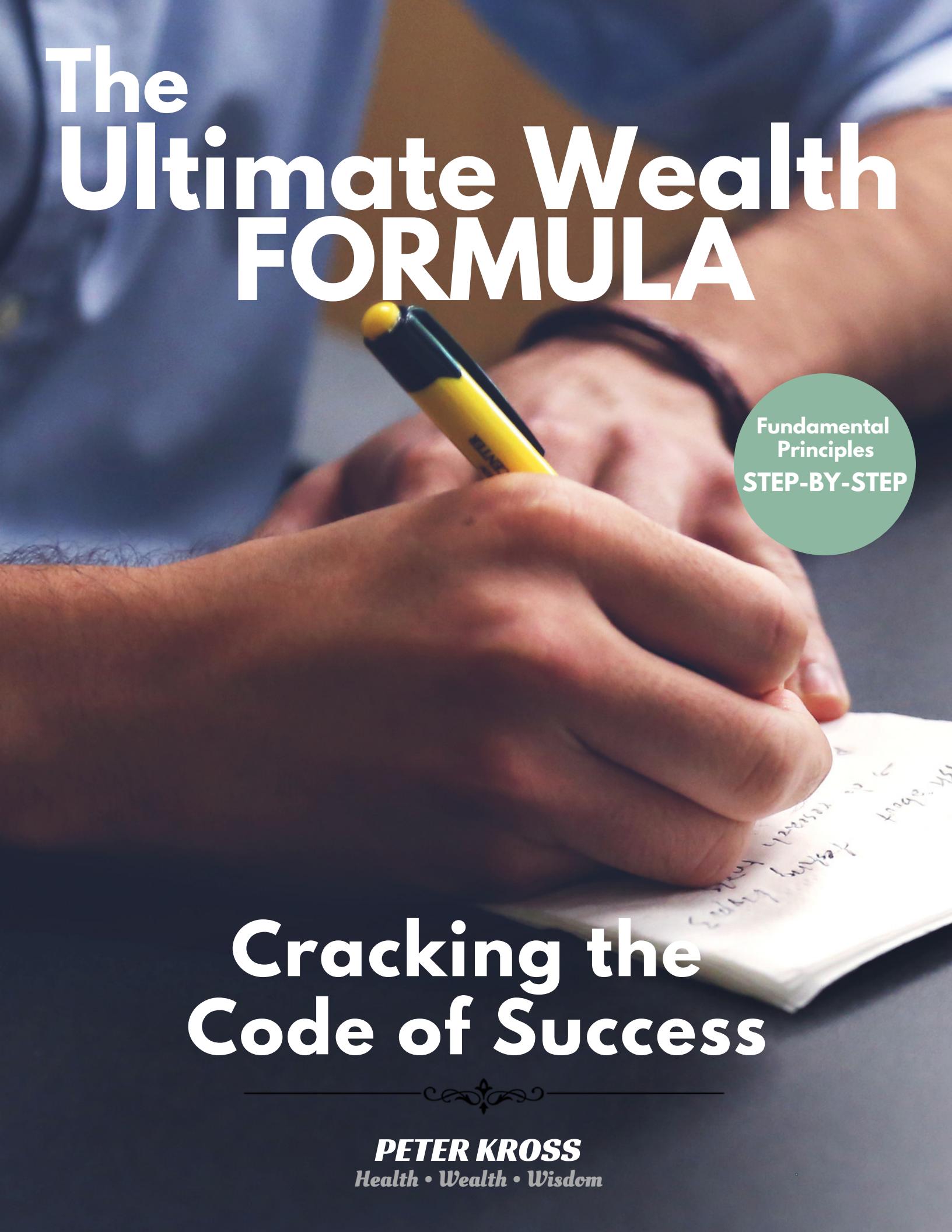


The Ultimate Wealth **FORMULA**



Fundamental
Principles
STEP-BY-STEP

Cracking the Code of Success

PETER KROSS
Health • Wealth • Wisdom

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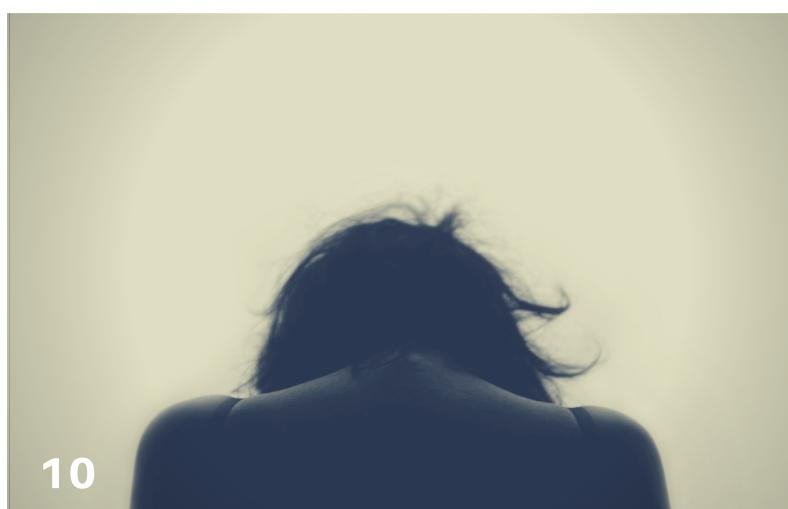
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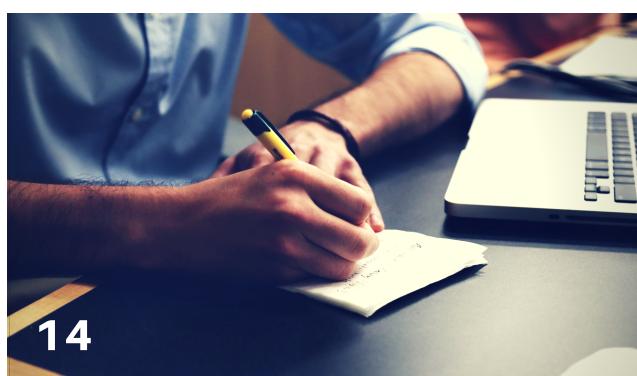
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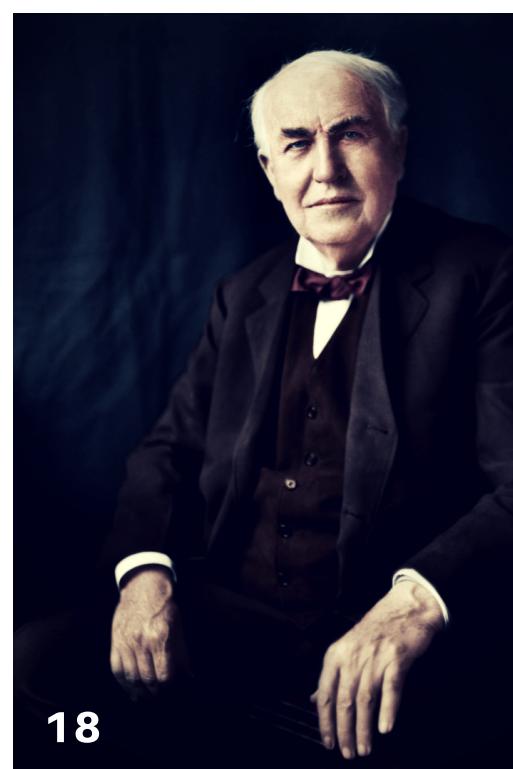


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INTRODUCTION

"We are responsible for the world in which we find ourselves, if only because we are the only sentient force which can change it"

- James Baldwin

The ultimate wealth formula is based upon a very fundamental principle and that is, people who succeed in any situation have a pattern of what they do to succeed.

It doesn't matter whether that person is succeeding at a business context or in a relationship context; it doesn't matter the environment, the fundamental laws are very basic.

INTRODUCTION

A lot of people live in lack, want, frustration, anger and self-pity all over the world today; always struggling continually but never achieve anything meaningful throughout their lifetime. Most of them surround themselves with people who experience similar situations as them and they continually reaffirm each other's failures and lack of achievement by blaming everyone else but themselves.

They'll tell you to stop thinking about taking that risk (that can change your financial situation forever). How absurd it is and how stupid you will look if it doesn't work BUT the major question here is, what if it works?

Think about it... what if you take that path and come out triumphant? How will it change your life? How amazing do you think it will be?

In this eBook, we're going to be highlighting the basic principles that will take you from a position of fear and poverty and lack to a point of victory and abundance and self-actualisation. The simple steps all come together to form the ultimate wealth formula and if you read through to the end, you will learn how to overcome the roadblocks, fears & phobia, and mind conditioning that has kept you from living and enjoying the life of your dreams STEP-BY-STEP.



FIRST PRINCIPLE

Define Your Outcome

So in analysing the super success formula the very first thing you need to do is to know what you want to achieve. What does success mean to you? You have to know what you want which we describe as knowing your outcome.

Wealth isn't accidental; you need to decide on what you want and be absolutely clear about it if you stand a chance of achieving it.

It's hard to succeed or hard to hit a target when you don't know what the target is and as simplistic as this sounds, do you think most people really know what they want? Yes or No? No they don't, at least not consciously. This is the reason why it is very difficult for people to achieve what they really want because they haven't defined it yet, they just don't know it.

Successfully people enjoy massive wealth today because they clearly define the outcomes they DESIRE to see in their businesses & careers and they create it – they don't just stumble upon it or luckily achieve it, they CREATE it.

***"The best way to predict your future is to create it"* - Abraham Lincoln.**

So what is your outcome? What do you want to achieve with what you're doing for money right now? This is a question you need to begin to ask yourself a lot... what is my outcome in this situation? This is completely different from asking "what should I do?" because you can make a long list of things to do and accomplish everything on the list without achieving anything that matters and still be unfulfilled.

Ask yourself "what's my outcome?" first, and then begin to decide what to do to get that outcome. You need to make it a habit to ask this question a lot. Stop yourself sometimes in the middle of a conversation and ask yourself what is my outcome here? Is it to connect or to influence or to learn from this conversation? Whatever it is, once it is clearly defined, it helps you channel the course of the conversation... clearly.

For example, have you ever been caught up in an argument that you even forgot what it was you were arguing about but you just knew that you had to win... sounds familiar? I bet it does.

If in the middle of that argument you would ask yourself “what’s my outcome here?” I can guarantee that your brain will say my outcome is not to fight but to influence this person (or whatever your outcome is) and as you get clear what your real target is, your behaviour changes automatically. So very very few people on the planet really know what they want but the clearer you can get about what you want, the higher your chances of achieving it.

The clearer you can become about what you really want, the more power you’re going to have towards achieving it.

Our brains are very complex and dynamic in its working so when you decide exactly what you want, you start picking up information that you never would have picked up consciously before. For example, have you ever bought or thought of buying a particular car or a certain outfit and all of a sudden you begin to see that car or outfit everywhere... yeah? Well the truth is, that car or outfit has been around you the whole time but you just didn’t notice it because there’s a portion of your brain that is responsible for screening out 99% of the things you see, hear and feel in life. If you were to notice everything that goes on around you all the time, you might end up going crazy before you even know it.

Millions of noticeable things go on around and within us every day – the sound of your breathing, the movement of sweat on your skin, the sound of your air conditioning, the smell from the person sitting next to you etc. but thankfully our brains help us filter out and delete all the 99% junk helping us focus on the little things that matter. So when your brain knows what you want it makes you notice those things. You suddenly begin to see that car because it has become important to you.

This is made possible by the RETICULAR ACTIVATING SYSTEM (RAS).

This system tells your brain what to pay attention to. So when you say “this is what I really want”, anything relating to that outcome that you ordinarily wouldn’t have noticed before will start pumping up into your focus. A lot of people think it’s amazing when these things happen but the fact is, they have been pumping up before but you don’t notice them because you haven’t decided your outcome.



SECOND PRINCIPLE

Define Your Purpose

When you know and have clearly defined your desired outcome, the next thing for you to know is to ask your why you want it.

A lot of times you know your outcome but you lose drive and forget or ignore other important things like knowing why you want it. You have to know the purpose of that outcome that you so desire. EVERY successful person knows exactly what they want and why.

Remember: reasons come first, answers come second.

If you have enough reasons and can build a big enough WHY to the outcomes that you desire, you can figure out how to do about anything. The WHYS give you purpose and purpose provides drive. The bigger the WHYS, the stronger your purpose. It's as simple as that.

If you know what you want and why you want it, trust me, you're light years ahead of most of the population but that's not enough, you have to be willing/ready to do what most people are afraid of...



THIRD PRINCIPLE

Take Massive Action

"Genius is one percent inspiration and ninety-nine percent perspiration" - Thomas Edison

Taking massive action can provide you with solutions to almost anything when you know what you want and why you want it.

If you know what you're after, when you take action, you won't just be expending energy; you'll be moving yourself in a direction towards something you really really want.

The keyword here is MASSIVE.

So if taking action is so powerful, why are you people taking massive action primarily? The number one factor that stops people from taking action is fear...and what do you think is the number 1 fear factor most people have in this regards?

Yeah! You guessed right... it's the Fear of Failure.

This is because you feel that if you fail you won't be loved, you'll be rejected, you'll be hurt, you'll be judged thus what you really are afraid of is losing love. You think that this failure will lead to loss of love and rejection but the truth of the matter is – Poverty and Lack can also lead to loss of love and rejection too.

You can't fail unless you try. When you try something and it doesn't work, you just learn from it and that makes you better the next time you go about it. It's not failure until you've given up... and what if you TRIED AND DIDN'T FAIL?

Now once you know your outcome, why you want it and take massive action; you're closer to finding success than you know. In doing this however, you need to be very careful because you can take a lot of action and get caught up in a pattern. Where you become so determined to get things done in a certain way that you develop TUNNEL VISION (limited vision, as in seeing only your own point of view).

If you're taking actions in the wrong direction, it doesn't matter how hard you try, it's still not going to work. If you keep running east looking for a sunset it's not going to happen no matter hard you try or how fast you run. So to avoid getting caught up in some old pattern you have to be sensitive and know the results you're getting.

FOURTH PRINCIPLE

Evaluate Your Results



How you perceive experiences and how you handle them determines how your life will turn out in the long run.

- Bill Cosby

This means that you need to become acutely sensitive to whether what you're doing is bringing you closer to your desired outcome or not. You don't want to just say "Okay I know what I want; I'm just gonna make it happen and this is how I'm gonna do it" and you keep hammering and hammering on something that clearly doesn't work.

A lot of people do this all the time and doing the same thing over and over again expecting a different result? That's called insanity BUT often times we are caught up in our patterns and fail to recognise that what we're doing is leading nowhere. You need to be very sensitive to whether what you're doing is working or not to avoid PROGRESSING IN ERROR. This is relatively easy when your desired outcome has been clearly defined.



FIFTH PRINCIPLE

**Stay Flexible -
Change Your
Approach**

So now you know your outcome, you know why you want it - your purpose, you got your drive, you're taking massive action and you're observing the results if it's working...

All is well and good BUT what happens if you observe the results and notice that what you're doing is not working?

You're taking action but it's not getting you closer to your desired outcome... what's the obvious next step? It is for you to Change your Approach. Not your outcome but your approach to achieving that outcome.

If you're taking massive action and the results are telling you that it's not working, change it immediately, change your approach. Now what if you change your approach and it's still not working, what do you do? Change it again...and again...and again...and again...and again... until you find out what works.

Never ever say to yourself, "I have tried everything". That's bulls**t (forgive my language), if you've tried everything you'd have what you want. When people say I've tried everything they tend to make it an incantation and repeat it for so long that they end up believing it. They just give up thinking they've tried everything when all they truly have been doing is just repeating some set of actions that are clearly not working over and over again. When it's not working, change your approach.

The Super Success Formula comes down to knowing what you want, why you want it, taking massive action, notice if its working or not and simply changing your approach until you get your desired outcome. That's it. Anyone who succeeds does this. They may not call it our super success formula but I guarantee you that they did it.

CORE EXAMPLE

The Case of Thomas Edison

1847 - 1931



Thomas Edison was absolutely clear about his outcome – the light bulb. Without knowing his outcome he couldn't have built that in a million year, it didn't exist before but he had to decide he wanted to create this result to put an end to (or at least minimise) the use of candles.

Did he know why he wanted to do it? You bet he did. He had an incredible sense of purpose and drive. Did he take massive actions? Of course he did with thousands of “failed” experiments before he finally achieved his desired outcome. Did he notice when it wasn’t working and learned from it or not? He surely did. Did he ever give up or kept changing his approach till he achieved his desired result?

Yes he kept changing his approach and we’re all benefitting from his success today because he never gave up.