

TEN REASONS WHY PEOPLE ARE BROKE



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Written by Nathan Amaral.

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INTRODUCTION

*You know you're doing what you love
when Sunday nights feel the same as
Friday nights.*

~Donny Deutsch

In a time of high unemployment and uncertain financial future, those of us who played the school game are disillusioned. We were taught that if we went to school, worked diligently, got a degree, and put together a good resume, we'd get a job. Heck! We were told that we'd land a great, well-paying job with generous benefits and we'd live happily ever after. Perhaps in another time...or on another planet.

Today we are faced with hard realities. Traditional thinking tanked as jobs were heading to third world countries or robots. Now more than ever before we need to think entrepreneurially. This e-book explores the reasons why people don't have any money.

REASON 1:

THEY LACK A POSITIVE ATTITUDE

*You cannot stop the waves
but you can learn to surf.*

~John Kabat-Zinn

You might be the most intelligent person in the world. You might have more education than your co-workers. But, that means nothing if you don't have a winning outlook. As Henry Ford said, "Whether you think you can or you think you can't, you're right." Remember the ant who was convinced he could climb that rubber tree? He had a positive attitude. Studies have shown that a positive attitude is 90% of success. If you make a habit of seeing that glass half full instead of half empty, of convincing yourself that you can do it, you are on your way to success. Being a success is all about how you think, what you say and how you act.

REASON 2:

THEY DON'T KNOW HOW TO SET SMART GOALS

It's better to be at the bottom of a ladder you want to climb than at the top of one you don't.

~Steven Kellogg

Unfortunately, most people have vague aim, dreams, aspirations but no plan for getting there. As a group, we are poor at setting goals or we never get around to it. Goals should be a road map for where we are going and how we intend to get there. Napoleon Hill said, "A goal is a dream with a deadline." It is wonderful to have aspirations, dreams and ambitions. They are part of big-picture thinking. But in order to achieve your dreams, you need to set specific goals.

Dreams are often broad. The task may look insurmountable. Remember the joke about how to eat an elephant: one spoonful at a time? When you express that hope, wish, or aspiration in smaller manageable pieces it seems viable. When you can check off each step to your ultimate goal, you're on your way to achieving it.

Well thought out, realistic goals have clear timelines.

SMART goals are:

- ❖ Specific
- ❖ Measurable
- ❖ Attainable
- ❖ Relevant
- ❖ Time-Based

*Let's say you have a vague idea that you'd like to start a craft business. It is doable because you want to start your own business. You are talented at doing crafts and you've spent a lot of time hanging out in craft stores so you know the kinds of things you'd like to stock. "Be my own Business" is a dream, not a goal. Earn money selling crafts and craft materials is a concept, not a goal. **Here's how you might use SMART to fashion an achievable goal:***

- ❖ ***Specific:*** I will advertise a craft business and craft classes through my newly-created website, and social media.

- ❖ **Measurable:** I will be prepared to host my first craft class by the end of this month. I will aim to do one new craft class per week. At those classes, I will display craft supplies in my new craft center.
- ❖ **Attainable:** I will create a list of items I can provide, rent display and demonstration space, and make arrangements to hire a temporary staff on an as-needed basis through a temp agency.
- ❖ **Relevant:** Craft classes held weekly at my craft center will allow me to use my natural talent and business training to do something creative which I love.
- ❖ **Time Sensitive:** My craft business will be advertised on my website and via social media in a week. I will be ready to hold a craft class in my newly set up craft shop by the end of the month. I will do a minimum of one craft class per week. I will assess my progress in six months and make changes as required.

REASON 3:

THEY BELIEVE IN THE SECRET

The Secret written by Rhonda Byrne is a 2006 best seller that has generated a lot of controversy. It basically tells those seeking help that if they think positively, good things in work, health, and happiness will just naturally come to them. The Secret claims that according to the law of attraction life-changing events will be attracted to their positive attitude. Now, as I pointed out in Reason 1, I have great faith in the power of a positive outlook. But let's be realistic: The ant did not climb that rubber tree plant because he visualized himself at the top. Wayne Gretzky did not score all those goals through meditation. If you see yourself winning the lottery you have to at least buy a ticket. Of course have a positive attitude but set realistic goals and work toward achieving them.

REASON 4:

THEY HAVE NO CONFIDENCE IN THEIR FINANCE CONTROL

*Rich people believe, "I create life."
Poor people believe,
"Life happens to me."*

~T. Harv Eker

You can take charge of your finances or you can blame your circumstances of family, bad luck, the government or the cost of tea in China. Until you stop making excuses or saying, "If only..." You will never achieve financial control.

While money isn't everything it is the material necessary to achieve the things you want to do. Telling yourself money doesn't matter or complaining about your situation won't get you financial control. You need a well thought out plan for financial freedom.

REASON 5:

THEY SELECTED BAD MENTORS

The world is full of financial consultants, life coaches, and mentors eager to take your money in return for get-rich-quick schemes. We're a nation of quick fixes. We want a pill to help us sleep, a magic potion for weight loss and a charmed formula for amassing a fortune. Did you ever notice? That successful? Entrepreneurs, financial experts, successful business people aren't out there giving advice? They are going about their business. The ones without money are telling you how to make your fortune. Choose wisely.

REASON 6:

THEY ARE PARALYZED BY FEAR

*He who fears being conquered
is sure of defeat.*

~Napoleon Bonaparte

Fear is a natural part of venturing into uncharted territory. You'd be a fool if you didn't have some anxiety and reluctance. However fear that paralyzes you leaves you unable to function. If the path to success didn't have some scary spot, we'd all be millionaires. The trick is to assess the danger, take precautions and forge ahead. Don't ignore the risks. That is as dangerous as letting yourself be stopped by them. Use the energy that fear generates to work toward your clearly defined goals. Of course there will be setbacks. If you venture beyond safe solutions there will always be dangers. But, use these setbacks to learn more about yourself and how to handle the situation better the next time.

REASON 7:

THEY THINK THEY MUST REINVENT THE WHEEL

If it aren't broke, don't fix it.

~Henry Ford

Why is it that people think they must come up with a completely original solution when a perfectly acceptable one already exists? When a proven way to succeed exists we are idiots not to use it. Pride makes people think they can devise a better way. Poor research means they don't even know someone has already come up with a great wheel. Both are flaws in the plan to be a success. Instead of scratching your head and looking for a solution, find out what others before you have done. There is no logical Reason for building a better mouse trap when an efficient one has already been invented. Recognize this and use it!

REASON 8:

THEY HAVE NO BUSINESS SENSE

Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.

~Thomas Edison

No one should ever be embarrassed about not having business training. However, one must see the need for it and become knowledgeable about how to run a business. There is an excuse for lack of experience. There is no excuse for not getting necessary knowledge and skills from an institution, a teacher or a mentor. Choose carefully whom you ask for help and what specific help you want.

REASON 9:

THEY CAN'T SELL

I know what you're thinking: I am not a salesperson. I don't have to sell and I am not good at it. Sorry to Burst your bubble but we are all selling something. It may be a product, a service, an idea or a skill. Many of us our selling ourselves, our concepts, our beliefs, our ideas. In order to sell you have to believe in what you're selling and you have to believe in your ability to sell it. You want others to buy into your Plan, your product or your philosophy. For that you need good communication skills, powers of persuasion and good people skills. People will buy into almost any product, idea, service or concept if they like and trust you.

REASON 10:

THEY CAN'T ENVISION A LIFE BEYOND WORKING FOR OTHERS

Try not to waste your entire life working just to earn a paycheck. Seek to discover what you're true passion in life is, and start working on turning it into an empire of your own.

~Edmund Mbiaka

A salary or a pay check is safe. It pays the bills and keeps the wolf away from your door. However, a study of any of the great entrepreneurs will show you that they worked for themselves. They didn't collect a nice, safe, soft salary. They ventured beyond working for others to develop their own Ideas and generate their own inventions. ***I am not advocating*** that you throw in the towel and walk away from security and benefits. However, you might like other entrepreneurs before you eventually become your own boss doing something you love to do.

CONCLUSIONS

Becoming wealthy and successful requires self-confidence, risk taking and good communication skills. Being a keen judge of people helps you select good role models and mentors who will help you acquire the knowledge and skills you need to go beyond being someone who toils diligently for someone else and makes little gains in his own life.

USEFUL RESOURCES

Carroll, A. Thirty Days to \$1K.

[http://www.amazon.com/30-Days-To-1K-Eliminate-ebook/dp/B010ORB0PC/
ref=zg_bs_2719_8](http://www.amazon.com/30-Days-To-1K-Eliminate-ebook/dp/B010ORB0PC/ref=zg_bs_2719_8)

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2&pf_rd_r=0N54WFXG27S5XEDV05B5&pf_rd_t=101&pf_rd_p=470938631&pf_rd_i=507846](http://www.amazon.com/gp/product/0470643862/ref=s9_simh_gw_p14_d0_i1?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-2&pf_rd_r=0N54WFXG27S5XEDV05B5&pf_rd_t=101&pf_rd_p=470938631&pf_rd_i=507846)

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