

HOW TO ACT, THINK & MAKE MONEY THE WAY THE WEALTHY DO



IF YOU ARE YOU CONSTANTLY TRYING TO MAKE MORE MONEY, THEN CHECK OUT THESE FAST TIPS FROM MONEY-MAKING EXPERT, LORAL LANGEMEIER.

DESCRIBED AS 'America's Money Maker' Loral Langemeier is known as the author of best-selling books such as *The Millionaire Maker*, in which she shares her strategies for wealth creation. She also appears on the *Dr Phil* show as the resident 'money expert' mentoring families in financial crisis.

Loral doesn't believe that you need money to make money; instead, she has developed a concept called 'The 21st Century Lemonade Stand,' which explains how you can start a small business with little or no money, simply by doing what you already know how to do. Interestingly, she refers to a small part-time business as 'a "cash machine", something you basically turn on and start making money with' and is insistent that the creation of wealth need not be difficult.

Loral defines 'wealth' as 'freedom.' She says 'It's not a specific dollar amount, it's more sense and sensibility; and it doesn't only involve creating financial security for me and my family, but also for generations to come'.

So what, then, is the biggest difference between how wealthy people think and act as opposed to those that aren't quite there yet?

'Wealthy people are always open to opportunities to make more money and are entrepreneurs,' Loral explains. 'Those who aren't wealthy are usually employed, living on a fixed income, trying to pay off debts and saving what they can. One of my mottos is "You don't have fixed potential, so why settle for a

fixed income?" And she's right. So many of us operate with a 'fixed income' way of thinking, yet we desire to be wealthier, but become stuck on the 'work-debt-save' treadmill.

Perhaps it all comes down to attitude? Motivational speakers say that the power behind success or failure is in the mindset. Therefore, to create wealth you have to have the right conversation going on in your head. The subconscious mind is very powerful and the greatest influence when it comes to sabotaging your efforts. What this means is if you believe you don't deserve wealth then the subconscious will prevent you from achieving it; and it's all because you're having the wrong conversation in your mind. So turn the conversation around. Rather than say 'I'll never have a lot more money', ask yourself 'How can I have a lot more money?'

'Positive affirmations definitely help attract money,' says Loral. 'This is because as a result we open up to possibilities and opportunities that we may not have seen before. It opens our minds but we still have to take action.' Loral's theory is that instead of racking up debt, go out and earn the money to have the lifestyle you want. She is adamant that it really is as simple as it sounds.

'People don't get wealthy by paying down debt and putting money away in a bank account' she says, 'The focus should be on creating more cash, and you do that by becoming an entrepreneur.'

BECOME YOUR OWN CASH MACHINE

Here are Loral Langemeier's top five tips to tap into your inner entrepreneur, and put cash into your pocket – and fast!

1 Turn what you know into dough. For the fastest path to cash, create a cash machine from your talents, skills, hobbies, interests, knowledge and experience.

2 Don't try to reinvent the wheel. Do your research. Find out what works and what doesn't. Learn from other people's business mistakes and expand on their success.

3 Keep it simple. Don't over-complicate things; people like simplicity.

4 Remember what makes you unique. Focus on what sets you apart from others.

5 You need to know what you are talking about. Develop a short 30-second pitch for your brand and be ready to use it when the opportunity to gain a contact or a customer arises.