

The Laws of Earning Money

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A sneak preview of a brand new chapter from the NY Times
bestseller:

[Having It All: Achieving Your Life's Goals and Dreams](#)

Chapter 11

The Laws of Earning Money

If you want one year of prosperity, grow seeds. If you want ten years of prosperity, grow trees. If you want a lifetime of prosperity, grow your self-worth.

— *Chinese proverb*

What is money, really, and what are the laws of earning money? This happens to be one of my favorite topics because money is easy to come by if you do a few things right, and it will forever elude you if you do a few things wrong.

Back in the old days, before money existed, people used a form of exchange called bartering. Later, cattle and other livestock became the form of exchange. That worked well within small communities and cultures, but as society grew it became inconvenient to drive cattle and other animals across great distances. That's when the smelting of metal began, and with it the production of coins.

Coins were portable and, thanks to the gold rush, they were durable. Some of the earliest coins bore an image of a cow's head. In fact, the word *capital* comes from the Latin word *kaput*, which means "head." As wealth increased, coins became inefficient and too heavy for horses and buggies, so paper was added. Soon there were also letters of credit, which appeared on the scene to represent large amounts of money. As more people started traveling, credit cards came into play, with the advantage of being lighter than cash and more secure. Most recently we've seen incredible developments with electronic and Internet banking, where we can move vast amounts of money around the world at the push of a button.

So, what exactly is money? It's an idea, and ideas are nothing more than electromagnetic energy. And as you should know by now, if you understand the laws of attraction, you can understand the laws for attracting money.

OPTIONS FOR MAKING MONEY

There are five options when it comes to making money.

1. Win it. In any given year, about 25 people out of 250 million will win a big lottery. I don't recommend banking your financial career on hitting the winning number. Statistics show that eighty-five percent of people who win the lottery quickly lose all the money.

2. Steal it. Of course, the price is quite expensive because you end up going to jail if you're caught, and there's a very big chance that you will get caught. So stealing money not an option.

3. Find it. I'd be willing to bet that the odds on this one are just as high as winning the lottery.

4. Inherit it. I don't know about your family, but in my family, this option isn't worth holding my breath for.

Which means the only option left for me, and I would imagine for you, too, is to earn it. And that means it's really important to understand the laws of earning money.

VALUING YOURSELF

The first question to ask yourself is, *Do I feel that I deserve to earn a lot of money?* I can honestly tell you that the people I know who make a lot of money absolutely, unequivocally, without a doubt feel that they deserve it.

If you don't believe you deserve to earn money, you must raise what I call your deserving level and lower your excuses level. By "excuses level," I mean all your excuses about why you can't earn money or haven't earned money. It's time to stop telling yourself that you aren't smart enough or good enough or that you don't know enough and you start putting a value on yourself. If you don't value yourself, money will never, ever be attracted to you. You will repel it as fast as you can imagine it, and others will not value you, either.

In my companies, we don't offer a lot of free things because we believe that free attracts freeloaders. If I don't value the amount of work and time I've put into becoming an expert in my vocation or field, then how will anyone else value it? If I don't vibrate and oscillate at that level, why would my customers?

I have personally invested over half a million dollars in my education in the last twenty-five years. I've hired consultants, read books, and traveled all over the world to educate myself about making and keeping money, the laws of the universe, the brain, and more. I've spent an inordinate amount of money to become outstanding, so I put a lot of value on my time: I value it at fifteen hundred dollars per hour. Some people might say that's absolutely ridiculous. I say, "Well, I've made more than that." I've made from fifty thousand to a hundred and fifty thousand dollars in one hour of speaking, so obviously somebody somewhere believes that my time is worth that amount.

In our universe, money has something we call *species recognition*. The term simply means that people who value your information, product, and services will pay greatly for them if they are worth it to them.

YOUR FINANCIAL PERSONA

Every one of us has a persona, a term that comes from a Greek word meaning “mask.” We wear masks about all sorts of different things: we have our money face or our game face on. To attract more money, you must alter your financial persona immediately. Start thinking, acting, and behaving like the people who are already earning the income you want.

Think of Donald Trump. I don’t know of anyone who interests me as much as he does from one perspective only: his brilliance for coming back from devastation. Trump was \$900 million in debt and he kept his game face on as if nothing was wrong. Although he was probably getting irate phone calls and visits from his creditors, Trump kept his persona in line with that of a billionaire. While things were crumbling around his world, his mask stayed on. For those who didn’t know the exact truth, that mask created a certain air of arrogance and a certainty that made people want to do business with him.

One of the best ways to alter your financial persona is to believe a certain thing that’s a lie right now. You learned in the earlier chapters about the brain that if you impress a new persona upon your non-conscious mind, that persona will take hold and take flight. The outside world will match the inside image.

Here’s a little formula for attracting and earning more money:

1. Get the vibration (the self-worth persona) in harmony immediately.

2. Increase your deserving level through your new self-worth vibration.
3. Alter your financial persona immediately. Start walking, talking, and behaving like a person who is already earning the level of income you want to earn.

This may feel awkward at first. About twenty-five years ago, I heard a speaker by the name of Tommy Hopkins say, “Fake it till you make it.” I didn’t really understand what he meant until I started studying the brain. Hopkins meant that your subconscious doesn’t know the difference, so if you fake it long enough, you become it.

You’ll probably find some resistance from your own internal dialogue. That small voice inside your head will argue, “But you’re not a multimillionaire. You’re not making this amount of money. Why do you keep telling yourself that? Why do you walk this way?”

I don’t suggest that you go out and *spend* that way just yet, but I do recommend that you try something that actors Jim Carrey and Barbra Streisand did, and that I have done as well. Three years from now, I want my equity in my new company to be worth \$100 million, so I carry a check in my pocket written out to myself for that amount. Every time I put my hand in my pocket, I’m sending an electrical message to my brain. So my persona, the time I invest, the way I carry myself, and the way I research and study all match up and are in line.

In the marketplace, once you have the right vibration, the right persona, and the belief that you deserve to earn more money—and you understand that you’re not going to get it by inheriting, finding, stealing, or winning it—the question is, What are the laws of earning it? There have to be laws. If everybody else is making money, how do you put yourself in harmony and develop the skill set you need to earn more money?

LAWS OF EARNING MONEY

At the beginning of this chapter you learned that money is an idea. Now let's take that concept one step further and add this corollary: You get paid in direct proportion to the service and value you bring to the marketplace. If you can determine how to bring more service and more value to more people, they will exchange with you that little green paper with ink on it called money.

To start earning more money, you must ask yourself three questions.

1. Is there a need in the marketplace for your product or service? I'll give you two products to think about: hula hoops and pet rocks. In case you're too young to remember, a hula hoop was something you put around your waist, then you moved your hips a little and it swirled around and around. A pet rock was literally a rock in a box that someone packaged nicely, marketed brilliantly, and sold by the millions. Was there a need for hula hoops and pet rocks? Of course not. But if there's a need for your product or service, move on to question number two.

2. How good is your product or service and how unique is it? Compared to other people offering the same or similar product or service, how good is yours from a quality perspective, and how unique is it? If it's absolutely unique, rare, and of high quality, its value goes up. That's why a specialty service provider like a skilled brain surgeon can demand a lot more money: there are few people who have this skill and become extremely good at it.

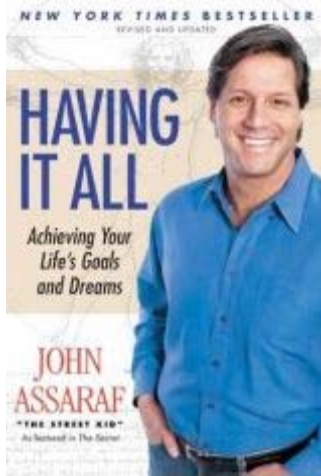
3. How good is your ability to market and sell your product or service? Your ability to market and sell your product or service to generate revenue at a local, regional,

national, or international level is the most vital part of the equation. To earn more money, you have to become a marketing and selling master or have one on your team.

If you have an average product or service and average marketing and selling skills, you will earn an average or just below average income because ninety-five percent of your competitors are also average. That group will share fifteen to twenty percent of all the revenues for that product or service category. The remaining five percent of the competition—the ones who understand the laws of earning money—will rake in all the rest.

Please note that you do not personally have to be the expert in sales or marketing for your company, but you do have to build a team around you that has those skill sets.

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JOHN ASSARAF is one of the experts featured in the film and book *The Secret*, which he helped launch into a worldwide phenomenon. He has shared his expertise on achieving financial freedom and living an extraordinary life with millions of viewers on Larry King Live, The Ellen DeGeneres Show, and dozens of other media venues worldwide. Visit John at his blog – <http://www.JohnAssaraf.com/blog>

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