

Mastering Wealth: 7 Secrets to Financial Freedom



Mac Attram

Welcome

I've put this guidebook together for one simple reason ... I want to **guide you** so that you too can enjoy financial freedom.

I have financial freedom and I enjoy it. But for years I struggled to find the answers. I wasted time and money.

It was when I discovered and applied the **Secrets to Financial Freedom** that things changed for me.

And things will change for you too. You're about to find out why you aren't yet financially free. And then you'll discover the seven secrets to becoming financially free.

Mac Attram



About Mac Attram

“Leading Business and Personal Growth Expert”

Mac Attram is known as the most sought after Business Coach and Trainer for Entrepreneurs and Business Owners.

He is famous for helping business owners rapidly increase their sales revenues between 20% – 200% in just a few months as well as implement better processes, and build winning business teams; so that they can have more time off to enjoy their lives.

Mac had many years of challenges and failures in business before discovering what really works!

His tenacity and over 30 years of Martial Arts practice helped him stay focused and disciplined; a trait he takes into all areas of his life including business.

He is an entrepreneur who has developed and sold several profitable companies.

He is also a multi-award winning business coach and author, and has been featured as an “expert advisor” in TV, newspapers and magazines. In 2013 he was awarded the ‘Executive Coach of the Year’ in the UK.

The principles he learned in business and now teaches to others has helped him earn millions for himself and for his clients.

He has trained and coached Tens of Thousands of business owners & individuals from all over the world in over 15 countries and has shared the stage with some of the world’s premier thought-leaders, entrepreneurs & speakers, including Robert Kiyosaki, T.Harv Eker, Blair Singer, Les Brown, Keith Cunningham, James Caan and Duncan Bannatyne.



WHY YOU AREN'T YET FINANCIALLY FREE

Reason 1: You don't want it badly enough

It's time to face up to the cold hard facts of where you are now. Right now, you have:

- exactly the amount of money you **want**; and
- exactly the amount of money you **believe** you are capable of having.

Be honest. So far in your life you have *wished* that you were financially free. Being financially free has not been the most important thing in your life.

"When you want to succeed as bad as you want to breathe, then you'll be successful." - Eric Thomas

Also you haven't *believed* you could be financially free. And you haven't been completely clear in your thinking. You haven't set being financially free as a *precise goal*.

Reason 2: You haven't left your comfort zone

You are too comfortable. You might protest at that statement and say that you are not happy with where you are financially. The financial situation you are in is obviously not ideal. If it was, you would not be reading this.

You have to be willing to give up feeling comfortable. You have to be willing to leave your comfort zone.

- Comfort zone means: "a settled method of working that requires little effort and yields only barely acceptable results."

But giving up some of what you have in order to be financially free scares you a bit. It's the unknown. Change is scary. It's risky. But unless you're prepared to give up what you are for what you want, you will stay exactly where you are. The bottom line is that you are scared.

Fear is nothing more than a state of mind. It is not real. Fear is an emotion and it is powerful. But it can be controlled.

Reason 3: Your thinking is infected with viruses

You have the ability to become financially free. But here are two problems.

- When it comes to money, our brains are preset at birth towards poverty and not wealth. But you have never been taught how to replace your 'poverty setting' with a wealth setting'.
- To make matters worse, you have developed habits and beliefs as you have gone through life which are negative. Some of your automatic behaviours are constructive, of course. But it's the ones which are unhelpful that have got in your



way. Those bugs are a bit like computer viruses. They have crept into your Subconscious Mind without you realising. And once there, they have been working in the background and have been destructive.

The good news is that your brain can be reset from a 'poverty setting' to a 'wealth setting'. And the bugs can be removed.

Reason 4: Your financial setpoint is set too low

The world responds to your thoughts. Thinking comes before results. So to get different results you need to change the way you are thinking.

A thermostat is a control system which senses the temperature of a system. It is set to a desired temperature and its purpose is to keep the temperature near or at that setpoint. It does this by switching the heating on or cooling it down.

Similarly, you have a money thermostat inside your brain. It is part of your self-image. Whatever you subconsciously believe about yourself from a financial point of view will be reflected in your financial thermostat setting. So as you go through life the reality of your financial situation will remain at or near your setpoint.

If you do come into a lot of money your financial thermostat will kick into action. The trick is to change the setpoint to a higher level. Look at the history of lottery winners if you don't believe this. Look how many return to where they were financially within 3 to 5 years. Research estimates that 70 per cent of people who unexpectedly come into large sums of money lose it within seven years.

Reason 5: You are not aware of the hidden thoughts which are running your life

It all comes down to what and how you think. What you probably don't realise is how unaware you are of most of what you think.

Right now, you are only aware of about 10% of your thoughts. These are the thoughts that occur in your Conscious Mind. You are unaware of about 90% of your thoughts. These are the thoughts that occur in your Subconscious Mind. And it is these hidden thoughts which control most of what you do.

Your personality traits, motives, values, beliefs, habits, identity, and knowledge are stored in your Subconscious Mind. What is stored in your Subconscious Mind influences you way more than your conscious thoughts.

So you need to become aware of your hidden thoughts. And you need to change them if you are not getting what you want from life.



Reason 6: You are not connecting your thinking to the Internet of Minds

Your brain is capable of communicating with the mind of any other person on the planet. Think of your mind as a computer. A computer which is connected to the Internet is way more powerful than a computer that isn't. You can do more with an Internet-connected computer. So it is with your brain. When you connect your brain to 'Internet of Minds' you become a genius. You do this by connecting and associating with people who will support, share, challenge and hold you accountable to your commitments

Reason 7: You have labelled becoming financially free as painful

Even though the world is a far less dangerous place than it was for our primitive ancestors, our survival instinct is still powerful. Previously we faced constant danger of being eaten alive. Nowadays that is obviously not the case.

But the primitive part of the brain is still programmed to steer us away from situations that the brain has labelled as potentially threatening, dangerous or painful. This is why we find it so difficult to leave our comfort zone.

Situations that we now find threatening can include a loss of control, not being approved of, walking into a room full of strangers, losing money and speaking in public. Of course these situations are not really threatening in terms of injury or death. But bear in mind that the primitive and emotional parts of your brains are at work here. They are not logical or analytical. Their responses are instinctive and automatic.

It is possible that when it comes to the issue of becoming financially free that your primitive and emotional brains have labelled what that involves as threatening or dangerous. Perhaps they fear you will lose everything you already have. Perhaps you are comfortable where you are and get certain degree of pleasure out of your current situation.

If that's the case your brain is wired to avoid taking the actions that will lead you to becoming financially free. So although consciously you may say you want to be financially free, the powerful, instinctive and automatic responses of the primitive and emotional parts of brain may be working in the opposite direction.



THE 7 SECRETS TO FINANCIAL FREEDOM

So now you know why what you have been doing hasn't worked. So now it's time to tell you what to do. Your job is to reprogram the way you think. You need to change the way you think at a Conscious and a Subconscious level. There are seven new thinking habits that you need to adopt.

Thinking Habit 1: Emotion

Everything that we create or acquire begins in the form of a desire. You need to want to become financially free more than anything else in the world.

You must feel very emotional when you think about becoming financially free. You need to have an insatiable hunger and a white hot desire. Why? Because your Subconscious Mind takes notice of the things that you feel emotionally strongly about.

Thinking Habit 2: Certainty

You must have complete belief that you can achieve your goal. You need to develop absolute faith that you will become financially free.

This is another way in which the Subconscious Mind works. It takes instructions which are given to it by the Conscious Mind when it is in a state of absolute belief. The Subconscious Mind acts upon this as if it were a command.

Thinking Habit 3: Clarity

Understand this - thoughts are things. They are powerful when they are crystal clear. Vagueness doesn't work. You must know precisely what you want. Your brain is like a heat-seeking missile. You must be crystal clear in knowing what you want.

Envision what you want all the time. Bring the pictures to your mind of what you want as you go about your daily life.

Thinking Habit 4: Enact

Your Subconscious Mind doesn't know the difference between reality and non-reality. So if you act the part of being financially free, magic will happen. What you should do is to trick your Subconscious Mind. You should pretend that you already are financially free.

Thinking Habit 5: Positivity

Success is a state of mind. Failure is also a state of mind. Your state of mind is whatever your dominant thoughts are.

You will receive the things which dominate your thoughts. Dominant thoughts are like a magnet. You will attract the abilities, the situations and the people which are in line with your dominating thoughts.



So you will fail if thoughts of failure dominate your thoughts. All you need to do is to develop a success state of mind if your life has been a failure so far.

Thinking Habit 6: Gratitude

Be grateful for all that you have. Gratitude raises your vibration and connects you to the Superconscious Mind. You should be grateful for everything and not just the good things. But the truth is that all things have contributed to your advancement including the 'bad' things. Keep thinking about that as well as all the things you will receive in the future.

Thinking Habit 7: Hynagogic Sessions

It can be difficult changing your sense of identity. Beliefs and habits can become hardened over time. But we also know that the brain has the ability to change—physically, functionally, and chemically—throughout life. This is known as brain plasticity.

The six other habits help towards to reprogramming the subconscious mind. But the way to accelerate this process is to use affirmations and visualisation when the guards of your brain are down. This is a particular level of consciousness known as a hynagogic state. A hynagogic state is the state of mind you are in between being awake and being asleep. You can train yourself to get into this state of mind. When there, you should reprogram your brain with your desire of being financially free.



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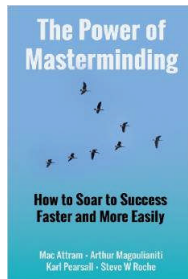
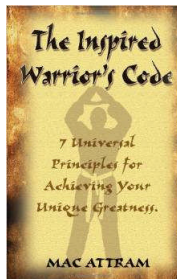


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