changed?

Our mindset and our consciousness changed. The mindset and consciousness of people has changed and developed in so many ways. So very much of my own work is aiming at getting

people's mindset changing and evolving beyond that of the masses. It is about establishing the consciousness of prosperity and wealth in a wonderfully natural, harmonious, spiritually fulfilling and satisfactory way. In the coming weeks here on Adam Up, my aim is to get your mind to be open to and attracting prosperity and developing the mindset of the wealthy.

I can remember reading 'The Power of Your Subconscious Mind' by Joseph Murphy as a younger man, and loving his idea of your mind being like a fertile garden. It really is though. Every thought you think, every belief you confirm, every reaction, response and thought process is like sowing a seed in your mind, and those seeds create your reality. Want to know what you focused on most in your life up until now, what seeds you have sown in your life until now? Well just take a look at your life, that will tell you. You have got what your mind has created, expected and focused upon. So what do you let happen, what do you allow to programme your mind? What has programmed your mind up until now? I wonder...

My Dad was one of many brothers and sisters that grew up in relative poverty on a farm. My Grandfather worked seven days a week — including Christmas day — from 5am until 6pm for pennies, and in much hardship. My Dad was the only one of his brothers and sisters to think it important to go to grammar school, to learn, to perform and to break the mould. He went on to set up his own business and make a good living for himself so he could buy his parents a better home in their retirement and a better quality of life for his own family. Many of his brothers had the thought process of, "We may not be rich, but at least we're honest," and shunned the idea of elevating their own financial wealth. They also lost part of their close relationship with him as their consciousness was so different.

Some people are raised in religious backgrounds that are based on guilt and feed you with the notion that money is the root of all evil and that money doesn't grow on trees, you know. Some people had authority figures tell them money was not honest or good to have — one the biggest issues that people have in getting their mind open to wealth, is the unconscious belief that money is wrong or they are programmed to think they don't deserve wealth, or even that being wealthy means someone else is missing out. All that programming throughout a lifetime can create major barriers to living your dreams.

That is what I would like to remedy — in a great many ways.

Ok, repeat after me — "I am worthy." Go ahead and say it out loud. "I am worthy." Come on, say it out loud and proud... in fact, belt it out — "I am worthy!" You are worthy and deserving of financial abundance. This is where we start and you have to get these things firmly lodged into your mind, and boy do we have a wide array of ways to do that, all coming up in the weeks ahead.

You know what? You were born to be wealthy. You were born to be the fullest possible expression of yourself as you want to be. There is nothing honourable about being poor. Having money does not make you prosperous, but you can't be prosperous without money.

Prosperity is having an abundance of energy, joy, friends, opportunities, nice things, and so on.

Prosperity is having fun as often as you can. So please make sure you laugh as often as you possibly can. Inject joy into your life wherever you can and see the joy in life and living.

I have to tell you this. I speak of it often in a variety of ways, because it articulates my entire point heretoday... I am embarrassed to say it — I once watched the Trisha daytime TV show. It is kind of like Rikki Lake or Jerry Springer, except English. Anyway, Trisha had a guy up on stage who was 54 years old and was talking about how dreadful his parents had made his life. He had left home when he was 17 years old, because they were so dreadful. They did indeed sound awful according to his account. This is not my point.

My point is illustrated with a question I would have asked if I was in the audience. I would have asked, "When you are 80 years old, if you live that long, are you going to be on your death bed and still blaming your parents for what a terrible life you have been dealt?"

At what time does that guy need to stop blaming his parents, the world and everything else and start being responsible for himself? When is he going to own his life? This may sound uncaring — however, I help people for a living, I care. I have been a therapist for many years now, I care.

I would like for you to develop a consciousness of taking responsibility for yourself. To stop being a victim of circumstance in any way. so that when the media tell you that we are having a recession, you respond in your own personal way that still allows you to thrive!

On this TV show, the audience and Trisha and everyone else watching across the UK were all making that "Aaahhhh" noise — they were confirming that, yes, he was a victim of much injustice, he had been dealt a bad hand in the card game of life — they were confirming it for him, they were helping him to be a victim! To stay centred in lack.

His consciousness was not going to updated — he was getting far too much love for staying poor, unhappy and being a victim.

When developing the mindset of wealth, it does not matter what you do — it matters who you are. It only matters who you are!

I do not offer a plan or a scheme that is going to show you what to do or who to be in order to be wealthy. I aim to show you how to adopt the right mindset, so that you know you are capable and open to receiving all the wealth and abundance that you want and that you deserve. When the mind is right, when the consciousness is right, you cannot help becoming prosperous, wealthy, abundant, rich and happier with what you can do with your life.

Goddamit, you deserve this! That is another thing to say out loud — "I deserve this." Go on, say it out loud right now... "I deserve to be wealthy!"

"I deserve to be wealthy!"

If you are not comfortable saying that, then are you going to be comfortable with getting your consciousness updated so that you can receive prosperity?

If you do nothing else, how about you give yourself some good messages each morning when you wake up?

This is the time when your brain is fertile. So many people are woken by a violent sounding alarm clock shocking them into life, then they stub their toe and think, "Ow!" and go about their day with all that kind of thought process marked out. Get some good material into your brain early in your day — invest the time in yourself.

That is the time I go running along the sea front here, I listen to good material, read good material and get as much good, prosperous stuff into my mind as I possibly can in those early hours.

This week, I am not writing with a step-by-step technique or strategy, I just want you to know that however bad things are supposed to get according to the media, in my lifetime, I shall not be letting it influence me. I shall be finding ways to thrive, to move onwards, and be fulfilled, and nothing will be dragging me anywhere I don't want to be.

If you want that same mindset, go invest in my audio programme, The Hypnotic Millionaire Mindset, and you'll have it. This week, I also want to share with you a great piece of writing that I shared with the members of my Inner Circle.

Article 1: Why Does Money Matter?

By Roy Baumeister and Kathleen Vohs

Why does money matter? A recent, influential paper argued that the straightforward interpretation of money is that it works like a tool, in that it enables the owner to get what he wants. But that's not quite exactly correct. Tools are specific to a job. A saw is specifically useful for cutting things in pieces. Money does not have this specific quality. It wasn't created so that people could trade it for fish or sex or beer. Instead, it is an all-purpose tool, which means it is much more like a resource than a tool per se.

Another difference is that a genuine tool enables you to do things, directly. It doesn't matter what other people think about a tool. You just use it, and it gets results. But money depends utterly on what other people think about it. Unless they agree to recognize it as having a particular kind of value that can be exchanged for other things, it is just useless paper and metal. The pragmatic usefulness of money depends completely on a set of assumptions shared by many different people.

What sort of resource is money? Money is control over the environment by means of the social system. You have control to make the system give you what you want. Money thus makes the person less dependent on the good will and social approval of others. Money enables you to use others to get what you want.

The broader perspective of this blog regards human beings as cultural animals. That is, human beings combine nature and culture in a remarkable, probably unique way. Humans are animals (nature) who get what they, as animals, need and want by virtue of the complex social system known as culture.

Thus, culture is the biological strategy of humankind. Nature measures success in survival and reproduction, and all else is geared toward furthering those ends (Evolutionary purists insist that even survival is merely a means toward reproduction). For most animals, survival and reproduction depend on dealing directly with the physical environment, including the other creatures they want to eat and those who want to kill and eat them. For humans, survival and reproduction depend on negotiating their way within the complicated social systems that humans create, which include culture.

Money works that system. Having money enables the individual to use the system, to get the system to dispense what the individual needs and wants. For example, whereas birds and fish and bears get their food from the natural environment around them, humans tend to get their food from the social system, which these days includes grocery stores, restaurants, and pizza delivery companies. When was the last time you got your food the way a bear or bird does, by finding a living thing in the world around you and then killing and eating it?

Yes, we get our food from the social system (the culture), but to do that requires money. Sometimes, to be sure, one can get food without money, such as by getting invited to someone's home for dinner (although the host probably spent money on the dinner), or by letting one's parents make dinner (though they probably used money). For the most part, however, to get food from the social system, you need money.

Money is thus a resource that contains a remarkable kind power to influence the social system. The social system recognizes its power and value and responds to it. Money is thus not like a physical tool, but in a sense it is an all-purpose social tool.

Interesting, eh? I am going to be exploring more of this later. For now, please, please refuse to be hypnotised by the media. Please, please think about developing a prosperity consciousness.

Adam Up: July 3rd, 2008

Is This The Best Restaurant Adam Has Ever Been To?

I call it a prosperity conscious edition of Adam Up because we are blazing that trail this month... Last week I was ranting with a rabid-like enthusiasm about developing a prosperity consciousness and refusing to allow the media or anyone else to hypnotise you into believing that any 'recession' is something that should be causing you to suffer in any way.

My wife Katie and I had a quiet weekend just gone... We have so much work and entertaining coming up that we do not have a free weekend until late September and decided that we wanted some time together this weekend.

I got out in the sunshine and worked on the garden and we both potted around the house, on a whim we decided to go to a very highly regarded restaurant at the Harbour Height hotel in Sandbanks, a place with exceptional fresh fish, we drank Sancerre, ate lobster, looked out over the harbour to Swanage and the sun shone on the sea and all was wonderful in the world.

Without wanting to sound vulgar and simply to illustrate my point, the bill was hefty and it is no wonder the staff are immaculate and always smiling. Yes, the bill was one of those that many people would need to be sat down to read... And this at a time when we are being told to tighten our belts in anticipation of a global recession.

We did that on a whim.
Because we can.

Now, a prosperity consciousness is not about being able to go fine dining when you want to. It is the attitude underlying it. Marathon runners have a prosperity consciousness; they dedicate themselves, enjoy strict training and deliver results... I love the marathon running community.

Many mature students have a prosperity consciousness, recognising the value of self-improvement, building of knowledge and enhancing of skills. Regular ezine readers could be seen to be doing the same, as long as they take action and use the information they read.

The Spanish national football team and athletes readying themselves for the Olympics have a prosperity consciousness, people thriving in recession times, people who laugh and get as much joy out of life as possible; there are so many people with a prosperity consciousness in at least some part of their life.

These are all examples of people for whom abundance is a natural state. Did you ever read 'The Upanishads'? It has some incredible messages for the prosperity minded, such as:

"Out of abundance, He took abundance, and still abundance remained."

The world we live in, the universe it sits in, our minds, life and everything else is abundant by nature. There is no shortage of it, except in the minds of those that choose to allow such a thought.

Whatever wealth means to you, there are infinite amounts of it awaiting those who have a prosperity consciousness. Many more opportunities, chances and choices come to those of us who have a prosperity mindset... Millions of other people have created incredibly prosperous lives for themselves and so can you!

The sunset that Katie and I watched from our restaurant seats last weekend could not be totally absorbed by just us. No-one can absorb all the magnificence of such an abundant sunset, can they? There is an infinite amount for us all to be inspired by in that sunset, to photograph, enjoy, absorb and to share. And that sunset returns time after time, it is endless. Just as any foundation of abundance is.

The simple idea of abundance is as the dictionary says: *"Great supply, plentitude, sufficiency, more than enough."*

Abundance is a prosperity mindset, abundance cannot wear out, get tired, stop delivering or run out.

Once you are the proud owner of a prosperity mindset at the core of who you are, then your abundance and prosperity pour into your life... There is more than enough to attend the needs of everyone who adopts that mindset.

If you do nothing else, learn how to get into a receptive mindset, ideally self-hypnosis (get my book, *The Secrets of Self-Hypnosis*, or *The Secrets Of Self-Hypnosis Masterclass MP3* product to learn how) and deliver this message to yourself each and every morning and night:

"I am more and more abundant, in a way that is increasingly harmonious for me and those around me... Infinite money is mine to earn, save, invest, exponentially multiply, and share... My abundance helps make more and more other people better off... I embrace abundance and abundance embraces me... I have an increasingly beneficial prosperity mindset."

If you learn the language of self-hypnosis, you can write your own version and deliver your own created message to yourself each day. Which brings me nicely on to my next train of thought for today...

I have written week upon week about the words you speak and the thoughts you think, I always talk about reading Joseph Murphy's 'The Power of Your Subconscious Mind', or James Allen's 'As A Man Thinketh', as a way of illustrating this notion.

Anyone with a prosperity consciousness needs to know how to police their thoughts. If you notice that you are putting yourself down, being negative towards yourself or using negative beliefs to fuel your words, then you need to get them to stop.

How To Police Thoughts Of Lack... And Deliver Prosperity To The Brain

You regular readers know I say a lot that your mind is like a fertile garden and every thought, every word is a seed that if given sufficient attention will grow into full blown sensations and problems like experiencing lack, fear or the belief that you should be experiencing a recession!

You just want to be able know that you are a prosperous person, with potential for increasingly more abundance and your wealth grows and that it gets better as each day passes, that you feel in control of your own mind and that you are feeling happier and happier about it.

I used to forever pick my Mum up for tutting and saying, "That's typical..." every time anything bad happened to her or her health. She'd say, "That's typical of me and my luck..." It used to drive me mad! She was basically affirming the negative thought, the thought of lack, running herself down.

Here is a simple technique to stop any poverty conscious thoughts, just do it as and when you are required to do it:

If and when the old negative thoughts enter your mind in any form (negative internal dialogue, images, sounds, feelings), then first of all you need to 'stop' the thought. Shout "Stop!" to the thought in your mind to stop it from spreading. Here you are acknowledging the old thought and choosing not to let it become a seed in your garden.

No lightning bolt is going to come out of the sky at this point, yet you are showing yourself that you are aware of yourself and your thoughts and that you are putting your foot down — heck, YOU should be the one deciding what goes on in your own head, am I right?

Having done that, take two or three deep breaths from the area beneath your tummy button. Some really good deep breaths and alter your physiology so that you are standing, sitting or holding your body differently than you were previously.

Then turn that thought into an imaginary 'thing'. Put the thought (the thing) on to an imaginary screen of any sort, inside your mind. Just put it on to a screen to dissociate yourself from it. This further stops it from becoming a seed in your mind. Then send that screen away, make it smaller, smash it, white it out, just get rid of it in any way. Banish that thought from your mind.

This has gotten rid of the old unwanted thought (or at least signalled that you are no longer going to allow them to do their own thing). You really need to focus on what you want, and not focus on what you don't want. Whatever you focus on the most (positive or negative) is what you get more of.

So start to police your thoughts in this way and effuse to allow non-prosperous thoughts on board.

The spoken word has tremendous impact on both our external and internal reality. Words have power on so many levels. Whatever you say eventually comes back to you like a boomerang. Therefore, it is important to learn how to make the most out of the words you use.

I do not have the space here today to re-apply messages of progressive language, however, at my website you can read my article about the language of self-hypnosis, in the articles section of the resources area; that article is going to help you with you language a great deal.

What I am more interested in sharing with you today is the underlying thought process of your language rather than the actual words you are using.

I want to quote an excerpt from Mark Victor Hansen's book, 'The One Minute Millionaire', to get this point across today:

Marshall Thurber, a partner in one of the most successful real estate companies in San Francisco, told of a powerful experiment he conducted with his office staff:

"There was one discipline that immediately transformed my entire organization. It developed from one of our weekly Monday morning meetings with the entire company. At that meeting, I read a passage from a book detailing the life of Rolling Thunder, an American Indian Medicine man."

These are Rolling Thunder's words:

"People have to be responsible for their thoughts, so they have to learn to control them. It may not be easy, but it can be done. First of all, if we don't want to think certain things, we don't say them. We don't have to eat everything we see, and we don't have to say everything we think. So we begin by watching our words and speaking with good purpose only."

Upon reading this quote, everyone in Thurber's company agreed to only speak with good purpose. That is, "If it doesn't serve, don't say it."

According to the rules, if anyone was observed not following the policy of speaking

with good purpose, he or she had to donate \$2 to a bowl in the office. At the end of the month, the money in the bowl was given to charity.

This simple act of putting \$2 into a bowl was a transforming experience for this entire office. According to Thurber, nothing he has done before or since had such a powerful impact on a group of people.

So, when thinking about your own development, your own prosperity and enhancing your wealth mindset, why not have a period of time to test this premise out?

Go on, I dare you to spend a day, or even a week, only speaking with good purpose. If it does not serve, don't say it. If you catch yourself speaking words that don't serve, put a couple of quid in a money box, or donate to charity and just watch how his impacts massively on your own life. You can maybe even use the money to go invest in 'The Hypnotic Millionaire Mindset' audio programme of mine that is highly reduced this month in line with our ongoing theme.

Next is one of my own articles, based upon some notions from my book, '**The Secrets of Self-Hypnosis**' and from '**The Secrets Of Self-Hypnosis Masterclass**' MP3 product.

Think of the underlying principles and apply them to how you use language. Then watch how the world responds positively and notice how opportunities open and you develop a prosperity language.

Article 2: The Progressive Language of Prosperity

By Adam Eason

Using language in the most progressive way to ensure your internal dialogue can be as amazingly powerful to you as using self-hypnosis. The author of the best selling book, 'The Secrets Of Self-Hypnosis,' tells you how.

Words are just a part of our lives, aren't they? Why do we need to think about them? When I teach people self-hypnosis, the language they use in self-hypnosis sessions is very important. What's more, the kind of language used in self-hypnosis can be used outside of formal self-hypnosis too, to enhance your communication with yourself at all times.

The words that you use in and out of self-hypnosis carry a lot of connotation and a lot of deeper meanings for you as they do for everyone. What one word means to one person can mean something completely different to another.

Self-Hypnosis: Language of Joy!

Think about an occasion in your life that was a wonderful occasion; maybe a happy birthday, the birth of a child, a wedding or a celebration, maybe a time when you achieved something, when you succeeded or maybe a time when you felt the full force of joy or love. Really think about that experience. Remember what you saw, remember and think about the sounds that you heard and think about how you know and how you knew you felt so good then. Whereabouts in your body were those good feelings? Now, as you really think about that memory and immerse yourself in it, think about the words that you would use to describe that experience.

These are the words that are going to elicit the most powerful response from within you when you use them in self-hypnosis sessions and when you communicate with yourself at any time.

Self-Hypnosis Language: Some questions for you:

Have a think about these questions... What words make you feel good? Which words give you good feelings? Make a list of the words that appeal to

you. You can use a thesaurus to help.

Ask yourself; how would I like to feel? Here are some good words you may like to use in your self-hypnosis or just to frequent the internal workings of your mind with:

Healthy, peace, balance, harmony, relaxed, confident, good, happy, powerful, joyful, calm, unison, assured, vibrant, loving, progressive, better, beautiful.

All a bit obvious, I know you get the idea. It is really important though that you do actually use words that have a good meaning to you and make you feel good within your self-hypnosis or just your internal dialogue.

Words in Self-Hypnosis:

Now, I am going to add a couple of words here for you to think about. Think about the words 'more and more' and 'increasingly'. These words are going to be important to create growth, power and fluidity in your mind. Let me explain how.

Consider the sentence, "As a result of achieving my ideal weight, I am happy." This is a nice way to remind yourself that by achieving this particular goal (whatever it might be for you) you are happy. Great. However, we can make that more powerful by changing a rather static "happy" to "more and more happy". I don't know about you, but I would never want to think that I ever reached the pinnacle of happiness and could not go any further.

Happy is static.

In order to supercharge your programmes and the way you utilise language in and out of self-hypnosis, you can mobilise the words and get them moving onwards and upwards for you. You can change "happy" to "happier and happier", or "more and more happy", or "increasingly happy", or "progressively more happy", or "more and more appropriately happy". Use whatever feels right for you, just use other words to develop and power it up.

Words to avoid in Self-Hypnosis:

Some of these words may seem fine and feel fine to use for you. I am just giving you ideas and considerations when using these words in and out of self-hypnosis.

When communicating with yourself, my recommendation is that you consider avoiding the following words and types of words;

Words that elicit bad feelings. Words that are ambiguous. Words that are limiting, restrictive or disempower you. Words that you are uncomfortable with.

When communicating with yourself, ask yourself these questions: Is there another phrase or word that is better? Is there a word or phrase I find more pleasing? Is there a way in which you can put your energy and power into this suggestion in a better way?

Words that elicit bad feelings in Self-Hypnosis:

So, firstly, I want to point out some words that can elicit bad feelings:

Try, can't, won't, don't, should, shouldn't, must, mustn't, jealousy, temper, no, lose, will, sad, difficult, but.

I want to point out a couple of these words in particular.

The word 'try' sends a shudder down my back. I use this word in therapy often to ensure that people won't do what I am asking them, for example I might say, "Try to resist the urge to relax." When you are trying to do something, you are not doing it. You build in failure by using the word 'try'. So just remove it from your internal communication.

You will have heard that expression, "If at first you don't succeed, try and try again." Yuck. Awful stuff. It really should read, "If at first you don't succeed, try and try, and try, and try, and try, and try, and try, and try, etc, etc..." You want to do the things you want to do, you want to achieve the things you want to achieve; you don't want to try and do them or try and achieve them.

The word 'will' is another one to avoid if you can. 'Will' is not actually happening, it is something you will do rather than actually are doing. It never occurs. You know, you can put almost any sentence together with the word 'will' in and simply remove that word to make it more progressive and positive for your self-hypnosis requirements. Have go at doing that (I realise that there is likely to be at least one wiseguy who now uses the word as in Last Will and Testament... yes, very clever, I have not heard that one before). Here are a couple of examples...

Your Last 'Will' and Testament:

"As a result of stopping smoking I will be healthier." It now becomes, "As a result of stopping smoking, I am healthier." "I will successfully achieve my goals," is transformed into, "I successfully achieve my goals." Here we have just removed it to make it more progressive. You see, it is those finer distinctions that I refer to often that can really make a difference to the way you use language, and you may as well really use it more and more powerfully while you are in the state of self-hypnosis.

Lots of people tell me that they want to lose weight. I always tell them that no one loses when they come to see me. Think about what else you lose in life. Generally, it is things that you would rather have kept like your keys or your wallet. You generally lose things that you want to find again. Lose has many negative connotations. Instead of losing weight, reframe it with the words achieving and maintaining the size, shape and weight that pleases me. This is much more progressive.

Finally for this section, I want to mention the word 'but'. This word can often be seen to be negating what has come before it;

- "I would really like to come out tonight, but I have to wash my hair."
- "Of course I really love you, but I need to pursue my career."
- "I had a great time, but that guy sitting next to me was rude."

This might not always be the case for you; however, it is for you to be aware of when addressing your own unconscious mind in and out of self-hypnosis.

Put Down the Put-Downs:

Secondly, I recommend that you really do avoid using words that are putdowns. They don't really have a place in self-hypnosis or your mind at all. Avoid the following words and words like them:

Untidy, dirty, smelly, ugly, stupid, lazy, hopeless, disliked, unkempt, idiot, embarrass, ridiculous.

I know you know lots more. I don't really like even having to write these in this article. Your internal dialogue and self-hypnosis sessions are better without these words.

Absolute Self-Hypnosis:

This next set of words is for you to keep aware of and avoid if you feel they limit you or your programme in any way. I am referring to words that are absolutes. These are words that have no flexibility, that are final. For example:

Always, totally, closed, never, finish, impossible, definitely, completely, death, cancelled.

You may, for example, state in a self-hypnosis session or tell yourself that you never smoke again. Which is fine and good for some people. However, you may have one too many glasses of sherry at Christmas and have a sneaky puff on your friends cigar. Now this does not make you a regular smoker again, however, it has negated the sentiments that you told yourself. It has made your internal communication to yourself less credible to you because you wrote that you would never smoke again and you just did, albeit only one puff. By writing that you would never do it, you leave no flexibility and you leave no room for interpretation of particular circumstances that may arise.

That may be fine with some, just bear it in mind. I mentioned the subject earlier within the guidelines for writing programmes and that is the notion of ambiguity. With self-hypnosis and when communicating with yourself in your own mind in other ways, it is best to avoid words that are ambiguous. Words such as;

Maybe, desire, growth, positive, negative, normal, whole.

You might well use the expression that your desire to stop smoking is increasing. Again, this sounds fine on the surface. However, do you want your desire to stop smoking to increase or your actual ability to stop smoking to increase? If you only increased your desire to stop smoking, it might become a very frustrating experience. Also, you might want to consider referring to your personal growth increasing. It could be referring to something growing on your body somewhere!

Think about the word 'normal'. Who is to say what that is? Do you know specifically what you mean when you refer to anything as being 'normal'? If you are going to use the word 'normal', I would recommend that you define what that means to you also, be specific about it or just substitute it for the word 'usual' if you can.

Finally, on the topic of words, I would like to point out to you the use of the word 'able'. It is one thing being able to do something; it is another to actu-

ally do it. If you are going to increase your ability with something, then also ensure you do it.

I realise that this article has offered up many considerations so far with self-hypnosis use of language and internal dialogue. These are just that; considerations.

You can allow yourself to find the right solutions and methods for you. As you get more and more used to being in self-hypnosis or just communicating with yourself more progressively and discovering the kind of suggestions and words that have the most powerful effect for you, then you can fine tune your use of them.

Adam Up: July 10th, 2008

Ever Get Smacked As A Child?

I grew up in the times when my friends and I found it perfectly normal to get smacked by our parents if we did something wrong. It is not PC or highly regarded as a parenting tool these days, I know, however I wanted to mention something aside from that big discussion...

I would find that at school or home, if I was ever going to get smacked across the backside, the anticipation — that is, the moment immediately prior to being connected with — was far worse than the reality of the pain... I have discussed this with my friends who often cried before it happened and then went away feeling OK because the pain did not deliver on the anticipation.

If ever a classmate of mine pretended to flick an elastic band at me, I would flinch and get mildly upset even though it had not hit me, because of the anticipation.

Very interesting learning experiences these, on a variety of levels. Imagine if you combined a powerful intent, with that anticipation and with an actual short burst of real feeling... Hmm... Let me explain.

Did you read last week's edition of Adam Up? Have you been thinking about how you communicate and how that communication influences your life?

Do you talk to yourself?

Many people have a positive and progressive internal dialogue that encourages them, especially when they have done something good. It is like they have their own personal inspiring coach:

"You can do it!"

"Go for it!"

"Good for you!"

"You did it!"

"Wow, that was amazing!"

Do you have an internal dialogue that says things like that? In keeping with our recession-busting theme, people with a prosperity consciousness have that going on within them.

Some people, especially people with a poverty consciousness have an internal dialogue that holds them back and puts them down:

"Who do you think you are? You can't do that."

"What an idiot."

"Why are you so stupid?"

"You can't do anything right."

"You're so clumsy."

A bit like when I was writing about those 'put-downs' last week.

Sometimes, without being aware of it, this poverty conscious internal dialogue talks us out of our dreams and holds us back from achievement. Especially if we consistently agree with the media telling us that times are hard and we should be buttoning the hatches for a recession!

Maybe you have a great, prosperous idea of some kind and immediately this voice fires off in our head, "Yeah, but..." followed by a list of reasons why it won't work, or will go wrong.

This is referred to by many as having the 'yabutts'. The Yabutts are a common enemy of prosperity conscious people.

The Yabutts talk you out of doing things. If I am honest, there are some things you need talking out of, so the Yabutts can serve a useful function by attempting to protect you and keep you out of trouble.

However, much more often than not, the Yabutts react too quickly to stifle your creativity and hold you in a position of lack. Instead of a voice of reason, they try to kill the deal before it has had a chance to grow at all. If you let the Yabutts go unchecked they can cause unnecessary anxiety, muddled thinking, poor health, and — most importantly in keeping with our theme — create a poverty consciousness.

If that is the case, you need to learn how to silence the Yabutts and take control of your thought processes.

How do I do that Adam? I hear you ask...

How To Ping Yourself A Positive Consciousness Today

Have a think about your inspiring, encouraging internal coach, that voice right now. Where is it? Is it loud or soft? Imagine that you have a sound dial that controls the volume of your progressive internal dialogue. Turn up the volume of your positive voice. How does that make you feel? Find a volume level that motivates, inspires and encourages you to be your best.

Now notice where your negative internal voice may be. Where is it? Whenever you notice the Yabutts trying to get in your mind, just turn the volume down. Notice how that makes you feel.

Tell the Yabutts to shut up!

Let me share with you a fabulous little tip for being free of the Yabutts forever... Go and find a thick rubber band at home or in the office and put it on your non-dominant wrist... You have just made yourself and prosperity consciousness creator!

Each time you catch yourself thinking something negative or having a counterproductive thought, ping the elastic band around your wrist so that it causes some minor pain!

Anticipate it happening... Even flinch a bit! Then PING that thought with the intention that you are freeing yourself from those kinds of thoughts.

The pain interrupts that negative pattern. Consider mentally and out loud saying the word, "Ow!"

Ping the band every time you find yourself saying:

- I can't afford it.
- That is out of my league.
- I'm not good enough.
- I'm not worthy.
- I can't do it.
- I'm not clever enough.
- I don't know where to start.
- I'm not well enough connected.

Replace those thoughts, like in last week's article about the right kind of language, with phrases like these:

- I'll find out how to get connected.
- I'll start right now with what I have.
- I am clever enough to work this out.
- I can do it.
- I am worthy.
- I am good enough.
- That is in my league.
- I can afford it if I really want it and discover how.

This technique is so simple. Wear your elastic band for the next week — 24 hours a day. Including while in bed. If a red mark starts to show on your arm, be thankful that you are showing yourself how to change your behaviour on different levels.

You are adding a real conscious learning technique for you to condition your own mind to stop with those old thoughts... Leaving much more room for all the good stuff to run through you.

No-one else needs to know you are doing this, it works rapidly... If you use it for more than this week, use it for a month and notice the results that I am sure are going to delight you. Believe me.

Your thoughts have the power to curse or bless you. Which can lead you to prosperity consciousness or poverty consciousness. That choice is yours. You can control your thinking. Your thinking controls your behaviour. Your behaviour controls your results.

Heck, it can be that simple. Go ahead, you can do it, have some fun with this and get your brain learning how to engage itself in deep-rooted change.

Adam Up — July 17th, 2008

What Is Your Time Really Worth To You?

The first steps to accumulating wealth, is to develop a prosperity mindset... as I have been talking about for the past few weeks. That is, we need to get some harmony and deep-rooted understanding about your wealth; what money is, what money truly is and how hard you work in exchange for those pounds and pence you receive each month... Usually, this is the only reward you receive for the work you perform (I say 'usually' — I know many of you work for other reasons too, you still are very likely to need the money you earn, though).

Many, many of us surrender the majority of our waking hours, energy and very valuable time for that single purpose of acquiring money. Rather than just acquiring money, wouldn't you rather accumulate it? Isn't it about time to actually use the fruit of your energy and time to properly begin rewarding yourself?

Well, I think so, and that is what I am ranting about this week and next...

So, you have 168 hours of life in each week.

In general, 55 hours are devoted to sleep (I know a couple of you then went "yah, how I'd love that much sleep...") — that leaves 113 hours. The average person works 40–55 hours per week. So if we took off another 2 hours to cover travelling and miscellaneous other things, then that leaves about 62 hours.

Ok, so now let's say you spend 20 hours a week for home life, hobbies, and projects. That leaves about 40 hours. That is 6 hours per day. Part of this time is spent eating dinner, taking a shower, brushing your teeth, etc. When it all comes down, you have about 20 hours a week to spend with the person/people you love. You worked 52 hours this week. Your greatest time spent each week is a push between working and sleeping. Then there is 60 hours a week left for everything else.

What I want to point out — whether you tinker with these figures a bit more or less, you'll get the notion I want to impress — is that you are dedicating a third of your life into whatever it is you are doing for your work. It is just about the most time-consuming thing you do. It really should be something you either enjoy doing, or that provides enormous value to you. Is your work rewarding? Do you go home at the end of the day and feel you have made a worthwhile contribution for that time you spent?

Think about what you are doing for those 45–55 or so hours every week.

- Are you happy with the work you have?

- Are you happy with the level of achievement there?
- Are you stressed out because you are living from one pay-day to the next?

Do You Dare To Have The “It’s Only Money” Mentality?

What is it about the unconscious collective mind in our society that prevents the majority of the people from accumulating wealth? Add to that, the fact that our media is desperately seeking to send the fear of God into us all about a looming recession... and accumulating wealth can be seen as a virtual impossibility in some peoples mindsets. Not ours though, right?

The recent ‘credit crunch’ tends to indicate that we are a nation that spends — spends beyond our means, and do not save anywhere near as much as we ought. It is very similar the Western world over.

If you look at an average UK worker that works for Tesco — my goodness, apparently £2.00 of every £10.00 spent in this country is spent there! Anyway, this worker got the job, maybe a couple of promotions, some minor seniority. Just think about this though... Is that worker happy with that job? If that person were not getting paid to be there, how much time would they spend there? Some people will say they love their job. I tend to think the truth of the matter is that people are working to pay their bills.

You are working for the sole purpose of acquisition. This month’s Adam Up articles have all been about you moving out of the acquisition mindset and into accumulation. Out of poverty consciousness and into prosperity consciousness.

You know, the money you accumulate is a symbol of:

- **You,**
- **Your life,**
- **Your work,**
- **Your value,**
- **Your value of... your self.**

In recent weeks, I have been writing a great deal about this subject and about how people make excuses and rationalisations about their wealth, lots of people have told me:

“It’s only money...”

When you consider what I have been saying about a third of your life being dedicated to your

work, whatever it may be, again consider the statement that so many say:
"It's only money."

Of course this statement is true.
So is, "Money isn't everything."

The implications of these statements to the unconscious mind are that your work isn't anything.... and that is the beginning of self-sabotage.

No-one says,

- "It's only 30 years of my life that I'm working for them," or,
- "It's only 60 hours of high stress, highly intense work."

Yet we are quite happy to openly, repeatedly announce:

- "It's only money."
- "Money isn't everything."
- "Money is the root of all evil."

Why on earth is this?

Before we go further, allow me to make a deal with you... Let's get this idea firmly lodged in both our heads: The most important thing in life is probably the love and richness between you and those you deeply care about (or something along those lines...). We agree.

It's the things that come next that I am writing about today. In this and next week's Adam Up, I want you to be completely free of any self-destructive beliefs you have about money and its accumulation. I want us to upgrade to a prosperity consciousness!

Consider, that's all I ask, simply consider that money can and should become a symbol of you, your life, your value and your work. Startling? Preposterous? Most people read that sentence through a devilishly dark coloured lens! And they get ready to barrage me with emails of what a heretic I am being in the personal development community. Do you think that way?

Have you seen the lives of people living without money?

Have you seen the health implications?

Have you seen the preparation of children born into life without money?

Heck, I could give example upon example of things which make for uncomfortable reading when people think about how life actually, truly is without money... Some people cannot afford the right kind of specialist health care for their loved ones, some people never see anything of life,

some people have much potential snubbed, some people live deeply dissatisfying lives...

Now: Let's consider again the statements I mentioned earlier:

- "It's only money."
- "Money isn't everything."
- "Money is the root of all evil."

How do you respond to those statements?

Here are my responses...

- "Of course it's not everything, and if you don't have it you could end up with literally nothing."
- "Who are you fooling?"
- "You gotta be kidding."
- "You can say that, when you don't have to endure something like the lives of people who truly struggle in life without money."

Can you truly care for and love those that you want to love and care for without wealth? How would you feel if you were a burden to your children or grandchildren for one, five... ten years? What if they had to take care of you 24/7 for the rest of your life?

How would you feel if you were unable to help those you love (your children?) meet their food, clothing, shelter, education needs?

Have feelings begun to develop inside?
Any feelings of discomfort?

Now, let's take this to the next logical step.

Millions and millions of children are starving to death in Africa, India, China the Middle Eastern countries that are oh-so-wealthy and give oh-so-nothing to their people. Literally no food on many days. Little drinking water if any. And kids are dying every single minute of every single day... usually needlessly.

Now, if those children had money, they could eat. They could live. But they don't and they won't. It's that simple.

- "It's only money."

- “Money isn’t everything.”
- “Money is the root of all evil.”

To that child who will die in about twenty minutes, he could live and grow up and be healthy and maybe even happy if he had one thing:

Money to go to town and buy food, water and medicine.

But he doesn’t and he won’t and there is little... nothing... that you can do about it. You know why? Because you don’t have enough money. It’s that simple. If you had the money Bill Gates does, you could give away 1.5 BILLION dollars this year as well, and save hundreds of thousands of lives... real lives.

Real people.

You have an absolute right and moral obligation to accumulate money, have a prosperity mindset so you can guarantee your family will be safe, secure and literally have an opportunity for happiness... long term. You have that right and that choice... What a privilege!

Don’t blow it on a stupid ideology, belief or a meaningless catch phrase.

Less than 1 in 4 adults reads a book after they leave secondary school. And reading, learning and most forms of educating yourself are directly correlated to your level of income and accumulation of wealth. We live in a society of people who have an opportunity to learn, to help make a difference in the world, to make an impact... but they don’t and won’t because they won’t take the time to learn how. They won’t invest in the book about Ben Franklin, or the entrepreneurial exploits of millions of brilliant people, the leadership of Abraham Lincoln, the love and emotional balance of The Dalai Lama. There isn’t enough time to read because they are too busy spending three hours today on anything rather than investing their time so the rest of their life can be a dream come true. Selectively reading, listening and watching the wisdom of the greatest minds and hearts in the world will change your life. Choose wisely... but do choose.

“It’s only money.”

Ready for the answer?...

The “why?”

Here you go:

No.
Wrong.
It is not.

Never say or accept this ignorant statement from anyone ever again. You work 30, 40, 50, 60 hours per week! You work hard.

These are people with regular intelligence who really believe that their payslip is something they are 'given' and not something they have earned. When you earn something you want to keep it and carefully invest it! When you are given something, it usually has a lot less value.

When you receive your payslip, you get a little tiny piece of paper. Insignificant. Why did you get that? Because of 50 hours of stress! 50 hours of devotion and dedication to your work. 50 hours of problem solving, selling, therapy... or whatever it is you do. And the piece of paper is 'only money'?!

But what you did to get it is not!

You worked hard!

Money is what you receive in exchange for that hard work.

Your work is valuable and you are valuable. Your work is a massive part of what you do with your life and that means a massive amount to your self-esteem!

When you receive money you receive it as a cause/effect.

Hard work/smart work = currency.

Further, little pieces of paper are symbols. They are symbols of the value you have created for someone else. When that person perceives you as having created a lot of value you receive a lot of currency. This is yours.

You surrender a big part of your life for the single purpose of acquiring that currency.

The money that you accumulate is a symbol of...

- You,
- Your life,
- Your work,
- Your value.

Am I getting this message through?

Despite all this, the insistent negative programme is that, "It's only money."

Yet this stuff that is 'only money' is precisely what you are working to accumulate!

Fears that are Obstacles to Accumulating Wealth

Whatever meaning you unconsciously assign the stories you have constructed about money, wealth and earning in your mind, do determine what you do and how you behave in your 'real life'.

Uncovering the fears, determining what these phobias, fears and habits mean, how they affect you and then putting a brand new frame around those stories so they develop new meanings that you assign to them is what next week's Adam Up is all about.

Only when you have done that process, does your unconscious mind allow you to go forward and accumulate wealth, with a prosperity mindset.

Fears of success and failure are also deeply rooted.

Some people won't even try something new for fear of failure. They might look stupid while trying. They may fall on their backside, much like we all did when learning to walk. So what? I failed miserably in my attempt to walk around the lounge. Many times, you fail. So what?

How do we learn some common phobias that we have?

When situations happen growing up.

Think of the miserly parent who drives a car into the ground until it's dangerously rusty and ready to fall apart. Who won't buy a carton of milk or a loaf of bread until payday. What does your family learn from that?

What about the workaholic parent also instils a phobia in the people around them. When the parent is constantly working and never takes a break, it can cause the children around them to say, "I'll never work like that in my life." We all need to have a balance when it comes to the amount of work put in.

Equating a good job with security can also become a phobic response to money. When a person becomes 'stuck' at a job they hate, the phobia toward that work becomes an obstacle to their moving forward.

There are many phrases you will hear from people who don't have the prosperity mindset:

- "I'm not worth a penny."
- "I'm worthless."
- "Money doesn't grow on trees."
- "You don't deserve that!"
- "Money is the root of all evil."
- "If I have money, my family won't like me / my friends won't like me / God won't like me."

- “If I have money, someone else is missing out.”
- “Spend it before you die.”
- “I’ve lived in poverty all my life, I always will.”
- “Work without reward.”
- “Job = Security.”
- “Unpleasant Work = Money Acquisition.”

Next week, I am going to show you how to be free of any limiting, negative fears, beliefs or thought processes once and for all... I mean, we are truly going to finish this series of articles off with a bang... With a fabulous process that can and does put anyone and everyone in the perfect place for the prosperity consciousness they deserve.

Article 3: All I ask is the chance to prove that money can't make me happy

By Keith Watson (Heads up technical team, and marketing of Adam's website)

The title of this article is a quote from one of my all time favourite comedians, Spike Milligan.

I love quotes and often turn to them for inspiration when researching an article to write. My topic this time being 'my personal quest to love money' — the quotes pages didn't disappoint as there are literally thousands concerning money:

Money is good

"Money is better than poverty, if only for financial reasons"

— Woody Allen

Money is easy come, easy go

"I spent a lot of money on booze, birds and fast cars. The rest I just squandered"

— George Best, footballer

There's never enough

"I have enough money to last me the rest of my life, unless I buy something"

— Jackie Mason

The state takes it all anyway

"I love to go to Washington, if only to be nearer my money"

— Bob Hope

And so on!

Over the years I personally have had a struggle to get a handle on my own relationship with money but have visited the subject recently as a result of my work. I develop the website for a successful young guy, Adam Eason. When putting one of his audio products online I decided to check it out, as it is entitled, 'The Hypnotic Millionaire Mindset'. This really got me thinking and led to my self-analysis which is really revealing.

Since starting in business 12 years ago, I have always come to a certain level of income and things would happen to just not let me get past that point. I am not talking poverty here, but, almost as if by design my income was pegged. I had a barrier which I know now was my money mindset which put a cap on making any more than a certain amount. It was my own money mindset that needed attention.

As I analysed I recognised some important beliefs that were sown way back in my youth.

My father was a typical Yorkshire man. Most people in the UK will understand the stereotype that I refer to. He was a thoroughly good man, but dour and blunt (called a spade a spade). We were poor financially as a family, despite his hard grafting work, but rich in so many other ways. He only ever gave me one bit of financial advice delivered in a thick northern accent: **"If you borrow 'owt, you will owe 'owt."** Translation for the rest of the world — If you don't get in debt you will keep out of trouble. My father, if he were alive today, would not be part of the statistics of record credit card debt.

I was also brought up as a Christian with values that didn't necessarily involve the attainment of material wealth. Another strong marker for my sub-conscious learning.

I further reinforced my money belief set by going into the nursing profession (a long story for another time) which particularly for a man was unusual at the time and also not very financially rewarding. I justified it in my own mind because I thoroughly enjoyed the job. It certainly did have rewards of a non-financial nature and it led to me having a fantastic career and working in places abroad I would never have visited but for my employment. I used to say to friends, "I don't care about money — it's the job I love."

How much harder could I have been pushing and supporting my negative attitude to money?

Roll on the years — wife, children and all those responsibilities later — and guess what? Money becomes more of an issue.

“Why not run a business and make some money?” thought I. There was a glitch in that plan though, namely a sub-conscious mind brought up with one education and one belief set that “money isn’t important.”

No wonder that making real money has proved difficult for me. Sure enough the business made survival level income but nothing more — till now. That money barrier is finally and easily being breached and the proof is my bank account.

The good news is that I have a new weapon to change my mindset — self-hypnosis. You simply teach your sub-conscious mind and implant a different money mindset. The important part of your brain, the sub-conscious, can be taught new things. I could go on about self-hypnosis but it is for others much more qualified to teach and educate you further. Could I be referring to Adam?

I just use self-hypnosis. What a discovery!

There are no regrets about my past and in fact many of my former beliefs remain intact — you can choose what to keep and what to dump with this hypnosis stuff. One of the reasons I want to make money is to have money to give to causes and situations that I would like to help. There’s a surprise! NOT. My mind is at ease because the altruistic side of my nature is being satisfied with this new money mindset.

Oh well — on to my millions.

There is one thing I do know though — my dad was right about those wretched credit cards. Bless him!

Pertinent to the current credit crunch:

“It’s amazing how fast later comes when you buy now!”

— Milton Berle

Adam Up: July 24th, 2008

Where Did Adam Learn All His Entrepreneurial Skills?

When I was 13 years old, I got myself a local newspaper delivery round so that I could earn some money of my own. My parents encouraged it.

Anyway, after spending months of delivering early in the morning — sometimes in snow! — December arrived, and each month I had to collect payment for the round.

The first house I knocked at was an elderly man's home and when I gave him his paper and asked for his payment, he duly paid and then gave me a pound coin as a tip — "You always smile, you are always polite and do a good job... And I'd like to encourage you to always be that way."

Wow! I got a pound tip! That was massive for me in those days! I thought about all the ways I could add this money to my existing amount and what I could buy myself... As I dreamed about this, I got to the next house and the lady there gave me a 50p tip... The next house another pound... I ended up with about £25.00 in tips which was a veritable fortune for me... I struggled to carry all the money in my collection pouch whilst riding my bike!

It was one of the happiest days of my early life... I still look back on it with warmth and joy and because of the very valuable lessons I learnt then. The value of hard work, an agreeable manner, delivering good service, smiling... All amounted to me heightening my worth, heightening the value I had for myself and showing me how to enhance my money-making potential.

When you think about your own life, what memories do you think influenced and affected how you relate to money and wealth? Maybe you had your pocket money taken away for some reason and you felt you were treated unfairly. Maybe you stole something and did/did not get caught. Maybe like me, you got a job when you were very young and felt proud or maybe you were resentful about that work.

I tell a story about a client of mine whose mother was always telling her sons that they had to eat all their dinner because money didn't grow on trees and what's more, money was the root of all evil... They had a tough time earning money in later life as a result.

Maybe in the heat of an argument, someone influential in your life shouted something hurtful to you, like, "You are worthless," "You'll never amount to anything," or something similar...

To finish off this month's themed articles, I'd like to help you with the process of discovering how your unconscious mind has been programmed and how you arrived at the mindset you have currently... And of course, how to really develop a prosperity mindset.

If you want to have a wealthy, prosperous mindset, then this is one of the most important things you can do... it is as good as uprooting any lingering self-sabotage that is rooted in the past!

5 Steps To The Prosperity Mindset — And Freedom

Step One:

Write down a minimum of 10 childhood memories that deal in some way with money. This includes your feelings about people with or without money, your experiences having or earning money, your possessions, what people said to you about money, or told you about money. These experiences all have emotional content that is significant, and, in some cases, powerful and profound.

Write each memory on a separate sheet of paper or use your PC. Date your memories with your age or the year they take place. You are writing the story of your prosperity mindset — how your mind was programmed to be as it is today.

Step Two:

Review the memory and in as much detail as possible write about how you felt at the time and what people said.

As you look at what you have written, write down specifically how you believe this memory influenced and shaped your behaviour in the present. Empty the possibilities from your mind, write down if there is any other way this memory have influenced you.

Step Three:

Assign a new meaning to this memory that is productive and valuable to your current life. A new meaning that allows you to benefit from the memory — that allows you to be propelled forward and onwards instead of held back in any way. Write this new meaning out in great detail.

Step Four:

Write down what behaviours now happen in your daily behaviour because of the new meaning you have assigned to the behaviour. How is your life going to be different on a daily basis as a result of how you now choose to respond to that memory and the way it drives you on?

Step Five:

Review each of these memories and the new meaning you have assigned to this memory every-

day for the next two months. Have them in a journal or easily accessible and run them through your mind each morning and each evening before you sleep. This is rewiring the affect of the memory and allowing it to be a powerful resource rather than an obstacle.

That is it. That is the 5 Step process that ends this series of articles.

Before you actually do those five steps, read the rest of this edition of Adam Up, because it all relates to how you go about it and the effect it is going to have upon you.

Review what you wrote down about what a more productive belief would have been. Make sure you write down a more productive belief, even if the current belief has been useful up until now. It may not feel sincere or authentic at first because of the old memory being wired into your brain for some time... Just get creative, put a new spin on this memory.

Explore these past experiences while you write them up. Notice how they have shaped your thoughts about money. Perhaps you were given lots of toys and money as a child and now are struggling to earn and save yourself. How did your past experiences affect you?

I have read the work of hundreds and hundreds of wealth gurus and millionaires; I have listened to audio programmes and always got something from what I was working on. I have explored the work of and studied programmes by Jim Rohn, Mark Victor Hansen, Zig Ziglar, Tony Robbins, Randy Gage, Brian Tracy, Napoleon Hill and may, many more, I mean lots more... No one talked about the way my unconscious mind had been programmed though... It was not until I did learn that, with all my hypnosis work, that I truly set my mind free and got on with earning very well...

If you really take the time to thoroughly do those five steps detailed earlier, I assure you that a prosperity mindset is yours and the world is your oyster.

I have already mentioned this in the forum of my members area — I do not offer any schemes or action plans — I offer you the notion of the right mindset... To achieve most worthwhile goals in life, most thoughtful people begin with a plan of some sort.

Developing wealth via your prosperity mindset does not work like that. It is like when people want to reduce their weight and achieve their ideal size. A plan is not where you should begin. The plan is actually the second step. The real first step is to eradicate all unconscious road blocks and points of self sabotage. That is what this 5 Step process does.

Think about it this way: Reducing weight should be incredibly easy. Eat less, exercise more, reduce weight. The alcoholic should stop drinking at two or three drinks but doesn't. The nail biter should stop biting his nails. The person who harms herself should stop. But she doesn't. It just doesn't make sense does it? But as you can see, life isn't only about what 'makes sense', and, having money and a prosperity mindset doesn't begin in the thinking brain.

Both the drives and the phobias of wealth are rooted in the emotional brain. Unplug the self sabotage and having prosperity becomes easier and easier.

After you hear a story over and over, think about it, don't think about it, let it burn into the neurology of your mind, and become part of you... it becomes an integral part of you... The stories that you play over in your mind are accepted as truth and are lodged into the fabric of who you are!

Therefore, one of the most important elements in having this all-important prosperity mindset is reframing your personal history so old habits, phobias and fears become new stimuli for your personal success. We cannot remove experience and memories from our brains... Unless you get sent to Stepford... However, we can use our memories and experiences to drive us forward and develop and inspire us — we can alter our perception of them. We do that by assigning new meanings to those memories — allowing them to properly us forward rather than holding us back in a place we don't really want to be in.

Whatever meaning you unconsciously assign the stories you have constructed about money, wealth and earning in your mind, will determine what you do and how you behave in your actual life.

Uncovering the memories is the first step. The second step is determining what these memories mean to you... and what meaning you assign to them. The next step is simply reframing those stories and memories so they develop new meanings that you assign to them — that propel you onwards to greater things. That is when your unconscious mind allows you to be free, go forward and be wealthier and wealthier.

Bear all this in mind when you run through the 5 Step process detailed at the beginning of today's Adam Up.

Let me ask you this:

What story do you want your brain to believe to be true about having wealth in your life? What meaning are you going to re-assign to your stories so that your stories take on lasting new meaning?

This 5-step process is what you do to convince your brain that it can actually cause you to become wealthy.

You have uncovered your unconscious thought patterns. You have written your Wealth Story in memories and reframed them. You are well on your way to the prosperity and wealth you so richly deserve...

I hope you have enjoyed this month's articles on prosperity. I hope you refuse to allow the media to convince you of the detrimental effects of a recession... Heck, no-one is hiding the money

under a huge mattress, the same money is still out there, just moving around a lot less. Most of all, I hope this month's series of Adam Up has stimulated your mind and made you think about how you think about money and wealth.

And now one final article from Roy and Kathleen...

Article 4: Money & Monkeys

by Roy F. Baumeister and Kathleen D. Vohs

Money is a powerful force in human life and affairs. Its very power gives pause to those who look to evolution for full explanations of human behavior, because money has not existed long enough to have influenced evolution. By some estimates, money only goes back a couple thousand years, which is too short even to have influenced human evolution.

Still, one can get some clues as to how evolution prepared us for money from the burgeoning research that seeks to present animals with economic choices. To gain perspective on human financial decisions, one may ask, what would monkeys do?

Keith Chen and Marc Hauser at Yale University taught monkeys about resources that bear a strong resemblance to money. Monkeys don't care about money, per se, but they do care about marshmallows. (This already is a difference of gigantic proportions in that monkeys must learn about resource-exchange using something that is already a primary reinforcer — food — whereas humans can extend the range of their motivations to secondary reinforcers.) A resource (marshmallows) exchange task was introduced whereby pressing a lever would give another monkey a marshmallow; hence this was a task that involved a bit of altruism. Not only were monkeys taught about the game, two specific monkeys were conditioned (entrained), such that one always pulled the lever for his monkey partner (thus being a very generous partner) and the other never pulled the lever for his partner (stingy). Then they let these conditioned monkeys play the game with other monkeys. Monkeys that played with the highly generous monkey figured it out and quickly took advantage of him. Monkeys that played with the stingy monkey also figured it out quickly and subsequently shunned or were aggressive toward him.

Thus, monkeys can at least understand and respond effectively to the difference between a generous provider and a tightwad. Still, the fact that these differences had to be done with marshmallows instead of a more abstract representation of value (which is what money is) suggests a limited capacity to use or understand money.

Other studies have shown that monkeys take any handout above zero that is offered to them in a version of what, in humans, is called the Ultimatum Game. In the Ultimatum Game, one person is designated the Proposer (who

thus offers the ultimatum) and the other becomes the Responder (who decides whether to take it or leave it). The Proposer offers an amount of money to the Responder out of a total amount that the Proposer has been given by the experimenter — usually this is \$10. The whole game involves the Proposer offering the Responder an amount, which the Responder has the option to accept or reject. Accept the split and both sides get what was offered; reject it and both sides get no money at all. This obviously not an evenly matched game. The Proposer has the power to make the ultimatum. All the Responder can do is either take whatever is offered or say no, which is costly to both players.

When humans play this game, the Responders will sometimes refuse offers that they deem too low. Depending on the person and the circumstances, people tend to refuse offers below 20% of the total. Monkeys, however, have no such scruples, and will take anything above zero.

You can look at the monkeys' responses in different ways. One way is that they are not bothered with issues of pride, self-esteem, and fairness. After all, a human is humiliated to accept a tiny share, especially if he or she expected an equal split. They know that the other person could have divided the pay equally and perhaps should have — but chose instead to claim the lion's share for self and offer only a measly sop. Monkeys apparently either do not understand that they should be embarrassed, or they do not care.

Yet another way of looking at it is to suggest that monkeys are actually pretty smart. Economists continue to scratch their heads at the results of studies with the Ultimatum game. They assume that people are basically oriented to maximize their own profits. If you and someone else worked equally to earn \$100, and that person has the power to divide it and chooses to offer you only one dollar while keeping \$99 for self, well, you are still better off with one dollar than with nothing. Hence economic rationalists find it slightly scandalous that people ever refuse any offer. Economists think that if people were true to financial logic, they would act more like monkeys.

Thus, when monkeys play, they behave as economists would have humans do — they accept any offer above zero. This means that, although rational (they have more when they leave the game than when they entered), monkeys are not sensitive to issues of fairness. Humans most certainly are. Humans feel all kinds of self-conscious emotions when they receive more than they think they ought to receive. Not always, of course, but it happens.

Other work suggests that monkeys do not have a fully developed sense of fairness. There are signs that they are acutely sensitive to getting less than

their fair share, such as if they see another monkey getting more than they get. If you have two dogs and give one a biscuit treat, the other will look at you with a mixture of expectancy and indignation. Getting less than your fair share is called being under-benefited, and many animals seem to have that.

But a fully developed sense of fairness means that you are uncomfortable with being overbenefited as well. That is, it bothers you to get more than your fair share. Here is where humans seem to part company with other creatures.

What happens when monkeys over-benefit from an exchange — do they experience guilt, embarrassment, shame, or try to rectify the situation? Apparently not.

This may be why humans embraced money, because it allows for trade of resources on the basis of equity, which is subject to exchange rates. That is, imagine that I ask you to paint my living room walls; then by the virtue of the fact that I wanted you to paint my walls, I may not be skilled at or want to paint your walls. But I can repay you in another currency, namely money. In this way, humans can correct over-benefits in a manner that is separate from the original payment (in this case, wall painting).

Humans' emphasis on fairness can be seen in other instances as well. One important study showed that people will spend their own money to punish others who do wrong. In these studies, even at a cost to themselves, people were willing to inflict harm on those who took advantage of others.

So maybe Adam Smith, that seer of economic truths, was right after all when he wrote, "Nobody ever saw a dog make a fair and deliberate exchange of one bone for another with another dog. Nobody ever saw one animal by its gestures and natural cries signify to another, this is mine, that yours; I am willing to give this for that."

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