Money Momentum, Magic And Manifestation!

10 Prosperity Strategies For The New Economy

by Jerry Gillies
Truth be known, all you need to break through to financial independence and abundant living is contained within this manifesto.

**An Astonishing Statement You’ve Never Heard From A Prosperity Author Before!**

Nothing else is necessary. This is it - it’s that simple. I designed this manifesto to provide you with all the tools and information you need to begin now to make a difference in your financial life. And all you need to do is read this report, then hit your own internal action button.

You see, this is a joint venture between you and me.

You might still want to continue to expand your knowledge in this area - but that’s up to you.

These pages contain a solid start to your own prosperity transformation. I’ve put in the best of what I’ve learned over thirty years - and it’s all here.

**Why Manifesto?**

One of the reasons I chose “manifesto” as the operative word, which is defined as “a public declaration of principles, policies, or intentions,” is its etymological relationship to “manifest,” one of my favorite words, Though originally used to describe the act of showing something clearly and plainly, “manifest” is now often used to describe the producing of something positive in one’s life. As such, as only a few words do, it has a certain power and almost mystical energy as a description of attracting things into your life.

I have personally used it in my own mind to describe those times when I seem to effortlessly attract what I want. And I often find myself forgetting I have this power to attract and manifest. Otherwise, how can I explain sometimes being able to get what I want so easily, and then not even making the effort to achieve and attract other things I want at other times?

We human beings have barely scratched the surface of our immense individual and personal powers, skills, and natural abilities. And sometimes when we get a sense of that power, we pull back, maybe in fear or discomfort, maybe in disbelief, almost as if to say, “Did I really just make that happen?” I’m sure, if you look back, you can find such instances of manifestation in your own life.

Words are important, mainly because of the significance we give to them. Manifesting is, after all, what a magician does, making something appear that wasn’t there before. But isn’t the greatest magic we witness that which involves making something positive and powerful happen in our lives, something we may not even have imagined was possible?

**Enough Motivational Foreplay**

So let’s get right to it. We can cover the process and my background and other stuff after I actually give you the strategies you can put to use in your life right now. The following list is not in any order of importance, and contains specific action techniques and psychological concepts you can use to immediately change your current perspective. What you’re doing is probably not producing all the results you desire, so it’s time to try something different.
Just as a way of cataloguing them, I’ve given these ideas and processes a name:

**Prosperity Awareness Instruments**

These are all created with one purpose in mind - to activate your own imagination and help you focus attention in some new directions and on some new paradigms having to do with your own level of success and happiness. You can refer to the Prosperity Awareness Instruments in an abbreviated form, as PAI, pronounced “pay” techniques. Using them to define and clarify your perspective on abundance could be called a “pai” check. I know, too cute by far. The first one comes from my trying to come up with a new way of thinking of myself and what I do - I came up with the term, “information philanthropist.”

The definition of “philanthropist” is someone who gives away something of value to someone who doesn’t have it. And in so doing, hopefully improves the welfare of an individual or society.
1. Become a Philanthropist

No matter how charitable you have been up to now, there is a good chance you have thought that you would become more so when you strike it rich. In other words, you have put off some good works and good deeds and generous acts until you feel you can afford it. Well, cut that out! You can afford to be a philanthropist right now.

With just a few exceptions, most philanthropists don’t give so much away that they end up broke and homeless, so I’m not suggesting you sell all your material possessions and give the money to the poor. But you have more of value than you imagine, and certainly can find some of your most priceless commodity, time, to gift to worthy efforts and causes.

No, you won’t be able to make as big an impact in fixing some problem as when you are a lot wealthier, but that’s not the point. This giving isn’t primarily for the recipient, it’s for you - it’s to make you feel more abundant, more prosperous, more a person of substance who has so much that you can easily share some of it.

Start Immediately

How to start? How much money do you have on you right now that you don’t absolutely need to survive? Take it out, put it in an envelope, and drop it in a box or can for some charity at your local store or mail it to some worthwhile cause. Don’t wait until you figure out a really creative way to give. That will come with time, but do it immediately and you will start an internal process that can be lifelong. It will feel good, and if you believe at all in The Law of Attraction, it will somehow come back to you multiplied.

This isn’t about giving away a large amount of money, at least not in the beginning. It’s about seeing yourself as someone who is fortunate and successful enough to share some of your abundance with those less fortunate and successful.
Become a Human Prosperity Laboratory

As you try out these strategies, realize you are becoming a human prosperity laboratory, testing new ideas, practices and perspectives - at least new to your subconscious mind.

And as a human prosperity laboratory, I invite you to test my assertion that, no matter what is going on with the economy out in the world, you are capable of being more prosperous in every aspect of your life right now. Reflecting a lot of the negativity out there, you may be telling yourself that this is the worst time to become a philanthropist, the worst time to try to increase your income level. Many people believe it is a time to tighten our belts, and be happy if we can protect and maintain what we’ve already got.

Nonsense! As long as you are not devoted and dedicated to old traditional ways of producing income, this is the most fertile time in human history to make a fortune and have fun doing it.

Of course, the Internet is largely responsible for this.

And here’s one of those provocative statements I sometimes get in trouble for actually saying out loud. But it is a quintessential piece of information you need to have, before we even go on to the next Prosperity Awareness Instrument:

**Right now, there are people who are a lot dumber and less talented than you who are making a lot more money than you.**

You know that is true. But how you react to that reality is another one of those indicators of how you are going to succeed out in the world. If you take offense at this fact, if you resent those people less gifted than you who are making a go of it, then your lack of success will exactly reflect that resentment. But if you see it as a cause for celebration and inspiration, “By golly, if that idiot can do it, I certainly can do it!”

Then, this too will produce a result in your life, a positive one this time.

Which brings me to the second Prosperity Awareness Instrument, and it may be the most important one of all.
2. The Law of Subtraction

This phrase has been used before, often to describe an Eastern, meditative philosophy in which you let go of material possessions in order to achieve more inner peace. I have even seen it used to describe what happens to some prison inmates. In losing their physical freedom, having this freedom “subtracted” from their existence, they achieve a deeper sense of inner peace and inner freedom. But, in this instance, this is not the kind of subtraction I am talking about.

This is, in fact, the concept that most moves the prosperity consciousness work into this new era of the Internet and instant access to everything. It is simply to focus on being more discerning, more selective, more aware of what really matters.

There is so much stuff pouring out, so much information bombarding us, we have to make a much more intentional, concentrated effort to pick out the truly valuable and worthwhile from all the clutter.

Wisdom From Sherlock Holmes

One of the best explanations of this came over a hundred years ago from Arthur Conan Doyle, the creator of Sherlock Holmes, when he had Holmes explain to Watson his own particular take on what information to take in and what to leave out:

“The mind is like an attic, you have to stock it with such furniture as you choose. A fool takes in all the lumber of every sort that he comes across, so that the knowledge which might be useful to him gets crowded out.”
What a beautiful way of expressing the problem of information overload. And almost twenty years ago, essayist Lance Morrow, did a great dissertation on this subject, in Time magazine, March 5, 1990, when he said:

“The mind takes its shape from what it holds, and therefore, Zen-like, sometimes grows more graceful because of what it has kept out.”

And so it is true, that it is often what you subtract that is as important or even more so than what you attract.

And this brings me to one of my favorite affirmations, which many people have used as a guideline to help decide what to let in and what to keep out:

“If it doesn’t bring me profit, pleasure, or knowledge, it isn’t worth doing.”

If you simply made a list, with headings for Profit, Pleasure, Knowledge, and put down all the things now happening in your life, all the things you are now paying attention to, and seeing where they fit in this trio of categories, you would begin to get more of a sense of what belongs in a successful, dynamic life and what doesn’t. How many of these things actually fulfill two or three of the criteria? Obviously, your life is more dynamic and creative and has more potential when more of the things you do give you profit, pleasure, and knowledge, or at least two out of the three.

This can even be used as a measure of the people you hang out with.

If you really grasp the above concept and start paying attention to what you let in and what you keep out of your mind and your life, you will see amazing results. I venture to say it will be more powerful than any books or lectures or seminars on prosperity you have ever experienced.

Recuse Yourself

I like the use of this term mostly used up to now in legal situations. We’ve all heard of a judge recusing himself from a case because of the potential for bias or prejudice. The dictionary definition is:

“To remove oneself from participation to avoid a conflict of interest.”

I suggest we remove ourselves from information that is not useful to us, or important, or entertaining. The profit, pleasure, or knowledge guidelines are good ones here. For many years, even though I once earned a good living as a newsman and reporter and commentator, I have recused myself from the daily newspaper and newscasts. I listen to commentary and opinion, and the humorous takes on the news on late night talk shows, and if some story particularly concerns me, someone will surely tell me about it, or I will come across it online.

Too Much Bad News

With the 24/7 news cycle, we get so much negative news pouring out nowadays, it is difficult to have the kind of positive attitude and positive energy we need to create a prosperous life. If your subconscious mind is told over and over again what a terrible place the world is, that will become the framework for any efforts to make positive changes in your life. You can see how this downbeat view of the world would be a major obstacle to overcome before you even got started.

Furthermore, it’s not a true view of what is going on in the world. As a former journalist, I can attest to this. There are always more stories happening in any given day that are involved with happy results and positive
accomplishments and people opening their hearts to each other. But what people often find more interesting are stories of violence and tragedy and natural disasters. When the late, great Walter Cronkite used to say, at the end of his nightly newscast, “That’s the way it is;” he was not telling the truth. I’m sorry, I know he was considered the most trusted man in America for many years, but he knew full well that what he reported was only a small slice of everything that was happening in any given day, and usually the slice that was most disrespectful of human dignity and most depressing to the human spirit. (In fact Cronkite said as much when interviewed about his famous sign-off in 1998 for the Archive of American Television.)

So I suggest you have a moratorium on news, on information you don’t really need, and just be more respectful of your subconscious mind and what furniture you let into, as Sherlock Holmes put it, the attic.

And here’s another provocative idea:

**The amount of energy you put into affirming the things you can’t have or achieve yet is exactly what is most responsible for your not getting there.**

Sit down and make a list of those things you believe you won’t be able to get or achieve until some future date, until you earn a certain amount of money, until some current project is completed or obstacle is removed. And realize that, if you use your imagination and your energy and really want this for yourself, you can have it. This doesn’t mean you have to drop everything right now and go after your dream. It does mean that you have to acknowledge you are capable of doing so, and this is the beginning of getting the results you want.

“I can’t do that now.” “I can’t afford that yet,” are the statements you have to subtract from your consciousness.

The next two Prosperity Awareness Instruments are really part of a related set of three, including the above **Law of Subtraction.** I’ve shared the basic philosophy of focusing your attention on what really serves you and uplifts you and moves you forward. It’s all about making choices, and here are a couple of powerful strategies to help you make those choices.
3. The Ninety Day Trial Period

This is perhaps the simplest strategy I've ever created, and one of the most powerful, as is often the case with simple solutions. It is one I recommended and talked about in many seminars in the years since Moneylove was first published. It helps with the main task of choosing which selections you make from the huge supply of information now thrown at us on an unending basis morning, noon, and night. But it also helps to build a muscle you absolutely need if you are going to be successful in any aspect of life: your decision-making muscle. I first suggested in Moneylove that being able to make a decision quickly and firmly was a major key to success. And that pondering a long time over most decisions meant that even someone making a bad or wrong decision could do so, deal with the results, and make a new decision based on more accurate information - all while you still might be considering that original decision.

Becoming “The Decider” In Your Life

George W. Bush liked to call himself “The Decider”. History will probably have some strong opinions on that, but it is a good term for you to be able to apply to yourself. Are you “The Decider” in your life?

Most indecision is due to one’s uncertainty about one’s judgment. And here is a way to easily deal with all that, and train yourself to increasingly be able to become “The Decider.”

The strategy is to make every important decision in your life a probationary one, lasting just ninety days. If you can’t decide whether a job offer is the right one for you, take the job, but plan on quitting after ninety days if it isn’t feeling right.

One friend of mine decided on a whole new career after she gave it a ninety day trial period.

Of course, some decisions will reveal themselves to you as bad ones in a lot less time, and you can reverse course when that happens. But ninety days seems to be a good amount of time to be able to assess any path you choose.
I usually do the ninety day trial period with any new project I take on. And I don’t have to feel guilty or like a quitter if I give up on that particular effort - after all, I was only giving it a ninety day trial.

And when it comes to information, getting some entrepreneurial or Internet training for instance, you definitely should know whether the material is valuable in ninety days or less.

I subscribed to one newsletter that I thought would prove helpful. But after ninety days, I found I was only reading small portions of it, so I cancelled - it hadn't passed the ninety day trial.

And another one of those provocative, some would say downright incendiary Jerry Gillies philosophical principles: give anyone new in your life the same ninety day trial. If being with that person hasn't resulted in feeling good about yourself, sharing some happy experiences, or in some way enhancing your life in ninety days, move on.
4. The Coin Toss

This one is inspired by a habit I developed with Maggie Davis, my former girlfriend and current good friend whom I dedicated Moneylove to. At the time we were dating and traveling across the U.S. and Canada in a customized RV, we both had about equal income levels. And I had a die that someone had given me as a gift which just had two designations: I PAY and YOU PAY, so we would use it to decide who was paying for the next meal we ate at a restaurant. But we took it a step further and used it to make other decisions, like whether we would take an off-the-beaten-track local or rural route to reach our destination rather than the much faster highway that was usually my first choice. I didn’t seem to win many of those dice tosses, but then again we got to see some sights we wouldn’t otherwise have seen. And we found some fantastic campgrounds to stay in that weren’t listed in any guidebook or directory.

Later, I met a young troubadour who traveled the world singing his songs and collecting donations from people for his music. He used a coin to make his decisions. Heads he did this, tails he did that. He used it for every decision he faced including travel destinations, and said it saved a lot of anxiety and energy. But there’s a major secret to making this system work.

The Decision-Making Secret

Here’s the big secret about this strategy: It isn’t irrevocable. If tossing a coin, or a die, sets you in a certain direction, or decides a certain choice, and it doesn’t feel right, you have the right and ability to go the other way. It’s a way of collaborating with your subconscious mind.

The amazing thing is that a decision you were really uncertain about becomes a lot clearer once you toss that coin and you’ve made a choice. In a way you couldn’t have known before actually making a decision, you know whether one was right or wrong and can immediately correct it.
Simple? Yes. Silly, maybe even childish? Perhaps. But the darn thing works, which is always my main criteria. It's a way of sampling the result of any decision you face, of test-marketing it for your subconscious mind.

For example, say two people have made you an offer and you can't decide which one to accept. Just toss the coin to make the choice. And if, after it comes up heads or tails, your result doesn't feel quite right - maybe you have a funny feeling in your stomach, or feel tension in some part of your body, or just say to yourself, “Hmmm, I'm not so sure about that.” - remember you are free to change the result. It's a way of testing your emotional reaction to the decisions you make that isn't available before taking the action of tossing the coin.
5. The Want Box

In earlier versions, coming from an old exercise introduced in church seminars, this was called The God Box. It too was one of the most effective tools people used to bring new awareness into their lives and help in their prosperity goals. So, depending on your religious or spiritual preferences, feel free to call it by the original name. I’ve tried to include in this manifesto some brand new strategies along with some time-honored ones that people have told me really worked for them. And this is one that works for everyone who tries it, at least from all accounts I’ve heard and from my own personal experience with it.

What Do You Want?

This is one of the most powerful questions you can ask yourself or another person. In fact, it was one of the most popular and profound exercises in the early days of the Human Potential Movement, in the 1970s. Again, like most of the good ones, it was simple. You sat opposite a partner and one person would begin the process by asking, “What do you want?” If it was your partner doing the asking, you would respond with something you wanted. What made it so insightful was the fact that the questioning kept going on and on, so that you had to keep coming up with different and usually deeper, truer answers to “What do you want?” At some point, maybe ten or fifteen minutes later, you would switch places with your partner. Because of the repetitive nature of the question, being asked again and again, stuff tended to come up from the deepest part of the subconscious mind. People were often surprised with the answers they blurted out as the exercise went on.

So, what do you want? Really want. We all have superficial, glib responses to the question, but often don’t reveal the whole truth.

One vivid experience of this happened for me when a woman who organized workshops in London approached me about coming to England and doing a Moneylove Seminar. She asked me if I had any special requests. And, as had been my practice, I said there was nothing special I needed.
But she continued to press me on this, and finally I said, “Well, if you really want to know, I would like you to bring me over on the Queen Elizabeth II, pay me a substantial advance upfront, and provide a masseuse to give me full body massages before and after each seminar session.” I figured she would laugh at this list, but she quickly agreed. So quickly in fact (and isn’t this human nature?), I wondered if I should have asked for more.

Get Over Ordering Short

Most of us order short when someone asks us what we want. We don’t want to seem greedy, or we don’t believe we will get more or even deserve more. Get over that, or you’ll never achieve what you really want. Which brings us to The Want Box. You can modify this in any way you choose, but what I do is find an attractive box, and then on a piece of paper, I write down what I want that I haven’t yet gotten. It can be one special thing you really strongly desire, or it can be a list. You put the paper, folded or rolled up if you like, in the box. Put it in a prominent place where you can see it on a daily basis. You can open the box whenever you choose and look at your request, or just leave it be, secure in the knowledge that you have made a clear and decisive statement of a want you have.

What does this do? Well, I could go on for a whole book chapter on the psychological significance of this practice, or even the mystical, metaphysical significance. But what it really does, I believe, is give you training in knowing and asking for what you really want. This is vital in building your prosperity consciousness.
6. The Joyful and Triumphant Fund

Anyone who has ever been in one of my seminars or heard one of my talks remembers this one. In fact, of all the strategies I have suggested over the years, this is the one more people around the world seem to remember, and it is not unusual for someone to walk up to me and pull out a wad of hundred dollar bills and tell me their positive experiences connected with these bills.

There’s something magical and symbolic about hundred dollar bills, even though they don’t buy nearly as much as they did when I first came up with this tool.

This is an easy one, and if you try it for a week or two, I can assure you from the experience of thousands of workshop participants over the years, it will affect your life. It will also add to your awareness of money and your relationship to money.

Benjamin Franklin Is A Great Scorekeeper

What you do, basically, is use hundred dollar bills to keep score. To celebrate every significant moment of joy or success - every very happy event in your life, every triumph in your life. You keep adding hundred dollar bills to the fund, and carry it around with you until it becomes too unwieldy to do so. Then you buy something wonderful with it, or do something spontaneous and generous with it - and start a new fund with a new hundred dollar bill. It’s a continuing process, and one that will give a strong message to your subconscious mind that you deserve to have an abundant supply of hundred dollar bills. If that little negative voice inside your head tells you that you are risking losing those bills, or face the possibility of being robbed, then this too is valuable information about how you think, and what you need to do to clean up in your money act. If you can’t feel safe carrying around, say $3000 in hundred dollar bills, then it will be very difficult for you to produce surplus and abundance in your life. And one realization you need to have is that any amount you carry around with you is money you can afford to lose.
You say this feels uncomfortable and silly and too daring by far? Good! That’s the point. You cannot break through into new dimensions of personal power and manifestation skills by sticking to what is familiar and comfortable. That’s what got you where you are right now. And that’s what will keep you there. If you are satisfied completely with your current level of success, then why are you even reading this?

All of these strategies and awareness instruments are designed to be used as mental/emotional triggers - ways of activating your subconscious mind in some different directions. The idea is to start thinking and doing in some new ways.

**Stop Screwing Up Your Cupcakes**

A famous psychologist once said that if you make a cupcake with two cups of sugar in it, you are going to have a terrible cupcake. And if you taste it, spit it out, and can’t figure out why it tastes so terrible, you’re going to keep making cupcakes with two cups of sugar and keep getting the same results. It illustrates that old definition of insanity: “Doing the same thing over and over again and expecting to get different results.”

And here’s another important thought:

**Even if you are doing everything right, if you keep doing it in the same way, you won’t move on to greater accomplishment and success.**

That’s the reality. You aren’t necessarily doing anything wrong that is preventing you from being more prosperous, it’s just that you are a creature of habit, as we all are, and you are repeating old patterns - perhaps handed down from your parents - that need to be scrapped or expanded as you move on to new expressions of yourself, new ways of seeing your world, and new opportunities to go beyond mere survival skills.
A number of events in my life led me to the conclusion that we need new models in how we use money in business. We’re in this new era, everyone seems to agree about that. But most people are doing the same old buying-selling game. When someone breaks that mold, a dynamic power seems to be released.

I first became aware of this from one of my mentors, Leonard Orr, who was teaching prosperity consciousness back in the 1970s. He was the first person to talk about how your attitude about money itself had a lot to do with how much prosperity you could create in your life. He was the initial primary inspiration for Moneylove. And he did something very weird in marketing his workshops. He told people that instead of paying him, especially if they couldn’t afford it, they could promise to start sending him 10% of all the additional income they began to produce using his techniques. In other words, a sort of secular tithing. Not everyone agreed to do this, and I’m sure some who did never followed through. But money kept coming in from Leonard’s successful graduates, sometimes in surprisingly large amounts. I was always impressed with how he changed the model of how most business was done.

**Changing The Economics**

Tim Ferris, author of the Four Hour Work Week, also challenges tradition, and it was on his blog that I first heard about Rules of Thumb, a book by Alan M. Webber, co-founder of Fast Company, and former editorial director of Harvard Business Review.

Most people aren’t familiar with HBR, as it’s known in the trade, but it is the one indispensable publication among Fortune 500 CEOs. It gained some notoriety a few years back, when its female editor had to resign because she began an affair with former General Electric CEO, Jack Welch, after interviewing him for the magazine. And I’ve had some indirect connection with HBR myself by having had a few cartoons published on its pages, drawn by my artist collaborator, Roy Delgado, but with the ideas and captions by me. (I am good about going off on tangents, aren’t I?) But back to the point now.
Alan M. Webber did something that I think is quite brilliant. In traveling around and meeting lots of successful and accomplished people, he kept notes on index cards. And thus he has come up with 52 rules of thumb concerning business. The one that concerns the current topic:

If You Want To Change The Game, Change The Economics Of How The Game Is Played

Tim Ferris, Barry and Michael Dunlop, and other successful Internet entrepreneurs have done this by giving away a lot of valuable free stuff. It’s one of the great features of the Internet, how you can get more important information free of charge than you could ever pack into a college education, and quite often from more knowledgeable teachers.

Alan M. Webber also notes, under this particular rule, the story of Steve Jobs and the moribund retail business model that everyone said was doomed. After all, they said, online shopping was the future - new generations would not be interested in going into an actual store.

But Jobs realized something I first pointed out in Moneylove, that as the computer age replaced more human contact with electronic interaction, people would yearn for a way to be more in touch with other people. So Jobs created The Genius Bar, where an Apple customer can go in and talk to a live expert about some technical problem or something they don’t understand about their equipment and how to use it.

He also created the “one-to-one” service. As far as I’m concerned, this is the best deal ever offered by a corporate giant. For $99 a year, you can go into any Apple Store and spend one hour with one of their computer experts, asking them to teach you anything or explain anything you want about your computer. And you can do this once a week, sometimes more. A good friend of mine spends $150 an hour for a computer consultant to give her this kind of information. I spent $99 and will get at least 50 hours of this kind of face-to-face interaction. It’s a priceless service. And then there are the free computer classes. What did this do? It turned the conventional wisdom about retail stores on its head. Day or night, try and find an Apple Store that isn’t mobbed, filled with people of all ages, as busily milling about as you normally would only find in other stores during the holiday shopping season. And this doesn’t hamper access to their services, most of which are by appointment made online or in the store itself. And by being in the store, you can bet a lot of those people walk out with new Apple and MacIntosh products.

So something to look at in your own business activities is how you can do it differently, how you can shake up the old-fashioned concepts about someone paying you money directly in exchange for your goods or services. If you just start thinking in this area, you will absolutely come up with some new ideas.

Free Stuff As A Sign Of Prosperity Consciousness

And let’s use a real, and real-time example. This Moneylove Manifesto itself. You no doubt have received and read, or maybe just glanced at, as I usually do, dozens of marketing letters from so-called Internet gurus who are going to tell you how to get rich, how to make millions in your spare time just using this or that system. And there’s no doubt some of them have some good stuff to share with you, ideas and suggestions that can actually make you money if you put them into practice. Some of these “prosperity teachers” are definitely prosperity conscious and some are definitely not. And you know how to tell the difference? Here’s the secret: The ones who really are prosperity conscious themselves - and usually have the real goods to deliver - offer you valuable information and insight before they even try to sell you anything. I’ve already mentioned three I can think of right away, my friends Barry and Michael Dunlop, whose several websites include www.incomediary.com and www.escapediary.com. And there’s
Tim Ferris, of www.fourhourworkweek.com. All three of these entrepreneurs pour out the valuable information, so much of it you could probably earn a full time living by putting it to immediate use in your life. It was quite a while reading these websites before I even figured out what these entrepreneurs were trying to market. And you can bet I am amenable to any offer they come up with.

I like what they have to say, already have found much of it valuable and immediately useful, haven’t paid a cent for any of it, and like and trust all three of them.

I’ve highlighted this because it’s one of the biggest secrets of success I can share with you. If you do something that people can feel that way about, your fortune will be easily made.
8. The Compliment Bulletin Board

Here's a basic truth:

Keeping track of the things you do that you’re praised for is one of the most valuable keys to success in your life.

Whenever I would do a private consultation for someone who was trying to decide what to do to produce more income in their lives, I would suggest that they reflect on those things that received the most praise throughout their lives. Often in that source, one can find what one’s true purpose is, and what attracts other people.

From Bagels To Bucks

I can think of one man I knew who had a rather old-fashioned Eastern European recipe for making bagels. It had something to do with an imported ingredient, and they turned out not tasting anything like the bagels commonly available. And people loved them. He was a teacher who was about to be laid off, and was looking for a new source of income. He loved to bake, people loved his bagels, you’d think it was a no-brainer. But he never once considered this as a source of prosperity, even though he had gotten countless compliments through the years, and people would line up to request some bagels whenever he baked a batch.

At the time, he lived in a suburb of New York City, and I suggested that he could easily make his fortune if he got a cart and went to Wall Street every day and offered his bagels for sale. He didn’t choose that path, but instead decided to open a bakery-cafe. Needless to say, business boomed.
Have It Put In Writing

But looking over the things you were praised for to discover a new career path is not the only benefit to becoming more aware of the compliments you receive. This is why I invented The Compliment Bulletin Board. Whenever someone pays me a compliment, personal or business-related, and it feels especially good hearing it, I ask them to put it in writing and sign it. I then post that compliment on my board. I cannot explain exactly the feeling I get when I read some of those compliments hanging on that bulletin board, but it is definitely an uplifting experience. Sometimes, when I traveled to do seminars or promote books, I would bring a folder with some of the compliments. Looking at them before I went on the air or out on a stage made a difference. And now, with the Internet, I copy and keep all complimentary emails I get in a special folder. And, if need be, I can print them out and put them up on my actual board, though I am enjoying my virtual Compliment Bulletin Board just as much.

An Oldie But Goodie From A Beautiful Actress

And sometimes, I will dig through my collection and come up with an Oldie But Goodie compliment from years ago. One I truly treasured came from the actress Linda Gray, who at the time was starring as JR’s wife Sue Ellen on Dallas. Someone had given her a set of cards I had produced with twenty affirmations. It was called Seminar-In-A-Package and had calligraphy by a beautiful Hawaiian artist named Kalei. Linda wrote me a note with one short sentence that really felt good: “Jerry, you have made a positive dent in my life.” I had never heard that term before, but loved the imagery. So I kept it up on my Compliment Bulletin Board for a long time, along with a picture of Linda Gray - well, she’s beautiful after all.

The late Ken Blanchard, author of the bestselling One Minute Manager, popularized the concept of using praise as a motivational tool in the workplace. But it works anywhere, and when you collect and actively appreciate the compliments you receive, you are more likely to pay compliments to others. Talk about a win-win situation.

An interesting exercise for you to try is to recollect some compliments that had a potent effect on you in the past, ones you may wish you had in writing. Well, of course you can do that now - just recreate them on your own and put them up on your board. But also look for patterns, things that you often receive praise for. Chances are you may make some new discoveries about yourself and your strengths.
9. Have Fun

One of the great privileges I had in life was to be in the presence of the Dalai Lama on the very day he was awarded the 1989 Nobel Peace Prize. He happened to be addressing a small group in Orange County, California and was asked a question I’m sure he is asked almost everywhere he appears. The question was, “What is the purpose of life.” I liked his answer so much, I had it printed right in the center of a prosperity poster I created:

The Purpose of Life Is
Happiness, Satisfaction and Joy.

I cannot emphasize strongly enough the idea that having more fun is an absolute essential in achieving true prosperity. Accumulating large piles of money is not prosperity, just wealth. It’s how you use that money and how you feel about producing it and how you share it, and how much you enjoy it that really matters. One of my personal secrets for easily attracting money into my life is believing that hardly anyone else would use it as well, or have as much fun with it.

In Moneylove, I had three questions connected with the fun of work:

1. Do you believe it’s frivolous to want to enjoy your work?
2. Do you really believe that you deserve a job that is fun and exciting?
3. If you left your current work, could you ever see yourself wanting to do it without pay, just for the fun of it?
A phenomenon very noticeable in the post-Industrial Revolution workplace is that there is much more overt attention to fun. Silicon Valley pioneered this. One way to attract young creative, innovative employees is to create a fun workplace, and many companies began featuring on-site saunas and hot tubs, gyms, arcade game rooms, massages, and many other fun-oriented activities. The new theme seems to be that the employees who play together will stay together.

**Fun As A Motivator**

Vishen Lakhiani, the head of MindValley, says that fun is the number two motivating factor in hiring young creative people - education is first, and money is third. He says, “We make the job a hell of a lot of fun.” This is why this rapidly growing new media company has won awards for its work environment.

So back to you. How can you put more fun in your life? In Moneylove, I suggested making a list of 12 things that bring you pleasure. If you can’t find your own fun dozen, then this may be an issue worth looking at in your life. Time and time again, I have met and interviewed super-successful entrepreneurs, and fun is always a part of the equation. Having fun, being happy and enjoying the work you do, creates its own energy field, and that energy attracts people if you happen to have a product or service to sell.

Research has shown that people who have a strong intention to be happy usually are happy. And they don’t need to scratch their heads to figure out what brings them joy, they know that already. If you can change the question from “How much money is this going to bring me?” to “How much fun is this going to be?” you are definitely on a positive path to prosperity, and as the Dalai Lama said, “Happiness, Satisfaction, and Joy.”
10. Playing Your Luck

This is a Prosperity Awareness Instrument that is perfect for closing this list.

It’s about consciousness, it’s about choosing your path, it’s about asserting control over your life and your financial success. It encompasses all those things, and it’s all about luck!

The concept of “luck” is mostly superstition. This is true. But many people subscribe to the belief that they personally are either lucky or unlucky - in business, in love, in life itself. There are surges of positive events that seem to occur during one particular time period, just as there are surges of negative events that occur in the same way. And we call this a “streak” of either good or bad luck.

The point is that everybody experiences these, both the good and bad. It’s part of the cycle of life and human existence. What matters is not whether your luck in any given timeframe is good or bad, but how you play it.

Here’s a quote that appeared in Forbes magazine some years ago, from a man I once worked for:

If you want your kid to succeed in business, maybe you shouldn’t send him or her to business school. Teach him to play cards, instead. Card playing teaches you that luck is important, but how you play your luck is even more important.

The man was the late John Kluge, who in the 1980s was named the richest man in America by Forbes, with a worth conservatively estimated then at $5.6 billion. Kluge was a poker player, as many of you know I am (though never in his league), and it’s how he earned his way through college and formulated his ideas about luck, and the importance of playing your luck, whether it’s good or bad.
John Kluge used to tell the story of how he once ran into a young man he had known years before on a street in Washington, D.C. The man told Kluge that the old Dumont Broadcasting Network was for sale. That encounter and hearing that information was luck - good luck. But what mattered is what Kluge then did with the information, how he played that luck. He bought the network. It became the Metromedia broadcasting empire, which owned WNEW Radio in New York City, where I worked as a newsman after leaving NBC. John Kluge sold Metromedia in 1986 for $2 billion.

Of course, with the way broadcasting properties have appreciated since then, some would say it was bad luck that he sold it so early, but I doubt he ever worried about that aspect of it. After all, he became the richest man in America as a result of that deal, and as a result of playing his luck in meeting that man and learning that fact about the Dumont network.

**Risk Or Play It Safe According To Your Luck**

It’s really about taking action when you learn something to your advantage, or have something turn out in your favor. And often it’s about not taking action when something bad happens.

In playing cards, poker or blackjack, I often notice people misplaying their luck. In other words, when they are running well, getting winning hands, they pull back some of their winnings to save for expected bad luck to come, they start betting more conservatively. And when they have a run of bad hands, they plunge ahead and pour more money on the table, figuring the bad luck has got to end sooner or later. This is the exact opposite of how to play your luck.

When things are going well, you have to risk it all - what better time to do so? And when things are going bad is when you have to conserve your assets, protect yourself from further damage.

Think about how you operate in the world in this regard. Think about the last episode of “good luck” and how you played it, what you did to maximize its benefits. And think about your last episode of “bad luck,” and what you did to lay low until it changed. Master the art of playing your luck and you will find you’ll start thinking of yourself as a “lucky” person.

**The Value of The Moneylove PAI Strategies**

So you now have learned about ten Prosperity Awareness Instruments. Ten ways of looking at your life in what may be new and unfamiliar ways, focusing on some things you may not have focused on before. This is the meat of this report, this is how you create new momentum in your life. Maybe one of these strategies strikes more of a responding chord in you than the nine others. If so, go with that and put your attention on the one that feels like it will move you forward the most, give you some new insights and perspectives you can use to grow your prosperity consciousness.

Though I may talk about these individual strategies and lots more in my expanded edition of Moneylove, as well as on future podcasts, you don’t need more information to get started on the process of changing your life.

**The Purpose of The Moneylove Manifesto**

I like to ask myself questions as I go along in any creative project. One of those I asked myself in preparing this report is “What is its purpose?” In some respects, it resembles one of those long marketing letters highly paid copywriters produce to entice people to buy something online. And while I will eventually be marketing some of the Moneylove information online, and hope that some of those reading this will be
interested, that is not my purpose in writing this. My true purpose as I look within - and remember one of the definitions of “manifesto,” is “a declaration of motivation and intention” - is to try to get you to start applying some of these concepts and principles in your own life.

As a writer, teacher, and speaker for over thirty years, I have had no more satisfying, gratifying, empowering experience than having someone tell me that something I wrote or said made a difference. When I pass on something that someone can take in and translate into their own internal language and combine it in a synergistic way with what they already know, to create some success in their life, it is always the most powerful kind of reward, far exceeding the pleasure of making lots of money (though I find that very enjoyable too). And it doesn’t have to be an idea or thought or concept I originated. It can come from one of my many mentors and teachers, the successful people who have taught me most of what I know.

The Internet Is More Important Than The State Of The Economy

If twenty years ago you were a billionaire, or the ruler of a major country, or a great spiritual leader with millions of devoted followers, or a rock star, you would not have had a fraction of the information and knowledge available to you that the average person can now access online.

The Internet offers so many opportunities for the entrepreneur, so many ways - new ones coming up almost every day - to reach an audience with whatever you are offering to the world, that it more than makes up for any general economic slump.

What About The Current Economy?

First of all, this kind of tumultuous economic climate is perfect for entrepreneurs and original thinkers. Not only are people clamoring for new answers, but everyone is feeling a bit more vulnerable and thus more willing to consider what you are offering. It’s also the perfect time to find the room to move in with your new venture.

Yes, lots of people have been hurt, have lost their jobs, even lost their homes. But what this tells me more than anything is how unprepared these people were, how dependent they were on things remaining the same. Now how realistic was that attitude in the most rapidly changing time in human history?

Unfortunately, how to effectively deal with dramatic change is not a subject taught very many places. But time and time again I have noticed that the most successful and the happiest people on the planet are those who have been able to take big changes in their stride, even benefit and profit from them.

No one really knows what is going to happen with the economy...but I know I will be making more money next year than I am this year. I am in charge of my personal economy, and what is going on outside in the world may have an impact on this, but it doesn’t have to affect my bottom line, except in positive ways.

Back in February, 2009, I wrote this paragraph on my blog:

There should be a basic rule of thumb when it comes to getting investment or business advice:

Anyone who tells you they know for sure that things are going to get better or worse is lying to you.

The truth always has to do with your efforts producing the results you want, and can always be affected positively or negatively by circumstances outside your efforts. What often determines an individual’s success in investing, in doing business, even in playing poker, is that person’s ability to
react swiftly and intelligently when things fall apart. It isn’t always making the right decision so much as it is being capable of making a decision calmly and intelligently, and being willing to admit when things aren’t happening the way you would like or had expected them to happen. This skill is what allows you to move forward with confidence, optimism, and momentum.

It really goes beyond whether you see the glass as half-full or half-empty, it’s being able to quickly clean up when the glass falls, breaking and spilling its contents all over your expensive carpet.

There’s enough material in that paragraph to create an entire seminar. Because if you really can grasp the concept, it can help you come up with success momentum for the rest of your life. Simply said, and worth repeating over and over again:

**Your reaction to what is going on outside yourself is what dictates your results.**

Is it:

“Oh what a terrible economy, I’d better be careful, I’d better not take any risks, I’d better hold my breath and pray that things will turn around.”

or is it:

“Wow, what a great time to be alive! What amazing challenges and opportunities! What can I do to take advantage of the desire of so many people for new ways of doing things? How can I participate in the almost daily evolution of the Internet and its ability to reach more people with my ideas, products, services than any medium in human history?”

You get the idea.

**What Am I Asking You To Buy? - Nothing!**

I have put into this report some powerful tools for success, some ideas that you can begin to use immediately to manifest your desires. The word “manifesto” can remind you that what you really want to accomplish in this life is to be able to manifest what you want when you want it. That’s what success and prosperity are really all about, not having a certain amount of money, or a big house, or big car. But being able to ask for what you want and get it.

And I firmly believe that we all have powers of manifestation that we haven’t become fully aware of yet.

Have you ever wanted something and had it appear suddenly and without effort? Most of us have had that experience once in a while. It’s a demonstration of your ability to manifest what you want. But, as I mentioned earlier, we don’t quite trust it or believe it, so we don’t try to duplicate the experience, we don’t exercise our manifestation muscle as it were.

I’ll put it to you directly and simply - everything you need to get everything you want is right here in this Moneylove Manifesto.

You don’t need to buy my updated and revised edition of Moneylove, you don’t need to read my blog, you don’t need to listen to my podcasts. They are all just accessories, add-ons, to the material contained on these digital pages. If you can’t take some of the ideas on these pages and immediately apply them to your life, then the expanded information in the book and on the blog and on the podcasts will not help. And if
you can't create some new positive experiences, and even some new prosperity in your life as a result of reading this, then you should absolutely not become a client or customer of Jerry Gillies.

**This Is Your Prosperity Training Manual**

This isn't a passive experience, where you sit back and I tell you how to do it all. You need to contribute your own imagination and energy, you need to put some of this stuff into practice. Hopefully, it will be fun and rewarding to do so. But it's a partnership between you and me.

I give you these ideas culled from literally thousands upon thousands of hours of studying under the world class mentors I've had during the past thirty years, and the twelve recent years in relative isolation (more on that coming up) that allowed me to focus intensely on how the mind works and how the subconscious can provide us with the solution to every challenge and the answer to every question and everything we want. You have to then do the real work of putting all these ideas into practice, into action.

I approach this creation as if this is the only chance I'll get to give you what it takes to succeed, to become a more successful human being, to enjoy your life more.

This is not a marketing letter or sales document, this is a training manual. I am not trying to convince you of the wisdom of buying my ideas and services. I am sharing some precious information in hopes you will take it and run with it. And get back to me with success stories.

Do I have the answers that will make you rich? No, you have all those within you right now. My job is to point this out and give you some ways to access your own greatness.

**How You React and Respond**

Every successful life coach and prosperity teacher and even spiritual master will tell you one thing that is universally true about human existence:

*It isn’t what happens to you that matters, it’s how you react and respond to it.*

So any tool that helps you see your situation through a different lens, or different perspective, or even from a different paradigm, can provide valuable insight and help build your momentum toward major positive changes in your life and your results.

Over the years since I first wrote Moneylove, I have often found that these tools or tactics, or even strategies if you will, have helped people expand their horizons (my own included) by allowing them to focus on certain activities, events, and facets of their lives either more sharply, or with a greater sense of how this particular issue fits into the whole of their evolutionary process toward greatness. I do believe that we are all headed for greatness when we start out, and many, probably most of us, fall off the path a number of times along the way. What determines how successful you will be in life is how quickly you scramble back up and continue on your path.

Some of these strategies are so simple they may seem silly or insignificant. But don’t ever let simplicity deter you from exploring some new experience - the most profound ideas and solutions in life are almost always very simple ones.