

\$\$\$  
*Freedom*

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FINANCIAL  
INDEPENDENCE  
DEMYSTIFIED *LITE*

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A Manifesto Created For Individuals  
Who Want To Be Paid What They Are Worth  
And Never Answer To A Boss Again

By: Ryan Angelo  
Based on ALPHA INFLUENCE™

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### Why Was This Document Created?

Until 2010, the father of author Ryan C. Angelo had loyally served a company for 20+ years. He woke up each morning at 4 am and worked as late as 9pm every night (not including weekends, holidays, or vacations).

But because he was unable to meet a ridiculous quota, he was fired.

His ENTIRE book of business was ripped out of his hands, 20 years of long hours and loyal service were rewarded with an arrogant and cold statement from his manager, *“Sorry, but we have to let you go; good luck.”*

Countless others have suffered this same fate from this unnamed company. Their families have suffered, many have given up on life, and those still “lucky” to have a job with this company face daily torment in addition to ever-increasing impossible demands enforced by their callused managers.

To watch his father suffer through this has been unspeakably painful.

Ryan is now dedicated to the empowerment of individuals and has set the intention, in his life-time, to empower over 100,000,000 individuals to be **“financially confident”** by teaching them to create and offer unique value to the world in such a way that they are capable of living life on their own terms, without the looming fear of termination hanging over their heads.

This document is the catalyst for this intention, this mission...

*GOD, Grant that through this effort countless souls will know financial confidence before my time here is done. Bless the individual who is reading this. Show them mercy and grace. Hear and answer their prayers. Give them clarity, and insight. Guide and bless their path. Give them wisdom, understanding, and discernment. Protect them, empower them, and give them prosperity. Grant them peace, joy, and happiness. AMEN.*

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## A Message From Our Partner



Dear friend,

I honestly can't express how excited I am that you're reading this right now!

You may or may not know me yet, but the fact that you're here, means you're probably closely connected to someone in my circle of influence. And I'm so grateful that those connections have led you to FID.

If you're a marketer like I am, I'm sure you're familiar with the terms 'Influence' and 'Leadership'. I know I was, and it was those words that attracted me to find out about Alpha Influence.

But here's what I've never honestly shared with anyone but my closest friends...

While I was managing to pull off a pretty strong 'outer game' my inner game was completely a different story.

If you can relate, I want you to know it's possible to completely transform where you're at right now, both personally and financially. This is not some shallow new age blurb, I respect you too much for that. Alpha Influence has allowed me to tap into a form of mindset mastery and leadership, that is so unique, I'll never view life, business or relationships in the same way again. Ever!

Enjoy the Manifesto and I look forward to hearing about the impact you choose to have on people's lives after you read it.

To your success,

**Michaele Harrington** FID Partner  
<http://www.michaele-harrington.com>

**ACTION**

**\*If you find value in this document,  
share it with 3 individuals whom you see potential in.**

**And Thank the individual who gave it to you,  
because if they chose to give you this document,  
they evidently see potential in you.**

## A note from the author...

Essentially, there are **two choices**: you can rely on other people to take care of you financially (as you pray that they do not decide to terminate your income), OR you can pay yourself what you are actually worth, as you create an ideal level of financial independence for yourself.

Every successful entrepreneur and leader in history has come to the realization that you cannot be truly independent if you rely on others for survival. Financial independence can ONLY be obtained by an individual who chooses to accept and offer his or her unique value to the world.

The purpose of this document is to provide you with a very simple map that, if followed, can help you gain greater financial independence, starting NOW, by simply being an individual who steps out of the herd mentality.

Perhaps you are a “financial slave” fearful of job loss, or you are “financially confident” and capable of supplementing your salary with auxiliary endeavors, or perhaps you are “financially independent” seeking to take it to the next level -- whatever the case, this document can empower you.

To your independence,



Ryan C. Angelo



### About the Author

Ryan C. Angelo has been self-employed since 2001. He is an entrepreneur who coaches, speaks, and creates training systems in the areas of mind-body integration, individuated leadership, and human performance.

He works with corporations, entrepreneurs, and leaders.

He is the creator of **Alpha Influence**, a unique and eclectic training program designed to help students become individuated and acquire vital skills necessary for life mastery and success in business.

## Process of learning...

Appreciate the brain's design and how it learns. When new knowledge is acquired, the brain forms a **neuronal pathway** based on that knowledge. This neuronal pathway **branches** out into other neurons, stored knowledge, and stored experience; the new knowledge helps the brain to **form new ideas and evolve how the person perceives, relates to, and responds to reality**.

There are **three primary learning channels** that the brain uses to learn: **Visual** (observed), **Audio** (heard), and **Tactile** (physically experienced).

This document is the **visual** component, the "mp3s" are the **audio** component, and the action steps are the **tactile** component. Using each of the three channels, more than once, helps to ensure that the neuronal connections form, strengthen, and remain (which leads to many possible ideas or insights).

Also, the **optimal method** for helping the brain form strong neuronal pathways is to diligently study material on day 1, day 2, and then again on day 5.

Day 1 and 2 create and strengthen the neuronal connections. The time frame between day 3 and 4, when the information is not readily available but the brain thinks about the information, substantially strengthens the neuronal connections. Then, on day 5, diligently reviewing the information helps to ingrain these neuronal pathways and the knowledge is essentially locked in the brain.

If you are **serious** about financial independence, and I mean really serious about being paid what you are worth and never answering to your boss again, then this 1, 2, 5 learning is what I suggest for both the audios and the document.

If you don't have the audios, they are found at:

*\*NOTE:*

<http://www.thefidvid.com/resources.html>

*First Audio  
Is A Gift!*

Simple truth, "You are what you think about having become what you thought." This document is intended to help evolve your thinking towards the achievement of financial independence.

**But only you can CHOOSE to make your brain learn.**

## Simple Truth...

Change is in the wind.

The lazy and ignorant will ignore the signs, and when the wind comes, their boats will cap-side and they will be lost in a sea of uncertainty fighting to keep their heads above water. Theirs will be an existence of suffering, regret, and despair.

The diligent and wise will see the signs, adjust their sails, and when the wind comes, they will skate across the water's surface at a new-found speed as they enjoy and embrace the bliss of life and they create and share their unique solutions to the world's problems. Theirs will be a life of joy, hope, and happiness.

This document is intended to help you set your sail, but only you can **CHOOSE** to do this. Your future belongs to you, friend.

## Two Audiences...

### AUDIENCE (A)

If you are an employee or just starting out as an entrepreneur, or if you enjoy the journey of a story and want the full experience, start from the **beginning**.

**NOTE:** The story of Aurora and James Aslan is continued in FID part 2.

### AUDIENCE (B)

If you are an already successful entrepreneur seeking to “up-level,” or if you are a “fire-elemental” who’s mind is highly objective, seeks to rapidly extrapolate information, and you have little interest in story, I would suggest you start at chapter 3, **The 3 Pillars**, on page 25

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# The Opposite, Yet Identical Twins

James and Aurora Aslan are identical twins, but they live very opposite lives.

James works for a massive corporation; Aurora works for herself.

This is a story of how their Tuesday looks like...

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## **Tuesday @ 6 am -- James Aslan**

James stumbles out of bed and groggily walks over to the small alarm clock so he can hit the button to stop the spiteful buzzing sound. He looks back at his bed and wishes he could have just one more hour of sleep; but he can't risk being late to work.

Bob, his annoying know-it-all boss, loves to torment employees, even if they are only a few minutes late. Bob is the kind of boss who seems to know how to do everything a little better than his employees and happily criticizes their hard work, but for some strange reason never seems to contribute anything himself.

As James waits for the shower to warm up, he fantasizes about living a life without his boss, Bob. The thought of having to deal with Bob today causes his blood pressure to rise as he starts to feel anxious and tense.

He dresses up in corporate clothing silently, despising having to wear a tie all day, and heads to the office stopping only once to pick up some fast food to eat while he waits in rush-hour traffic.

While in the bumper-to-bumper traffic full of people who obviously don't know how to drive but are addicted to honking their horn, James shakes his head and murmurs, "I hate my life."

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## **Tuesday @ 6am -- Aurora Aslan**

Aurora stumbles out of bed to groggily walk over to the small alarm clock and decides to turn it off. She doesn't feel like waking up right now. She was just dreaming about the tropical getaway that she and her husband had been on a few weeks ago.

As she nestles back beneath her warm comforter and visualizes the crystal clear Caribbean water, she smiles. "I love my life."

**Around 7:30**, Aurora decides to get up and heads downstairs for some fresh breakfast. She decides on a veggie omelet and a cup of freshly ground coffee, German chocolate to be exact.

As she sips from the steaming cup of delicious imported coffee and nibbles at her omelet, she ponders what she will do today. She doesn't feel like starting her work just yet. What to do then?

Maybe going to the park for a light jog? Or she could sit by the fireplace and read a novel? But she decides to read her journal for a little while. She wraps herself in her favorite blanket and sits near the warm fire as she takes another sip of her coffee. She opens her dark blue journal with a lotus insignia on the soft cover...

*"Entry #117 - I told my brother about my desire to be an entrepreneur, I thought he would be excited for me, but he only criticized me and talked about all the ways I might fail at it. This really hurt me."*

*"Entry #296 - I've come such a long distance. It wasn't easy, but I think I should be able to quit my job within the next month or two! I'll finally be free of Bob and all the inner-office politics! Finally, I can live MY LIFE!"*

*"Entry #316 - I DID IT! I'm FREE! I can't believe this started with a simple direct selling business! Everyone doubted me, but I knew I could do this!"*

Aurora heads to the park for a light jog before starting her work.

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## Tuesday @ Noon -- James Aslan

As Bob rambles on about the company's fiscal goals and what is expected of the employees, James breaths out a deep sigh. An annoying co-worker standing behind him blurts out, "Are you tired James? Because I think this is important!" then smirks in victory.

Bob glares at James and he starts to include a subtle jab after each of his mandates, "Isn't that right, James?" "Did you get that, James?" "Did that make sense to you, James?" And James reluctantly gives the politically-correct nod each time.

As Bob continues talking, it becomes apparent to James and a handful of his coworkers that even though the company is in the black and seeing large profits, it has no intention of hiring people to replace those who were "released."

The company is going to require existing employees to work harder and longer. And to add insult to injury, they aren't going to get any additional compensation or bonuses.

An elderly gentleman who had been with the company for many years expressed his frustration, "It's not fair! The company is exploiting its employees and working them like slaves because it knows we are all afraid of losing our jobs. I saw the figures! The company is gaining profits, they could hire people! I can't keep up like this, and I can't retire. How could they do this to us, James?" James shook his head hoping to avoid a demoralizing conversation.

As he retreated back to his boring desk, Bob added a final jab, "We are all lucky to have jobs. We owe the company for giving us a livelihood! We all have to step up and work a little harder. Right, James?" James's neck grew tense as he smiled and nodded. He looks desperately at the clock. "3 pm!? That's it? I thought it was at least 4:30..." "This is a living nightmare."

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## Tuesday @ Noon -- Aurora Aslan

Aurora hops out of the shower completely invigorated. She had a great jog, the air was very crisp. As she dried off, she decide she would take a quick power nap before getting to work.

About twenty to thirty minutes later, she sits down at her computer and begins double checking her systems to make sure they are all running smoothly. She smiles as she checks her shopping cart, she made a couple hundred dollars during her run.

She doesn't have any appointments for a few hours, so she decides to see what movies are playing. As she heads to the theaters, she puts the top down on her convertible and enjoys the contrast between the cool air and warm sun.

She listens to an **affirmation meditation** as she's driving and feels motivated and grateful for life. After the movie, she will be working on a new project, something that will be fun to market.

"Fun to market!" She laughs to herself as she thinks back to only a couple of years ago when she would have been paralyzed by the idea of marketing, let alone the idea of direct selling. Now, she could do it in her sleep.

After the movie, she returns to her home office overlooking a beautiful lake surrounded by breathtaking mountains; it is 3 pm. The water shimmers like little diamonds. She gets settled in preparation for a few coaching calls with her clients.

As the phone begins to ring, she glances at the clock and smiles, "Today has only just begun!" She leans back in her chair and clicks the button on her phone as she asks, "Are you ready to take your business to the 'next level,' Mr. Smith?" "Good... Here's the plan."

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## Tuesday @ 6pm -- James Aslan

James finally makes it home after fighting his way through rush-hour traffic. “When will people learn how to drive?” He opens the refrigerator and reaches for a cold beer. “I need this...” As the cold liquid pours down his throat, he tries to forget that it is only a Tuesday and there are three more days of slow torture left.

As he plops down on the couch and turns on the news, the corner of his eye he notices a small package resting on the arm of his couch. It’s a “leadership” program that his sister Aurora gave him for Christmas. He snuffs and thinks, “Yea right, that self-help stuff is for losers” and pushes the package off of the couch.

**Around 9 pm,** James heads for his ninth beer; the phone rings.

*“Hey Aurora.” “You know, same old, same old. You?”*

*“Must be nice, eh? Lucky you.”*

*“Hey, I gotta run, so let’s catch up this weekend.”*

*“Yep, yep, sure thing.” Click.*

He plops back down on the couch to watch the news. As he does, he can’t help but feel angry and depressed. He finds himself thinking, “people are stupid” or “this world is going to hell in a hand basket, why doesn’t anyone do something?”

He looks up and somehow the hours have passed by and it’s time for bed. He has to be up in six hours. The thought of another day chained to a desk with Bob lingering over him causes his blood pressure to rise. As he lays down in bed he says, “One of these days, I’m not going to have to go to work, one of these days I’ll be free of that moron Bob, one of these days I’ll get lucky...”

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Protect them, empower them, and give them prosperity. Grant them peace, joy, and happiness.  
AMEN

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## Tuesday @ 6pm -- Aurora Aslan

Aurora finishes up her coaching and feels invigorated. She thinks back to when these calls would exhaust her, now she looks forward to them. She had been so shy, now she could talk to anyone, she was even a high-paid keynote speaker. In fact, she would be speaking in front of a few thousand people next week. Old Aurora would have been paralyzed by stage fright.

**Around 9pm**, Aurora is comfortably nestled by the warm crackling fire. She is wrapped in her favorite blanket, and as she resumes reading a book that she had read years ago, she reflects how this book was a catalyst in her life; it helped her see things differently and ultimately led to her independence.

As she scanned through the pages, she came across a section explaining human nature; it caused her to think of her brother. She put her laptop aside as she picked up the phone to call him.

*"Hey big brother!" "I was thinking about you, how are you!?"*

*"I had a great day! I slept in, had a great workout, saw a movie, but was still very productive, how about you?"*

*"It's not luck James; luck doesn't exist. It's discipline and hard work, but anyone can do it. Have you read the book I gave you?"*

*"James, wait, I believe in you. You're better than that dead-end job you're working and you know it. You're smarter than Bob, heck you're smarter than anyone there. You should work for yourself!"*

"James?" He had hung up on her, but it didn't bother her. She had grown to understand people, and she knew that one day he would come around, but she didn't let it upset her in the least bit.

She sat down at her desk to focus on a new project; maybe she would work for an hour, or maybe she would work until 3am. She could sleep in tomorrow, after all, she lives life on her terms.

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This story is simple and short, but it does effectively relay the contrast between one who is a financial slave and one who is financially independent.

The story is based on REAL people.

There is nothing “special” about Aurora. She’s a normal person. And Aurora did NOT achieve financial independence overnight, it started with a catalyst that helped her develop her leadership potential, then she formed the right connections, and finally she learned how to create solutions for problems people face that ultimately led to their financial independence.

James and Aurora grew up in the same household, attended the same school, had the same friends, and even went to college together. So the question is this, what is different about Aurora?

The answer is simple: **CHOICE**.

It is a choice that anyone can make. The choice to create financial independence. Few make this choice, and fewer have the inner mastery needed to see it through. But anyone can learn.

## Questions:

- Who do you have more in common with? James or Aurora?
- Do you want to wake up at 6am? Or when you choose to?
- Do you want to have a boss? Or do you want to be the boss?
- Do you want James’s life? Or do you want Aurora’s life?

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## The CHOICE

It is not what you are required to do, but rather what you **CHOOSE** to do that defines your life.

## Current State of Affairs

**Listen and observe...** Many people are telling stories of corporations forcing them and their co-workers to work like slaves. Instead of a whip, they use fear of job loss. Many, NOT ALL, but MANY corporations have come to the realization that a terrified workforce is a motivated workforce.

This means that these corporations, again NOT ALL of them, can exploit their employees and force them to do the workload of two, three, or five people. They then give a motivational speech:

“We all have to make sacrifices for the company. This might mean you have to work a little later. Or maybe you need to come in on the weekends. Or maybe you need to take some of your work home with you.”

“We have to do what is best for the company.”

“We do care about you, and if you feel that these requirements are a bit too much, we will accept your resignation. After all, there are countless professionals out there with just as much work experience as you, and they are desperately seeking a job.”

“You’re one of the lucky ones. But we’re going to need you to work a bit harder, longer, and without any bonuses or pay raises. But you get to keep your job so that makes it fair, right?”

Many corporations are working their employees to death. If an employee can’t sustain the insane workload (which NO ONE can for an extended period of time), the corporation says, “Too bad, we have to let you go.”

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Again, NOT ALL CORPORATIONS have adopted this “employee-enslavement” policy, but an alarming number have, and many more are beginning to; listen and observe, be **aware** and notice trends and patterns around you.

Maybe things will “magically” get better and corporations will stop focusing entirely on their bottomlines and start focusing on the well-being of their employees, and jobs will become blissful...

**Or...it will get worse.** Based on what you are seeing and have heard, what do you think will happen?

## The Great Shift

There is a great shift taking place. Money is not disappearing, it is simply changing hands. Soon, there will be two massive and very different groups of people:

Those who have financial independence; those with money.  
And those who are forced to depend on others for a job.

Not all corporations are evil, some are far from it, and ultimately the choice to be financially independent is yours, and yours alone.

If you do not want financial independence, then stop reading this document, focus on your job (and pray that you do not get laid off in the near future), or look for a “better” job, BUT...

If you DO want to become financially independent, keep reading.

There is NO magic pill for financial independence, it is NOT luck, it will NOT be handed to you (the chances of winning the lotto are 1 to 10,000,000+). Financial independence is a choice that ANYONE can make, but it must be backed up by diligent action.

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## “Financial Independence”

### **Financial** (n)

*Of or relating to finance or money.*

### **Independent** (v):

*Free from outside control; not depending on another’s authority.*

The goal of **financial independence** is to gain the ability to generate financial prosperity outside the control of an external authority or someone else’s control.

Most people will have difficulty grasping this concept. From grade school on, we are taught to raise our hand and obey the commands and instructions of some other person. “They” then assign value to our creative efforts, ideas, and hard work.

In school, a teacher grades our work based on his or her *perception* of what is right. Regardless of the true quality of our work, we are subject to their authority on the matter. If the teacher decides to give us a “B,” we get a “B,” even if the actual grade *should* be an “A.” We are at the mercy of “their” authority.

At work, a boss tells us what to do, and based on our time with the company and the boss’ perception of our worth, we *might* earn a raise or a promotion. Again, our worth is assigned by an outside authority. Regardless of our true worth, “they” get to decide our value. “They” decide what we are worth.

But what if you are worth more than your teacher or boss thinks?

As long as you allow an outside authority (e.g. a boss) to determine your worth, you are essentially a financial slave.

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## **Slave** (n)

*A person who works very hard without proper remuneration or appreciation. A person who is excessively dependent upon or controlled by something.*

Financial slavery means that you can never truly earn what you are worth (unless you work for one of the few corporations who truly reward excellence), and despite your creative capability, potential, or true value, you only get paid what “they” decide to pay you. Essentially, you are only worth what “they” say you are worth.

Let me ask you a very direct and important question...

Do you want to be a financial **slave**?  
Or do you want to be financially **independent**?

Answer honestly.

If you prefer the former, good luck. Hopefully you won't get fired.

But if you choose the latter, **CONGRATULATIONS!** This is the first step towards truly gaining your financial independence.

I have another question for you...

What are you worth?

Most people don't know how to answer this, but as we progress through this document, we will explore this question a bit more. I guarantee you are worth a lot more than you probably think.

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## From Herd to Individual

### **Herd** (n)

*A large group of people, typically with a shared characteristic. A large group comprised of animals, that live, feed, or migrate together or are kept together.*

### **Individual** (n)

*A single human being as distinct from a group, class, or family.*

It is human nature for us all to seek acceptance from our peers. Even in preschool, peer groups form, friendships grow and weaken, “clicks” emerge, and the popularity contest is set in motion. We quickly learn that if people don’t like us, it is painful.

### **The fear of rejection is one of humankind’s greatest fears.**

The portion of our brain that processes physical pain is the same part of the brain activated when we feel rejection; hence, it is physically painful for a human being to not be accepted by those he/she seeks acceptance from.

It is for this reason that conformity, “group-think,” and the “herd mentality” exist and imprison so many. It is ingrained in all of us from an early age. “What would people think?” “Don’t do that, you’ll embarrass yourself.” “Why can’t you be like everyone else?”

Culture brainwashes the masses, as it attempts to tell people what to do and think. But here is the million-dollar question, if we are all trained to think in line with everyone else, who originates the initial thoughts and ideas that influence the herds?

The answer is...an **Individual**.

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Carl G. Jung, a skilled and insightful psychologist, described the process of individuation as being an evolution. During our life, we try to be what others expect us to be, we honor our goals of that time, but do what we have been taught we *should* do. We are laden with the judgments, instructions, influence, and ignorance of others. Essentially, people mold us.

But what if you could be more? What if you're meant to be more?

The first phase of individuation is what Jung called "reduction."

*"It is analyzing your attitude. You must become conscious of many resistances and personal things which suppress your genuine mental activity or your psychological process. All these inhibitions are simply many impurities, and your mind must be purified before the psychological process of transformation can begin."* (Jung)

This is the freedom to be YOU, not what "they" say you *should* be, but instead, the powerful individual only "you" can be. Do you feel doubt? Do you have doubts? Do you doubt yourself?

If so, this doubt does not belong to you. The influence of other people has planted this seed of doubt into your mind. Depending on the mind, the seed can grow into a tree. But it is not your seed or your tree. It is your mind, and you can uproot "their" influence.

Any doubt you feel is not yours, it belongs to "them."

Take a bucket of pure water and pour black dye into the water. Notice that the once crystal clear water has turned dark black. A moment ago, you could have used the water for many things. To drink, cook with, clean with, etc.

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But now the once clear water is black. What use is it? Anything it touches will turn black. This once valuable water now has no value other than its ability to turn whatever it touches black.

Such is the herd mentality and the essence of doubt.

But what if you could “reduce” the dye? What if you could remove the dye from the water? What then? The water’s inherent value would return and it could be used for many different things.

If you doubt yourself, it is because “they” have poured their black dye into the water of your mind. “They” have trained you to doubt yourself. “They” have made you one of them. “They” have robbed you of your true potential, the potential of the individual you can be, and the potential of the individual you are.

**Doubt is the father of fear.** It fosters uncertainty built on a foundation of painful memories and hurt. It is based only on assumption and is devoid of any logic.

**Financial slavery is built on self-doubt.** Our mind is like a sponge, and if we are unaware or lack the mental skills needed to protect ourselves, “they” can fill our head with whatever they want us to think. “They” can keep us enslaved along with the rest of the herd.

Your next step towards financial independence is to become an individual, that is IF you make the choice. The crystal clear water has endless potential, but “their” black dye must be removed first.

If you are lost in the “herd mentality,” you cannot become an individual. If you let “them” tell you what you are worth, you can not be an individual. And unless you are an individual, you can not be financially independent. It starts here...

The question is how?

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That answer is easier than you think, if you have the right tools at your disposal, but the subject of individuation goes beyond the intended scope of “this” document; Alpha Influence™ covers this.

Financial independence is obtainable only after you can shun the negative influence of others. After you become the master of your mind. After you uproot doubts and fears. After you gain strong confidence. And after you learn to use your individual power.

The first half of Alpha Influence™ is dedicated to this. It will enable you to master your mind, conquer fear, remove doubts, become self-aware, be energized, and command confidence.

The **complementary lessons** will get you off on the right foot, make sure you take advantage of them while still offered. This is where Aurora Aslan’s journey began, and now she is financially free and living life on her own terms.

Take a moment to answer these questions...

## Questions:

- Do you want to be a financial slave OR will you create your own financial independence? Answer truthfully.
- Which of these doubts\* attempt to hide your strength from you?
  - “I am too old.”
  - “I am too young.”
  - “I am just another person, I have no special gifts.”
  - “I do not know what to do or where to start.”
  - “I will fail.”
  - “People will mock me.”

*\*If any of these doubts exist, they belong to “them,” ...NOT you.*

ACTION

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## 3 Pillars of Financial Freedom

Those who **choose** financial independence need only learn how to use the power of their individuated psyche, leadership skills, and create the right connections.

These three elements and the passage of just the right amount of time equate to financial independence.

## Your Immeasurable Worth

### Immeasurable (adj)

*Too large, extensive, or extreme to measure.*

### Worth (n)

*The value equivalent to that of someone or something under consideration; the level at which someone or something deserves to be valued or rated.*

In the last chapter, I asked you what you think you are worth. Few know how to answer this question. And most vastly underestimate their true worth. That is because of the herd mentality and the doubts that “they” have planted in our minds.

Your self-worth will directly relate to your potential for financial independence. The lower you assign your self-worth, the lower your potential for financial independence becomes. Alternatively, the higher you assign your self-worth, the greater your potential for financial independence becomes.

**Self-Worth\* = Potential for Financial Independence**

But there is a trick... \*You cannot deceive your own mind.

If you assign a high self-worth yet allow “their” doubts to linger unchecked in your mind, “they” will hinder you and potentially defeat you in the long run. You can only assign the true self-worth you deserve once you have removed “their” black dye and uprooted their negative and limiting influences from your mind.

As an individual, your worth is **immeasurable**. “They” can only judge you and assume what you are worth based on “their” ignorance. If you permit it, “their” ignorance will limit you.

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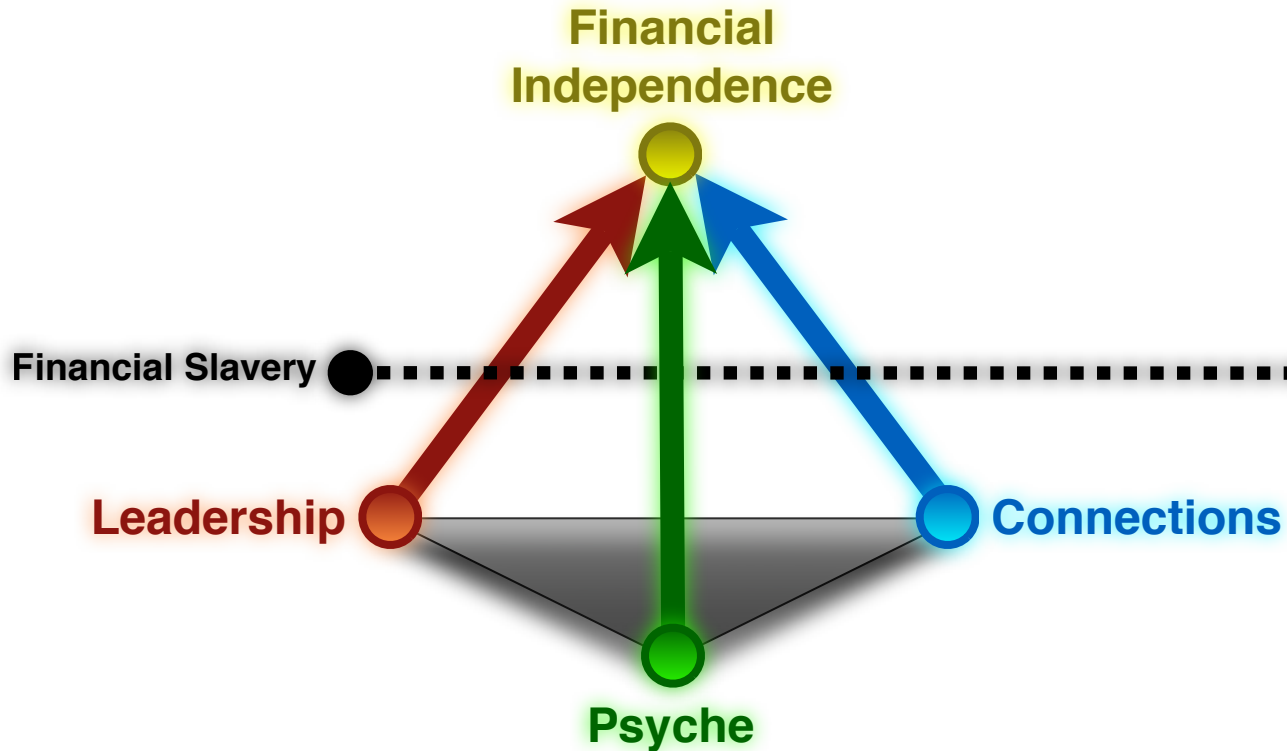
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## Your 3 Pillars

Financial independence is unachievable without the presence of three strong and well-built pillars. Each pillar must be strong in order for you to achieve financial independence...

- Pillar One:** ● Your **Individual Psyche** +  
**Pillar Two:** ● Your **Individual Leadership Skills** +  
**Pillar Three:** ● Your **Individual Connections**  
= ● Your **FINANCIAL INDEPENDENCE**



Combined, these three pillars will lift an individual away from financial slavery and towards greater financial independence. Each of the 3 Pillars consists of self-learned skills that **ANYONE** can acquire and strengthen. The greater the strength of the 3 Pillars, the greater the financial independence. **Each of them are needed.**

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## ● **Psyche** (n)

*The human soul, mind, or spirit.*

Whether we use the word to signify your soul, mind, or spirit, your distinct design is unique from all who have come before you, exist now, or will exist.

Your experience, your studies, and your life lessons have all given you an individuated perception. As an individual, separate from the herd, you have strengths, skills, and abilities that are unique (you probably take many of them for granted).

Your experiences have helped you evolve into the person you are today. Many of these life experiences have been challenging, painful, or even excruciating. There is an old proverb that states, “Behold, you have been tried by the fires of affliction.”

The idea is that each life experience, especially affliction, has refined you and given you greater strength, deeper understanding, and unique wisdom. These are tools that you possess, and you can teach to others.

### **Think of a “great problem” you faced and overcame.**

Now, what if there was a person out there who had experienced the exact same challenges you faced, and this person put together a simple audio course, DVD, book, or short eBook, teaching you how to effectively solve the problem quickly?

If a resource like this had existed for you when you “needed” it, and it had helped you solve your problems, would you have bought it?

There are people in the world facing problems and challenges that you once faced. They are seeking help and guidance. If you created a solution for them, they would buy it from you.

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In essence, you could prosper financially by using your experiences to help others avoid unnecessary pain and suffering.

## Examples:

- A mom discovers a diet to combat her son's ADD. Now he is doing better in school, feels more confident, and their relationship has improved. She takes what she did and creates a small program and sells it to moms who are desperately seeking this solution.
- An elderly gentleman was suffering from terrible back pain and could no longer golf, but he learned how to fix the problem. He recorded a few videos showing others how to remove back pain and get back on the golf course. Now sells it to golfers world wide.
- A college student is having trouble memorizing the content of his course. He discovers a memorization technique that helps him learn faster and retain the information for longer. He gets straight A's, and while he is effortlessly passing his classes, he writes a short "how-to" eBook and begins selling it to other college students.

The examples are endless. Your psyche is unique. You can creatively combine life lessons in unique ways to dynamically solve problems. Or you might creatively combine what you have learned in order to make people's lives easier.

It is far easier than you might think, do not let "them" dissuade you, and silence the doubts that "they" try to plant in your mind. Your psyche, if individuated, already contains valuable knowledge and skills that you can share with others for a fee.

**If you offer or create a valuable solution that solves a problem for people, you deserve to get paid for it.** Money is not everything, but it is an important means to an end. Alpha Influence™ will help you in this process.

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## Leadership (n)

*The ability to skillfully lead one's self or others.*

There are many people who shy away from the idea of leadership. They seem to think the term “leader” means that they will be burdened with having to directly lead people. Some like their privacy and do not want any attention or criticism. Some simply think they do not have the ability to be a leader.

In truth, being a leader does not mean you have to lead the masses, or stand on stage, or be the person “out in front.”

There are many forms of leadership; you have innate strength in at least one of these leadership styles...

- Some leaders are **powerful** and **dynamic**; they can fearlessly compel others into action as they lead the way with strength and conviction.
- Some leaders are **calm** and **diplomatic**; they can neutralize conflict, form relationships with anyone, gain trust, and steadily create an outcome.
- Some leaders are **fun** and **improve morale**; they can entertain people and make them smile or laugh despite the challenges of life.
- Some leaders are **unseen** and **tactful**; they possess a depth of thinking and drive for perfection that can be used to improve and create much.

**Some follow** (herd); **others guide followers** (individuals).

Those who follow the herd mentality may have momentary bouts of leadership, but they seldom remain in the leader state. They are at the mercy of their peers, media, and other forms of influence that constantly plant seeds of doubt or their mind.

Without sustainable leadership qualities, it does not matter how unique their psyche is, or what they could create or solve for others, because they are under the influence of the herd mentality. They allow other people to steal their confidence, undermine their ideas, and rob them of hope.



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Only an **individual** can sustain leadership energy. This is the foundation of their immeasurable worth. They are free thinkers, creators, and problem solvers free of herd influence and doubt.

**Your individuated psyche is the clay.** Your unique knowledge, skills, experience, etc. can be molded into many valuable solutions for many different people.

Your leadership skills give you the ability to harness your psyche clay and strategically create a unique solution for a unique problem faced by a unique group of people. These skills will also give you confidence, motivate you to move forward, and enable you to overcome challenges along the way.

### Examples:

- The mom who created the “Anti-ADD Diet” was battling depression. Her son was angry about his grades and kids were making fun of him; he took this out on his mom. Her husband did not support her. He constantly told her there was no solution and that she should “give up.” But she remained an individual and used leadership skills to stay focused; each evening after her son and husband were asleep, she researched. She patiently found the solution. She refused to give into the doubts of others, she changed her son’s life forever, and has helped countless children and parents.
- The gentleman who created “Pain-free Golf” had his doctor tell him he would probably never be able to golf again without back surgery. He told his wife he wanted to find a natural solution and she laughed at him asking, “Are you a doctor?” But he remained an individual and used his leadership skills to focus on finding a solution. He bought multiple books, applied what he learned, and slowly figured out how to cure his back pain. He golfs daily now and has helped countless golfers.
- The student who created “Memory Magic” was instructed to change majors by his councilor, he was told that he was “not cut out for it” and “he should change majors.” But he remained an individual and used his leadership skills to wake up twenty minutes each morning to do research. He and many other students now have A’s because of his creation. Now he’s questioning if he “needs” a job.

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If you doubt your leadership skills, remember that these doubts do not belong to you, they belong to “them.” Why keep them?

**No great success story starts at the top.** Each story starts with an individual who makes a choice to change. They then learn to use their gifts, and through learned leadership, these individuals become the popularized success stories we frequently hear...

e.g. Oprah, Anthony Robbins, Steve Jobs, etc.

These stories did not start with success, they started with affliction and doubt. But, like all who have achieved financial independence, they grew stronger from their trials, and uprooted the doubts imposed on them by the other people, the herd.

The exact moment in time that you begin to see and rely on your own strengths, talents, skills, and insights, you become an individual. An individual, by definition, possesses leadership qualities, because the individual is not influenced by the herd.

**An “individual” can tap into all of his or her potential.**

The individual who strengthens his or her leadership skills is one who can “make things happen,” create valuable solutions to relevant problems, and by first leading him/herself, will eventually emerge into a leader for people who are seeking the valuable product or service they have created.

Remember, any doubts hiding in your mind do NOT belong to you, they belong to “them,” and you can uproot these doubts. You can gain strong confidence. You can be present. You can be focused. You can be passionate. You can be an individual.

Alpha Influence™ will aid you in this process.

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## Connections (n)

*People with whom one has social or professional contact or to whom one is related, esp. Those with influence and able to offer assistance.*

There is an old saying that, “It’s not what you know, it’s who you know that gets you ahead.” That is a half truth.

It should read, “It’s what you know, the value you can create from what you know, and your connections with quality people who can help you bring value to others that get you ahead.”

Your **individual psyche** has a uniquely dynamic set of skills and experience which you can mold into products or services that will bring value to other people’s lives.

Your **individual leadership** skills will help you strategically transition your thoughts into tangible outcomes, while keeping you confidently motivated so you can overcome any hurdles you may face.

Your **individual connections** will enable you to overcome hurdles, find solutions, create possibilities, and ultimately help you get your creation to those who are seeking your valuable offer.

At this point in the document, it is clear that you have either chosen or are sincerely considering developing your financial independence. **Congratulations**, that is a powerful first step.

As you read this very sentence, you already have a wealth of knowledge, experience, and skill that can be used to creatively construct a solution to some form of problem people are facing.

The clay is there, it is ready to be molded. Your leadership skills will help you mold it. But ultimately it will be the connections you create that determine your level of success.



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Right now, as you read THIS sentence, you already know people who could either directly help you or could indirectly help you by introducing you to the right person. Others can be met through networking events, via social media, or randomly.

Many shy away from the idea of “networking.” This is due to the doubts that “they” have planted. Even an introvert who is terrified at the idea of speaking to a stranger can successfully network. It is much easier than most think and there are many avenues to explore.

## Examples:

- The mom who created the “Anti-ADD Diet” knew that people needed what she had created, but she didn’t know how to publish a book. She did some research, found teachers, and eventually connected with a mentor. This mentor not only taught her everything she needed to know about publishing, but he connected her with a publicist, and helped her market the book to moms all over the country.
- The gentleman who created “Pain-Free Golf” knew nothing about video, but he knew that golfers needed what he had to offer. He asked around and eventually connected with a local expert. This video expert connected him with a friend who was skilled at web-design. The web-designer connected him with a friend who was skilled at online marketing. As a result of his connections, he has given countless golfers the ability to get back out on the golf course and feel young again.
- The student who created “Memory Magic” knew nothing about eBooks, did not have a dime to his name, and was an introvert terrified of face-to-face conversation with strangers. He used social media and chat rooms to connect with people ask for guidance. He connected with strangers who pointed him in the right direction. One random connection with another student led to a friendship. This friend decided to give him a course on writing and marketing eBooks, then helped him see the project through. Now these students are “acing” finals and are helping other students do the same all over the nation.

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Just as you, the individual, possess unique insight, other individuals also have something to provide. You simply need to find them and connect with them. And you can connect with them in a way that you are comfortable with. There is no one right way.

**It is like putting a puzzle together.** Your psyche sees the picture on the outside of the box, your leadership skills help you put the puzzle together, and your connections are a matter of simply finding which puzzle pieces fill in the gaps.

**Each piece has its place. Each connection has its value.**

Another metaphor would be to liken this to the process of connecting dots. Each dot is in a specific area (e.g. skill, profession, etc.) and is near other dots (e.g. related skills, related professions, etc.). One dot will lead you to another dot, and that dot will lead you to the dot you are trying to connect to.

**Everything is connected.**

These connections are already there, they have just yet to be formed. And the individual, even an introvert, can connect to **anyone** if they use some strategy, skill, and patience.

**Remember, people are social beings.** They do “need” other people. The question is this, what is the “quality” of the connections you create? Do “they” attempt to plant seeds of doubt? Or do these connections produce a mutual value?

By understanding human nature and distinct personalities, you can connect with unique individuals effectively. You can understand how they see the world and relate to them. You can create rapport and use this rapport to form a beneficial relationship.

Alpha Influence™ will explain this in depth.

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## Building and Strengthening Your 3 Pillars

Each of your 3 Pillars must be **strong** if you are to achieve financial independence. **ANYONE can do this.** There are countless tools out there, numerous gurus, and endless possibilities to learn how to strengthen each of them.

But it begins with a **CHOICE.**

It is far easier to choose to watch the news and have a beer than it is to pick up a book on leadership. (Which is why “James Aslan” is a financial slave working for an annoying boss, suffering through his day, and missing out on the life he *could* have.)

It is not a question of whether or not you are capable, it is only a question of whether you choose to give into the doubts that “they” have planted in your mind, OR you choose to build and strengthen your three individual pillars.

If you choose the latter, Alpha Influence™ will give you step-by-step training on how to do so quickly and effectively. For now, take a look at your existing 3 Pillars...

### Questions:

- What are your core competencies? Strengths? Skills? Professional experiences? Life experiences? Studies? Personality? Look for unique connections. What problems can you solve? (Really think about this)
- What is your current level of leadership skill? How motivated are you? Driven? Confident? Positive? Focused? Aware? Strategic?
- What are your current connections? What are their networks? Who do they know? What networks can you tap into? Colleagues? Friends? How do these contacts relate to your core skills and what *could* you create? Look for invisible connections.

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# 5 Step Financial Evolution

There are five steps in the journey towards greater financial independence. Anyone who **chooses** to follow this path will succeed.

It will take time. How much time depends on the individual's diligent devotion towards building and strengthening the 3 pillars.

Anyone can walk this path.

GOD, Grant that  
Bless the indivi  
clarity, and in  
Protect them

## Financial Evolution

### Evolution (n)

*The gradual development of something, esp. From a simple to a more advanced form. The pattern of movements or maneuvers leading to an outcome.*

Our purpose in this section is to look at your individual state of financial evolution, and then explore sequential step-by-step action steps that can help you grow towards greater financial independence.

Start at the section that best describes your current state...

**Financial Slavery** -- NO auxiliary income; your income and financial state is completely determined by an outside authority.

**Financial Confidence** -- SOME Auxiliary income; a percentage of your annual income is generated via auxiliary endeavors that are not reliant on an outside authority (you make money separate from your job). **\*Go to Page: 45**

**Financial Independence** -- Independent income; no financial reliance from an outside authority (all income is derived from an entity that you own and operate). **\*Go to Page: 56**



1st Step

**THE CHOICE**

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## Evolution from Financial Slavery to Confidence

### Confidence (n)

*A feeling of self-assurance arising from one's appreciation of one's own abilities or qualities. Self-trust.*

As long as you are a “financial slave,” even if the *slavery* is fun and filled with long vacations, benefits, perks, and upward potential, you are still at the mercy of an outside authority.

You may love your job; if so, that's wonderful! But...

- What if the company changes policies?
- What if your wonderful boss is replaced by a person who dislikes you and decides not to promote you?
- What if the economy takes a turn for the worst and companies begin laying people off, force you to work harder and longer, and even as they start making profits, refuse to hire additional people?
- Can you work twice as hard with longer hours, and no bonuses, forever?

These uncertain circumstances feed one's mind with doubt and fear. These doubts and fears are the seeds of limitation and potential destruction. The questions are, will you uproot these unwanted seeds, will you remove yourself from the herd, will you emerge into an individual who lives life on YOUR terms?

If so...

### The 1st STEP -- “THE CHOICE”

Many “think” about it. Many “want” it. Many “say” they want to be financially free. But thinking, wanting, and talking equate to absolutely nothing. The choice is built on ACTION. Not a single action, but diligent, disciplined, continuous, ever-evolving action.

A professional athlete performing in front of a large audience excites and amazes the crowd. Many people in the crowd “think” about what it would be like to have this athlete’s life. Many “want” this athlete’s skills and wealth. Many “say” that they “could do it if they really wanted to.” Yet they all keep watching.

What this audience neglects to realize is that this athlete invests nearly 10 hours a week in the gym, 20 hours a week reviewing game footage, 14 hours a week practicing, and has invested countless more hours slowly evolving into a professional athlete.

Why do people neglect to think about the athlete’s hard work?

On some level, it is human nature to feel some form of entitlement. The herd believes that if we are not born with a skill, then we cannot learn it. If we do not have strengths in one area, then we cannot improve. We just are who we are.

This ignorance typically leads to resentment, envy, or depression.

The same is true with your financial evolution. If you hope that you will get “lucky,” you are neglecting your power as an individual, and your hope of “luck” will slowly fade into nothing.

Luck is based on statistical probability (x out of y must happen). What if (x) is 1 and (y) is 10,000,000+ (as in the lotto)?

On the other hand, **CHOICE** is not based on luck. It is based on you. That means you can determine the statistics. You can choose the odds. You can gain financial independence, and you do not have to wait for some “mysterious” force to hand it to you “luck” on the illusive “silver platter.”

**Your CHOICE will determine YOUR financial future.**

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Here is the tricky part. **ONLY** you can make and reinforce your choice. It is yours and yours alone. It is the act of an individual who is breaking away from the herd, an individual who is uprooting the seeds of doubt, fear, and failure planted by “them.”

The herd will not understand your choice. And if the herd cannot understand something, the herd will scorn or attack it.

“Ignorance is bliss (...until one gets fired).”

If you **DO** make the **CHOICE**, The next step is to uproot the doubts and fears “they” have planted into your mind. It is a process, some roots grow deep, but as an individual -- **you CAN do this.**

## The 2nd Step -- Your Psyche

*“We are what we think about having become what we thought.”*

Dhammapada, Lal

**Your psyche is like a double-edged sword;** on one hand, it has access to a wealth of great potential, knowledge, skill, creativity, and power; on the other hand, it can limit you with false beliefs, paralyze you with fear, and torture you with doubt.

In order to truly take the 2nd step, you must become **present and aware.** **You must learn to be in the moment as an individual who has a mind,** NOT a mind ruling an individual.

Alpha Influence™ will help you master this skill, but here is a simple exercise that you can begin practicing right now; it is called metacognition, or “thinking about your thinking.”

Your mind is built on **patterns** of thought, belief, and emotion.

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It is within these patterns that “their” fears and doubts have been planted in your mind. Anything that you hear, see, think, surround yourself with, or do repeatedly (a pattern) becomes ingrained in your psyche, in your mind, and essentially becomes a part of how you see the world (like colored shades of glass).

*Listen to a sad song, you feel sad.*

*Listen to a motivational tape, you feel motivated.*

*Watch a horror movie, you feel tense.*

*Watch a happy ending, you feel renewed.*

*Think about your fears, you become paralyzed.*

*Think about your capability, you overcome challenges.*

*Surround yourself with negative people, you become negative.*

*Surround yourself with successful people, you become successful.*

*Sit on the couch to watch the news with a beer... Financial slavery.*

*Make a choice, dedicate to it, build the 3 pillars... Financial independence.*

## **Use Metacognition to safeguard and empower your mind.**

In an earlier section, I acknowledged Carl G. Jung’s concept of individuation. One of the most important parts of gaining individuation, becoming an individual, is “reduction.”

Reduce the amount of negativity, doubt, and fear you allow into your mind. This immediately strengthens you as an individual.

**Metacognition Exercise:** Reduce how much time you spend listening to sad songs. Reduce the time you spend watching horror movies. Reduce the time you spend thinking about fears. Reduce the amount of time you spend with negative people. Reduce the time you spend on the couch watching the news with a beer. “Ask yourself, what am I letting into my mind, right now?”

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Without negativity, doubt, and fear to fuel your mind -- you will quickly begin to notice that you are more skillful, capable, positive, confident, and powerful than you ever thought.

By simply reducing what you allow into your mind, you free up your psyche to be more productive and beneficial.

To use an earlier metaphor...

The herd continuously pours *black dye* into “their” bucket of water, but seldom (if ever) pour any clear water into the bucket. As a result, the water remains tainted black and blackens anything it touches. The cycle, the pattern, repeats over and over again.

On the other hand, the individual stops pouring *black dye* into his or her bucket of water and continuously pours crystal clear water into the bucket. Eventually the black dye is washed away.

*\*Note: For this purpose, you are being given powerful tools as a part of Alpha Influence’s™ Complementary Lessons -- Use them.*

**As your water (mind) becomes “pure,” your true potential as an individual will begin to emerge and gain confidence.**

## Moving towards **Financial Confidence**

Once freed from the herd and “their” doubts and fears, your individual psyche is capable of anything. At this point, you can seek auxiliary forms of income. There are countless avenues. Each avenue is suited to a different psyche.

### **Auxiliary** (n)

*Providing supplementary or additional help or support.*

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Finding an auxiliary income system that is right for you will move you from financial slavery to financial confidence. But be forewarned, the herd will not like the idea of you doing something “non-herd-like” (might not want to tell them).

We should preface this by acknowledging if you are still heavily influenced by the herd and “their” doubts and fears. “Their” doubts will show their ugly faces and “they” will toy with your thoughts and whisper you things like...

- “I am too old.”
- “I am too young.”
- “I am just another person, I have no special gifts.”
- “I do not know what to do or where to start.”
- “I will fail.”
- “People will mock me.”

The question is, will you **CHOOSE** to allow “their” doubts and fears to dissuade you, or will you continue forward?

If you choose to proceed forward. The “FID-Formula” (part of Alpha Influence™) will give you some possible action steps towards creating an auxiliary income and will provide you with a map as well.

Alpha Influence™ will also help you in this effort -- make certain that you sign up and start listening to the complementary lessons.

**The very moment that you gain an auxiliary income, you have “crossed over” into financial confidence.**

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## Evolution of Financial Confidence

As an individual who is financially confident, you have already begun the process of supplementing your income with auxiliary endeavors via a vehicle that you are in control of.

As you continue to evolve towards financial independence, the majority of your auxiliary income should be put back into your endeavors, to help you continuously evolve towards financial independence; and the removal of debts is also very wise.

Never grow complacent, inertia is a deadly thing. But at the same time, make sure you reward yourself and your efforts as you take time to enjoy life. Personally, I love travel and photography.

Following are some destinations I suggest you visit...

**California's PCH** is absolutely amazing. Drive it at least once. The weather is perfect and there is a broad range of beautiful nature to see. You can go skiing and surfing on the same day!



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**San Antonio, Texas**’ “River Walk” is uniquely beautiful, especially during Christmas. There are countless restaurants, bars, and entertainment along the river. With the right person, it is quite romantic.

**Washington D.C.** in the fall is really something to see. If you like history or architecture, you will fall in love with D.C. There is a great deal of culture, countless restaurants, and numerous things to do and see.



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**Costa Rica** is a perfect tropical get a way. The seafood is some of the best you will find anywhere. If you enjoy fishing, scuba-driving, surfing, or just relaxing, you will love it here. (Definitely do NOT neglect sunscreen)

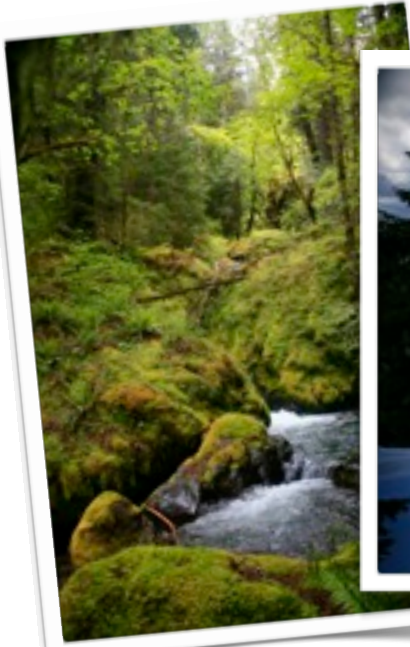
**Sedona, Arizona** has a unique beauty, as do the outlying areas. The Grand Canyon has to be experienced, no photo on earth can do it justice. If you're a spiritual person, like mountain biking or hiking, you will feel at home here.



Grant them through his effort unless souls will know financial confidence before my time here is done. Show them mercy and grace. Hear and answer their prayers. Give them path. Give them wisdom, understanding, and discernment. Grant them prosperity, joy, and happiness.



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**Oregon** is a beautiful state. If you enjoy nature (or some really good beer), then this is a place you need to venture to. It is so green in some places that the air smells “pure,” I really don’t know how to describe it.

It would be easy to fill MANY more pages with pictures I have taken of beautiful places, places that I hope you too will see for yourself very soon, but we should get back to the matter at hand.

The main point here is that there is MUCH to experience in life. There are adventures, destinations, foods, people, and joy all around you. Gain strong financial confidence, **ENJOY LIFE!**

The evolution of Financial Confidence is based entirely on the **strength of your 3 pillars**. Each must be strong if you are to truly gain your financial independence. Luckily, each can be self-taught and easily learned. Alpha Influence™ was created for that purpose; this will be explained in a later section.

Unless all three of your pillars stand strong, your ability to climb towards financial independence will be thwarted. “A chain is only as strong as the weakest link.”

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Gain the strength that through this effort, unless souls will know financial confidence before my time here is done. Grant them mercy and grace. Hear and answer their prayers. Give them wisdom, understanding, and discernment. Grant them peace, joy, and happiness. AMEN.





This individual possesses the unique skills, creativity, and insight into human nature to create something of phenomenal value to people (e.g. “How to Understand Others” eBook). And this individual has the ability to network effectively and create rapport with other individuals who could offer much.



But this individual is hindered by the **Law of Limitation**. This individual’s incredible *potential* for financial independence and ability to add value to the world are blocked.

## Potential (adj)

*Having or showing the capacity to become or develop into something in the future.*

*Potential* is nothing more than what “*could be*,” and in this scenario, the individual “*could be*” financially independent, but unless their weakened “leadership-skills pillar” is strengthened, the law of limitation will limit and suppress what they “*could be*.”

As you read this sentence, do a quick self-diagnostic of your pillars. If you need to, return to the section, “3 Pillars of Financial Independence,” and refresh your memory as to what they entail.

If you are not financially independent, either not enough time has passed, or -- most likely -- one or more of your pillars are weak.

## Questions:

- Which of your individual pillars is the strongest? Are you leaning on it? Are you using it diligently? Are you continuing to strengthen it?
- Which of your individual pillars is the weakest? How can you strengthen it? What books can you learn from? What teachers can you gain insight from? What trainings can empower you? What can you do now to strengthen the weak pillar(s) that are causing you to be bound by the Law of Limitation? How can you turn your potential into an outcome?

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Alpha influence™ will provide you with the tools you need to strengthen your pillars; it is a source of many dynamic and powerful skills, it is a wise investment if you want to save time and get results quickly, but I will include some action steps should you prefer to spend the time needed to find the answers on your own.

## 2nd Step -- Psyche

- **Understand the nature and structure of your mind;** without this understanding, your mind can unconsciously limit and sabotage you. Those without this insight are like puppets with strings they can't see.
- **Discover the elemental human natures;** most become polarized within a single set of strengths, but if you come to learn the innate fundamentals of personality, you can find the powerful balance and relate to anyone.
- **Learn how to remove false beliefs, fears, anxieties, and doubts;** if you allow them to remain, they will suppress your creativity and cause you to see illusions that are not really there. \*This is the source of all problems.
- **Teach yourself how to control your emotions;** if you are emotional, then you never have control over any situation. This goes back to the puppet with the strings he/she cannot see. Cut the strings. Be in control.

Remember, your individual psyche has access to unique creativity, life experience, skills, problem solving capacity, understanding, and wisdom. It is unique, no other person on earth has your mind... Add to it daily.

**You have unique value to offer others;** but remember the metaphor... A bucket of clear water can have many uses, but a bucket of water dyed pitch black has no other use than to turn what it touches black.

**Reduce the black dye; clear your mind; use its resources.**

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## 3rd Step -- Leadership

- **Harness your “Body-Mind Alliance;”** your brain’s performance completely relies on the physiology of your body, and your mind’s capability relies on your brain’s performance. Capitalize on this.
- **Become more aware;** If you are not present, then life will simply pass you by. Without awareness, you will suffer from mistakes that could have easily been avoided, and you will miss life changing opportunities.
- **Train your subconscious mind to make success inevitable;** learn how to develop a mindset that gives you steady focus, strong will, and a passion that excites you. With this, you will succeed, no matter what.
- **Become truly confident;** your confidence is like a coat of armor that protects you from “their” doubts and fears. It simultaneously helps you to push through adversity, overcome challenge, and achieve what you seek.

Remember, without strong leadership-skills, it will not matter how much potential you have for financial independence. You may have the most creative mind on earth, but without the ability to motivate yourself, focus your mind, and act on intentions, all of your amazing *potential* will remain exactly that, what “*could be*.”

Devote time to develop your leadership skills. They will help you rise towards greater financial independence; and simultaneously, your leadership skills will protect you from the herd’s ignorance and the doubts and fears that “they” try to spew on you. Your leadership skills will strengthen individuation.

The herd NEEDs you to succeed, because “they” NEED what you have to offer them, but ironically, the herd tries to hinder your success with “their” doubts and fears.

**If only “they” knew.** It would be funny if it wasn’t so sad.

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## 4th Step - Connections

- **Develop an understanding of perception and perceptual bias;** your prospects, customers, and connections will see the world in a unique way. If you do not understand their perception, you cannot connect with them.
- **Learn how to read the personalities of other people;** everyone is unique, but at the core people are very similar. Learn to see this so you can form a quality connection to understand and anticipate their actions.
- **Master the art of rapport;** this is the single most vital skill to learn. Without this skill, your financial independence will be severely limited. Rapport is one of the most powerful skills a human being can learn.
- **Be an applied psychologist;** everyone needs something. If you figure out what you have that will help make another's life easier, you never have to sell, you just profit from the value you are providing others.

There are many individuals who shy away from the idea of networking or face-to-face encounters with prospects. They simply never learned some very simple, yet powerful skills. It simply is not taught in school, but it is easy to self-learn.

The difference between herd and individual connections is this...

- **Herd connections** generally rob one or many of energy, hope, and/or strength. The herd feeds off the strength of their strongest member until that member is weakened. They then find the next member to attack and feed on. It is a cycle of self-destruction, anger, envy, and fear.
- **Individual connections** are built on mutual gain and possibility. The idea is that individuals have something of value to offer and reciprocate in full. There is no tearing each other down -- there is no point. The individuals work towards a goal; they form connections with other individuals when and where is needed to "make things happen." They have no need to "sell," because what they create sells itself and offers great value to others.

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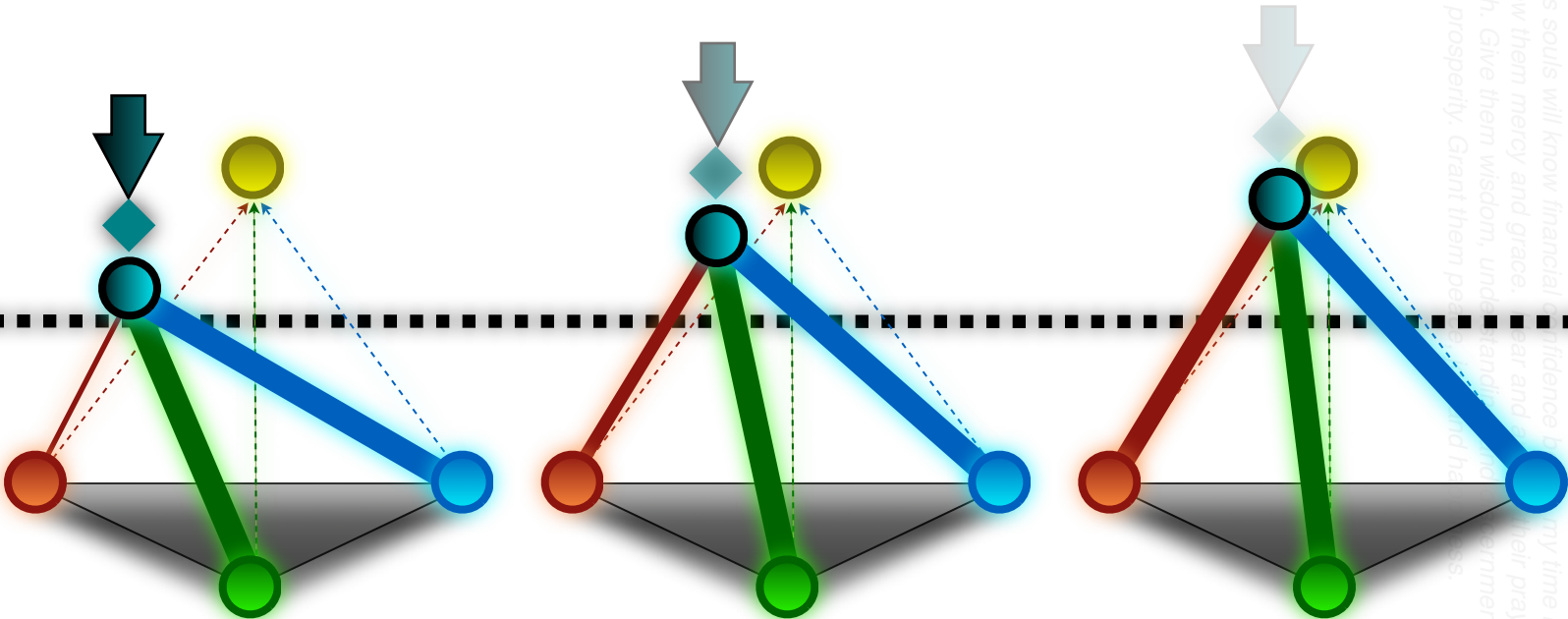
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As you develop the strength of your three pillars, you will steadily rise towards financial independence. But remain aware of the law of limitations; the weakest pillar will delay or obstruct your true potential. Diligently build and strengthen your three pillars.

As your 3 pillars gain strength (e.g. you read books, study trainings, research, acquire experience, network, etc) your **financial confidence** will continuously evolve. As it does, you will be able to supplement more and more of your income.

Let's revisit the earlier scenario...

GOD, Grant that through His effortless souls will know financial confidence. My time here is done. Bless the individual who is reading this. Show them mercy and grace. Give them wisdom, understanding, and their prayers. Give them their path. Give them prosperity. Grant them peace. Amen.



**Auxiliary Income:**  
10% of Primary Income

Remember, this individual's leadership pillar is the weakest pillar. Even though this individual is free of financial slavery, the law of limitation is in effect. Unless something changes, this individual cannot gain financial independence.

**Auxiliary Income:**  
50% of Primary Income

This individual, through study, experience, and discipline, has increased the leadership pillar's strength. The law of limitation is weakening. Now this individual's other pillars can be capitalized to better effect for more income.

**Auxiliary Income:**  
90% of Primary Income

Through diligent development of the three pillars, the law of limitation has all but evaporated. This individual is now using all three pillars to far greater effect. This individual's future will be financially independent.

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The individual in this scenario is **Aurora Aslan**.

**She possessed all that she needed to succeed.** It was tucked away deep in her unique psyche, but the pain from her past lingered heavily on her mind and fueled her doubts and fears. She struggled to push past these often paralyzing thoughts and failed many times, but she kept going.

She has met with countless challenges and endless adversity. Few understand how a person with such a horrible past could succeed. Her story is forged by the adversities she has overcome.

**Ultimately, Aurora made it happen, despite the challenges.**

She strengthened the 3 pillars and gained her financial independence. Now she sleeps in when she wants, drives around in her convertible, soaking in beauty all around her, takes time off to see movies in the middle of the day, lives and works with an amazing view of a beautiful lake surrounded by breath taking mountains, and **loves** her life -- she adds value to the lives of others every single day, and she grows in wealth every single day.

**She uses her wealth to bring greater value to countless lives.**

Looking at Aurora Aslan, one would never see the scars carefully concealed by her soft clothes, one could never know the dangers she has faced, one could never realize the horrors she had suffered through, but one would be amazed if they did know.

**The value she has created has changed countless lives.**

But, her full story will be told another day.

**Note:** Aurora studied Alpha Influence™.

In fact, it was her catalyst for success. It can help you as well.

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## 5th Step -- Financial Independence

At this point, you have earned your financial independence. You have overcome your trials, and you have emerged into a powerful individual. I imagine that you have quite a few stories to tell.

I love stories.

If you're not already doing it, perhaps you should tell your story more often. You know as well as I that there are individuals within the herd. These individuals are seeking guidance. And if you have achieved financial independence, you have much to teach.

I urge and encourage you to do so, MANY seek / need guidance.

**But that is your choice.**

The great thing about choices is that they never end. Take for instance your choice to be financially free; does it not require that additional choices be made in order to sustain your freedom?

Choice is **dynamic**, it is related to the structure of one's mind.

The funny thing about one's mind is that most minds are ruled by the ego. The ego certainly plays an important role. It is essentially one's conscious representation of one's self; it decides what gets in and out from the deepest resources of one's mind.

How deep do these the resources of one's mind go? How vast are they? Do they tie into the soul? God?

At the subatomic level, everything is energy; if everything is energy, everything is connected.

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That would suggest that if everything is connected, you probably possess some tremendous potential to create valuable change.

The thing about potential is that it “*could be*” but is “not yet.”

You had the potential to be financially free, and now you are. Now you have the potential to create a valuable change within this world, and you have proven that you have the *potential*.

**The question is, will you?**

If you do not care about providing value to others, then read no further -- simply enjoy your life and be aware of cause and effect.

But if you are one who appreciates that all things are fundamentally connected to one source, and ultimately through this one source, everything is connected. If you seek to contribute to humanity. If you want to make a difference. If you want your life to matter. If you want to find your purpose. Then...

**Truly emerge as an individual who has mastered their mind, gained powerful presence, developed an understanding of people, and can utilize influence when it is essential.**

**Such an individual would possess a rare form of power.**

This power is from the SOURCE.

In any case, it is not my intention to move into a metaphysical or existential conversation within this document; I simply want to acknowledge that you are a remarkably powerful individual.

**You have a great deal of value to offer the world.**

The empowerment of the individual is why I created Alpha Influence™, it is a catalyst for this cause.

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If you would like to gain stronger individuation, if you want to sharpen your skills, if you want to find and tap into your purpose, then Alpha Influence™ was created for you.

**The greater your individuation, the more uniquely creative you are. The sharper your skills, the more problems you can solve and the more value you can offer the world. If you find and tap into your purpose, you can achieve anything...**

That is the purpose behind Alpha Influence's™ creation.

Alpha Influence™ is based on four inter-related elemental skills:

## Elemental (n)

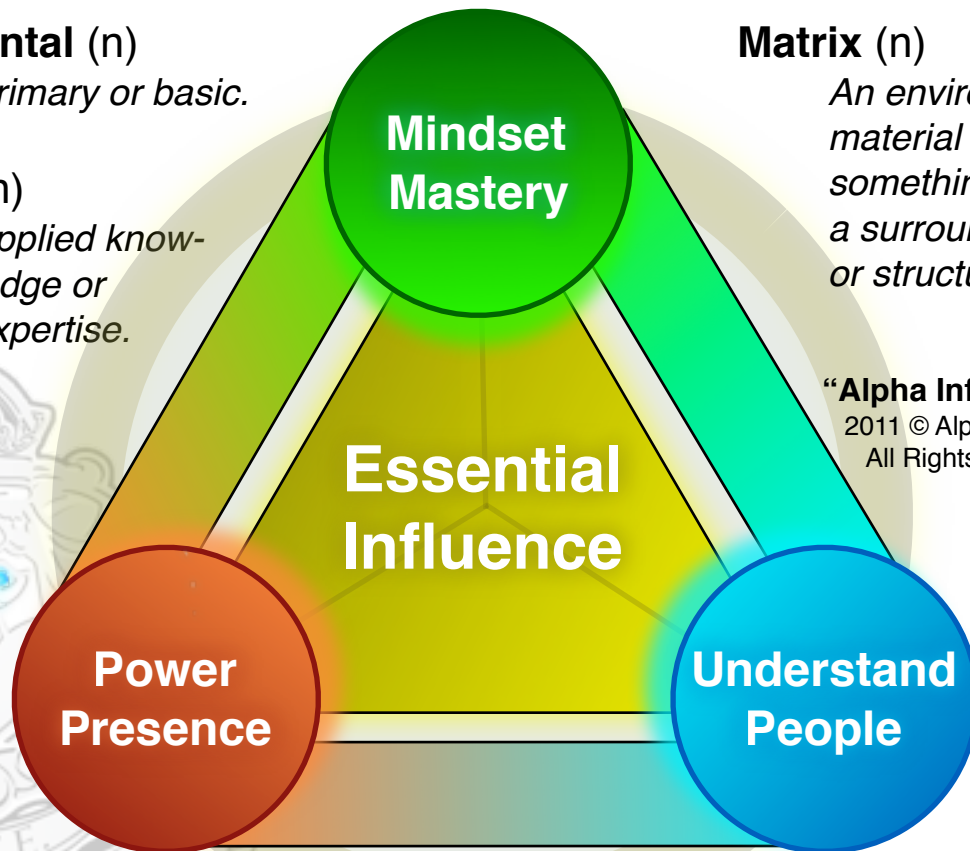
*Primary or basic.*

## Skill (n)

*Applied knowledge or expertise.*

## Matrix (n)

*An environment or material in which something develops; a surrounding medium or structure*



## “Alpha Influence™ Matrix”

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Following are overviews of the elemental skills taught in Alpha Influence™ and explanations of how they can help you to “up-level” your current endeavors, in such a way that you gain greater wealth by providing an increasingly exceptional and unique value to others.

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## Mindset Mastery

**Purpose:** To Be in Control of Your Mind. *Be free of fears, limiting beliefs, and destructive emotions. Honor your strengths, realize your dreams, and find deeper joy.*

At your level, you have come to realize that you are responsible for your own success. You know that you are the person who makes things happen; create new value offers, sharpen your perception and method of thought, and ultimately evolve as an individual.

I have worked with many leaders who have lingering unconscious blocks that create self-perpetuating fears and limiting beliefs. When left unchecked, this directly restricts their creative potential and problem solving capacity. As a leader or businessperson, this MUST NOT happen.

By learning a holistic blend of personality, depth, cognitive, and behavioral psychology combined with NLP techniques, hypnosis, and advanced metacognition, you can ensure that these blocks are removed. The result is often astounding and leads to new business ideas or vital solutions.



## Power Presence

**Purpose:** Develop Your Confidence and Strengths. *Overcome doubt, rejection, and criticism. Learn awareness, create success, and command respect.*

At this level, you have developed some confidence. You have learned how to motivate yourself, and keep yourself moving forward. You create strategies and see them through. You probably invest time reading literature or studying courses that focus on leadership.

But through working with leaders, I have noticed certain missing components. For instance, a lack of appreciation for the body-mind connection; without harnessing this, leaders massively limit themselves and their unique psyche's potential. In addition, awareness is often lacking; awareness may be the most powerful skill that a human can gain. Then, of course, a strong will to succeed, and subconscious conditioning are vital.

By learning the "body-mind" alliance, the psyche functions on all cylinders, and this typically results in massive increases in productivity and creativity. Additionally, advanced training in awareness and on how to tap into one's subconscious potential delivers profound, unforeseeable, and seemingly impossible achievements and leadership strength.

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## Understanding People

**Purpose:** Elevate Yourself by Listening to and Understanding People. *Avoid miscommunication and unnecessary conflict. Create rapport, gain insight, and form alliances.*

At this level, you have built connections and learned how to form and maintain relationships with prospects, customers, and/or clients. You have gained a degree of insight into human nature and perception. You can effectively communicate your point, service, offer, or value to others.

As I work with leaders, I'm a bit shocked that this skill tends to be the weakest. Many leaders and businesspeople have a basic grasp of their audience or clientele, but consistently limit the customer/client life time value potential neglecting to apply this insight, which is a catastrophic mistake with insurmountable costs and problems that could be avoided.

By developing a deeper appreciation of the core-archetypal aspects of human nature, one gains the ability to see, anticipate, and adapt to the unique perceptual bias of any audience; it allows for everlasting rapport.



## Essential Influence

**Purpose:** Remove Chance Via the Strategic and Skillful Application of Influence. *No need to force or hope they will change. Appreciate both human nature and the core essence of influence; create change.*

At this level, you have become influential. You know how to construct value propositions that entice and motivate your customers and consumers. And you are able to integrate influence into your delivery for an optimal customer/consumer experience, benefit, and lasting effect.

As I've worked with leaders, I've noticed that while they are and remain influential, they are lacking a full appreciation of the power influence has to create an intrinsic change in another human being. They attempt "sales" when is not necessary. Or they attempt a generic form of influence on an audience, prospect, customer, or client that is not optimal. This neglection of the true power of influence leads to severely limited returns, especially in the long run. And it leaves the door wide open for destructive problems.

By gaining insight into the art and science behind the dynamic nature of influence, one can ensure an increased conversion rate, consistent repeat customers, and a life-long client base (which is absolutely invaluable).

GOD, Grant that through His effort, countless souls will know financial confidence before my time here is done. Bless the individual who is reading this. Show them mercy and grace. Hear and answer their prayers. Give them clarity and insight. Guide and bless their path. Give them wisdom, understanding, and discernment. Protect them, empower them, and give them prosperity. Grant them peace, joy, and happiness. AMEN

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**Again, we return to our original question.**

Do you want to go to the “next level?” Do you want to create prodigious wealth that will allow you to live life to the fullest by creating and offering a uniquely valuable contribution to this world? Do you want to change lives? Do you want to realize and honor your purpose? Do you want to leave a legacy?

If not, so be it, may you find joy in life.

**However, if you do, Alpha Influence™ was created for you.**

Alpha Influence™ is one of three aspects of my life’s work. It is a composite of countless books, resources, mentors, experiences, coupled with countless hours of research, practice, refinement, and the diligently patient creation of applicable tools.

**The goal: to empower the student to...**

**Truly emerge as an individual who has mastered their mind, gained powerful presence, developed an understanding of people, and can utilize influence when it is essential.**

Because...

**Such an individual would possess a rare form of power...**

And could gain great wealth by making a real difference in a world infected by a herd-mindset consumed with fear and doubt.

If purpose exists (and I will argue that it does), then there is a source of purpose; if there is a source, all is connected to this source, and through this source, everything and everyone is connected to everything and everyone else...

**YOU, an individual directly connected to the source, possess a distinct purpose given by the source and have “immeasurable worth” to offer the world.**

**...Will you CHOOSE to accept it?**

ACTION

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# The Boat and The Wise-One

A short parable for students of wisdom...



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I wrote this in my private journal in 2008. I cannot recall what spawned these thoughts, but I have made it a careful practice to appreciate the underlying wisdom found in these words...

*“Consider a great river as it flows forward. It is what it is. The currents are what they are. You may attempt to stop the river’s flow, but eventually the river will carry through.*

*This particular river flows endlessly.*

*We will set a boat in the river and watch as it moves forward.*

*Notice how it runs into rocks. See how it gets caught on the shoreline. Observe how the river throws it back and forth. The boat has no control and is completely at the mercy of the river. Notice as the boat approaches the waterfall. What do you think will happen?*

*Now...*

*We set a **wise-one** in the boat and watch how it moves forward.*

*Notice how the wise-one sees the rocks coming and avoids them. See how the wise-one shifts with the river so that it does not get caught on the shoreline. The wise-one has complete control, not over the river, but over how the boat reacts to the river. Notice as the wise-one approaches the waterfall and carefully maneuvers the boat out of the water before going over the edge. Notice that the wise-one does not control the water, but does control the boat.*

**In life, you are either the boat, or the wise-one.**

Most people are the boat. Automatic, unaware, stumbling forward in life with little sense of direction and nearly no presence. They

*GOD, Grant that through His effort, unfeeling souls will know financial confidence before my time here is done. Bless the individual who is reading this. Show them mercy and grace. Hear and answer their prayers. Give them clarity and insight. Guide and bless their path. Give them wisdom, understanding, and discernment. Protect them, empower them, and give them prosperity. Grant them peace, joy, and happiness. AMEN*

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think that “everything happens to them” and that their circumstances are beyond their control. They feel life is “not fair.”

(They wait for the law of “hopeful” attraction to magically drop money in their lap -- many of them don’t even bother buying the lotto ticket and get mad when they don’t win.)

They are a growing group of people who are slaves to herd mentalities. Their achievements will be slight, and their purpose will scarcely shine though them. They need you, they need your guidance, they need you to lead them, and they need you to be a wise-one.

The others, the wise-ones, are a smaller group of achievers and leaders who command the currents of life and respond to everything that happens. To them, it is not a matter of what happens to them, it is a matter of “how they respond to what has happened.”

## **Life isn’t fair.**

*I know, shocker right?*

## **But here is the simple, yet profound truth...**

Wise-ones appreciate that if you want something, you need to work for it, diligently and intelligently. Life does not give free rides (and usually a free ride costs a lot in the long run -- ask lotto winners -- they typically end up worse off than they started out). If you want to have control over your life, you have to practice **AWARENESS**, build your 3 pillars, and take control over your life.

**CREATE a level of financial independence for yourself.**

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# Immediate **Action** Steps

## FIRST

Think of 3 individuals that you see potential in,  
and **email them this document.**

**Thank** the individual who gave it to you,  
because they evidently see potential in you.  
\*They did NOT *have* to share this with you.

## SECOND

If YOU Truly Want It  
**CHOOSE and COMMIT**  
to Creating Greater  
Financial Independence for Yourself.

THIRD

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**SIGN UP** for the Complementary Lessons,  
And learn more about **Part 2 of FID...**

- Meet and follow *Peter Neos* as he journeys from **financial slavery** into **financial confidence!** (Learn from his story)
  - Learn the life-changing role *Aurora Aslan* plays in *Peter's* life and hear her powerful message.
  - Unlock the “FID-FORMULA,” the step-by-step map Aurora used to achieve her financial independence.
  - Find out how Peter Neos used the “FID-FORMULA” to gain his financial independence and create a business that has brought joy and hope to countless families.
  - Learn the shocking twist in *James Aslan's* story.
  - Meet “*Master Mai*,” Aurora Aslan’s guide and mentor.

