

SUCCESS = I + C + R

WHAT IF?



SUCCESS IS THE ATTAINMENT OF WEALTH, FAME AND POWER.

What if there could ever really be a simple and easy to use formula for financial success? What if everything you needed for this formula to produce tons of money, was patiently waiting for you to reach out and simply grab it? Suppose it was free and available to everyone, every second, of everyday?

As a child I heard adults talk about a “mystical magical formula for success” as if it was more valuable than even the Bible. But if it was real, and simple, I mean so simple a child could use it, it would change the social and financial worlds of those that desperately need it--forever.

Making money would suddenly be like gambling with a fixed deck of cards, or scoring 100% on a difficult test with a cheat sheet. We could use this formula to predict what success will do next and then, just sit back and watch our success play out. A formula for success would be like giving the entire world, a VIP pass to the good life.

A model is an example of success.

The truth is, success formulas are already a big part of our lives. We take them for granted, although we are slaves to the way they reliably predict success' behavior for us. Being an engineer, I call them formulas, while others call them behavioral models, because they show us exactly how to behave successfully. Without them, the seven billion

“We must continually reinvent ourselves, responding to changing times with innovative new business models.”
Akira Mori –



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people of the world would not know how to behave, from one minute to the next.

Fashion models teach us how to dress for success. An athletic coach's playbook is full of formulas for success in his/her chosen sport. Church is a formula for spiritual success. Financial people have tons of formulas and business models they secretly use to make themselves millions, sometimes even billions of dollars every year.

The explosion of reality shows on television is purely because they teach us how and how not to behave in various situations. My daughter at just five years of age, wants to dress and act exactly like Cinderella. She sleeps with her Cinderella doll as if they are best friends. If I want to stop her from behaving a certain way, I will say, "Cinderella would not behave like that, now would she?" It stops her in her tracks every time.

The great psychologist Abraham Maslow gave us a model for predicting human behavior. The OSI Model is a formula for the predictable behavior of computers and the Internet. It is largely responsible for turning Bill Gates into one of the richest men on Earth. The legendary Henry Ford created a formula for mass-producing affordable cars, giving birth to a World Wide Automotive Industry. The car he produced with that formula was of all things called, The Model T.

Come to think of it, my entire college career was filled with formulas and models designed to successfully predict the behavior of electricity and then manipulate its power. There are even successful people we call role models, that young and old look up to and imitate their behavior to the letter. Leading psychologist will tell you, people perform best when they are imitating models that work.

Successful business people know how you behave and they have put your behavior into formulas that allow

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them to successfully capture large amounts of your money. They can turn economic failure, into economic power, as hard-working people look on confused and amazed, clueless to the fact that a secret formula is being used to ensure the financial success of these powerful people.

Their secret success formulas are designed to do one thing, which is to guarantee their success with the smallest amount of risk for failure. Successful people avoid risk like the plague. They know all too well that there is no better way to avoid the risk of failure, than to use a formula for success. If they do not make a certain amount of money using one, they will say, "Okay, this formula is not working anymore. That means the behavior of our customer has changed so, we are going to need a new formula."

When times are good and jobs with steady paychecks are the norm, we allow ourselves to believe the success formula of blindly going to college for as long as you can afford, and then praying to God that you land a high paying job actually works. Although higher education is an infinitely valuable tool and very effective for those that understand how to apply it, this model of behavior can be ineffective for many.

1% of the people control more than 50% of the world's wealth.

This success formula is not solely designed to help you make lots of money. It is a commodity for sale designed to also keep you in debt and stuck working in the rat race forever. Why you ask? Well, the answer is a simple one. Those who control the debt, then control the interest, the profit and thus, the world.

Unfortunately, millions of us blindly rely on the success formula of college + job = success, like a crippled man relies on his crutch. But soon our worlds are turned upside down with recessions, corporate mergers and downsizing, leaving us addicted to unemployment and

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forced to deal with the reality that, when we need a success formula for making money the most, we have nothing.

There is an alternative to all this failure. I watched a single mother, in less than a year, go from being a clerk, to a partner in a law firm making half a million dollars each year. I have also witnessed people from near poverty use this formula to become multi-millionaires. Ultra successful people know all too well that the individual with the most behavioral models and success formulas for making money will win in this game of wealth, fame and power.

The top nine percent with *The Formula* firmly in their grasp have you in an almost impossible position. You are stuck in the dreaded rat race, in debt, with financial responsibility up to your eyeballs. As a result, you will continue to chase a paycheck, risking heart attack and worse, precious time forever lost without seeing your children and loved ones.

Successful people have power over you for one reason. You do not have *The Formula* and the only way you will ever be able to defend yourself against them, is if you get your hands on it, and master its use.

After years of living with no direction, being tossed around like a rag doll by the rat race, hoping financial success would somehow land in my lap, I was finally able to grab the success I had dreamed of for years using this formula. Having it and not having it was like day and night.

Like a race car tuned to perfection, this formula sped past everyone, lapping people still caught in the grips of the rat race as if they were standing still. The terrible irony about the pleasure of financial success we all seek is, it is built off of all the pain, confusion and misfortune of everyday people like you and me.

FORMULAS NEVER BREAK DOWN AND THEY ALWAYS WORK. THEY ARE THE MOST RELIABLE MACHINES KNOWN TO MAN. GOING

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THROUGH LIFE WITH NO SUCCESS FORMULA, IS A FORMULA FOR SURE FAILURE.

