



PRINCIPLES OF PROSPERITY™

1. THINK

Owning a prosperity mind-set opens you to opportunities yet unseen and eliminates poverty; scarcity thinking keeps you stuck.

2. SEE

Increase your prosperity by adopting a macroeconomic point of view—a 'big picture' perspective in which you can see how each one of your economic decisions affects all the others. Avoid micro-economic 'tunnel vision.'

3. MEASURE

Financial decisions have costs as well as benefits. Awareness and measurement of these opportunity costs enables you to recover them.

4. FLOW

The true measure of prosperity is cash *flow*. Don't focus solely on net worth. Net worth that is trapped or inaccessible is limiting.

5. CONTROL

Those with the gold make the rules; stay in *control* of your money rather than relinquishing control to others.

6. MOVE

The velocity of money is the movement of dollars not just *to* assets, but rather *through* assets. Movement accelerates prosperity; stagnation slows it down. Avoid stagnant money.

7. MULTIPLY

Prosperity comes readily when your money "multiplies"—meaning that one dollar does many jobs. Your money is disabled when each dollar performs only one or two jobs.