

“The 7 Most Dangerous Money Mistakes People Make”

By Lisa Lane Brown



ARRIVE: Career Success Training for Maximum Wealth, Achievement, and Fulfillment
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Here are the top 7 reasons why most of us fail to create wealth and financial freedom and what to do about them...

MISTAKE #1 – Giving Up Before We Start

Perhaps the most common mistake is classic learned helplessness - giving up on creating great wealth before we start!

In *Getting Rich in America*, Brian Tracy explains this idea. He says: “The average person has grown up in a family where he has never met or known anyone wealthy. He goes to school and socializes with people who are not, he works with people who are not wealthy; he has a reference group who is not wealthy; and he has no role models who are wealthy.

If this is you, *it may never even occur to you that it is just as possible for you to become wealthy.*¹

MISTAKE #2 – Neglecting the INNER GAME of Money

The next mistake is neglecting our **INNER GAME** of money.

Once we decide to pursue wealth, most of us focus exclusively on the **OUTER GAME** of money such as the “**how-to**” of making and investing it. Questions like, “What job will pay me the most money?” and “What could I invest in?” dominate our thoughts.

What happens next is both predictable and confusing. Despite trying new jobs, businesses, or investments, most people are baffled to discover that their financial situation improves only slightly (if at all). They’ve taken action, but nothing has really changed.

How is this possible?

It’s possible because we’ve neglected our **INNER GAME** of money. This is our emotional programming about money, or what *Secrets of the Millionaire Mind* author T. Harv Eker calls our “money blueprint”.

Our money blueprint works like a financial thermostat. It dictates the exact amount of money we earn regardless of our competence, experience, or skills. No matter how much money we consciously *want*, our unconscious “**money blueprint**” governs how much wealth we actually *create*. Says Eker: *“A perfect example is lottery winners. Research has shown again and again that regardless of the size of their winnings, most lottery winners eventually return to their original financial state, the amount they can comfortably handle.*

¹Brian Tracy, 5 Reasons Most Don’t Become Wealthy. Youtube, 2014.

On the other hand, the opposite occurs for self-made millionaires. Notice that when self-made millionaires lose their money, they usually have it back within a relatively short period of time. Donald Trump is a good example. Trump was worth billions, lost everything, and then a couple of years later, got it back again and more.”²

Our **“money blueprint”** comes from our beliefs and emotions about money. Unfortunately, most of us have a limiting money blueprint due to our negative beliefs and fears about money. These include money guilt, money shame, feeling unworthy of massive wealth, anger about past money mistakes or misfortune, and confusing money with love.

Recently I worked with a client who confided in me a financial plan that would earn him \$100,000.00 a month if he put it into effect. This individual has never earned more than over \$10,000 a month in his life. When he finished telling me his plan, he said to me, **“You must think I’m a crazy!”**

“Interesting comment. Obviously, you are projecting that attitude onto me,” I replied. Why are you doing that?”

“I guess that somewhere deep inside, I don’t really feel worthy of making that much,” he confessed.

I realize the whole **“money blueprint”** idea might seem a bit touchy-feely and might not even make any logical sense. But the sooner we accept it and clean up our **INNER GAME**, we can take control of our money blueprint and fast-track ourselves to wealth and financial freedom.

MISTAKE #3 – Killing the Golden Goose

“A poor farmer one day discovers in the nest of his pet goose a glittering golden egg. At first, he thinks it must be some kind of a trick. But as he starts to throw the egg aside, he has second thoughts and takes it in to be appraised instead.

The egg is pure gold! The farmer can’t believe his good fortune. He becomes even more incredulous the following day when the experience is repeated. Day after day, he awakens to rush to the nest and find another golden egg. He becomes fabulously wealthy; it all seems too good to be true.

But with increasing wealth comes greed and impatience. Unable to wait day after day for all the golden eggs, the farmer decides he will kill the goose and get them all at once. But when he opens the goose, he finds it empty. There are no golden eggs—and now there is no way to get any more.”³

How does this relate to money?

²T. Harv Eker, Secrets of the Millionaire Mind, 2005.

³Dr. Stephen R. Covey, The 7 Habits of Highly Effective People, 1989.

To gain wealth, we need to create a financial asset (**Golden Goose**) and then protect it. It doesn't matter whether the asset is money that earns interest, a business that spins off cash, real estate that pays you passive income, or stocks that produce dividends.

But do we do always do this? Sometimes yes, sometimes no.

In The 7 Habits of Highly Effective People, Dr. Stephen R. Covey explains: "How often do people confuse principal with interest? Have you ever invaded principal to increase your standard of living, to get more golden eggs? The decreasing principal has decreasing power to produce interest or income," Covey explains.

It might be hard to believe, but there are easy ways to stop killing the **Golden Goose** and build hundreds and thousands more, just like them, and anyone can learn how.

But, this is not an accident. We need to learn the exact steps – and it all starts with respecting the Golden Goose.

MISTAKE #4– Trading Time for Money

"The rich don't work for money," says Robert T. Kiyosaki in *Rich Dad's Guide to Investing*.

What could this possibly mean?

Kiyosaki explains. **"Investment basic rule number one,"** said Rich Dad, "is to always know what kind of income you are working for." He sets out three different types of income:

1. **Earned Income** – Income that comes from a job or some form of labour. It is the highest taxed income, so it is the hardest income with which to build wealth.
2. **Portfolio Income** – Income generally derived from paper assets such as stocks, bonds, mutual funds, etc. Portfolio income is by far the most popular form of investment income.
3. **Passive income** – Income generally derived from real estate. It can also be income derived from royalties from patents or license agreements.

"Investment rule number two," said Rich Dad, "is to convert earned income into portfolio income or passive income as efficiently as possible."⁴

What Kiyosaki is saying is that we'll never become financially independent if all we do is trade our time for money. It's a simple time and space problem. We only have 24 hours in a day, and the money we do get is taxed at the highest level.

⁴Robert T. Kiyosaki, *Rich Dad's Guide to Investing. What The Rich Invest In That The Poor and Middle Class Do Not*, 2000.

The bottom line?

NOT investing our time in creating assets like real estate, a business, licensing agreements, and equities (stocks) is such a huge mistake. There's just no leverage.

That's why it's critically important that we all discover **EXACTLY** how to divert our earned income into assets that create passive income.

MISTAKE #5 – Looking for Money in All the Wrong Places

Another massive mistake we make is looking for money in all the wrong places, usually in what I call the **'land of far, far away.'** We dismiss our own interests, experience, knowledge, and skill, and try to make money in areas we know nothing about.

And guess what?

We miss opportunities right underneath our feet.

I should know. Years ago I owned a sports summer camp business teaching kids my sport. We had a very smart employee who kept suggesting that we make some instructional DVDs for coaches because they loved what we were teaching. For a long time, I did not listen to her. I kept dismissing the idea because I thought the market was **"too small"** and **"obscure."**

I almost missed a great opportunity because I was looking for the next big thing in the land of far, far away. Fortunately this marvelous employee was very persistent. She actually did make and launch the DVDs, and they remain extremely popular today.

When we get over the temptation to wander and look for wealth close to home instead, it's magic.

MISTAKE #6 – Chasing Money DIRECTLY

Have you ever noticed that there is a segment of the population who is always chasing the next **'get rich quick' scheme?**

I'm sure you have.

What's happening here?

It's really quite simple.

In his ***Money Blueprint*** program, Eben Pagan points out that what we simply don't realize is that ***we cannot make money directly.*** We can only make money by creating value for other people.

This wouldn't be a problem except that the human mind is ***not*** wired to think indirectly at all, Pagan points out. We want a simple, cause and effect method for getting

money. Do A, and we'll get B. This is why we love lottery tickets and gambling, because they are both a simple, one-step process. Put your money on the roulette table and get more money back.

The problem with this approach to getting money is that it doesn't work outside the casino. Financial advisor Eric Roy told me himself that he watches people do this every day with activities like stock day trading, and it destroys their financial lives.*

Don't do it. There is a much better way. According to **Pagan**, the only way to earn money is to create **VALUE** for people by giving them things that provide emotional satisfaction. When we learn how to create **VALUE**, we can write our own ticket. People will definitely **'show us the money.'**

MISTAKE #7 – Procrastination

Another huge mistake we make is putting off what we need to **DO** in order to create wealth and financial freedom.

How many times have you told yourself you're going to get a big promotion, start a business, land a high paying gig, or get that real estate or stock deal going – only to put it off to next week, next month, or next year?

If you're like most people, this has happened to you a **LOT**, and it continues to happen.

When we procrastinate on these things, it's often due to **FEAR**. Here are the top three fears that cause us to procrastinate:

1. **Fear of Loss.** According to psychologists, we are more motivated to avoid pain than gain pleasure. We also know that some people are even **MORE** extreme than this – they are twice as motivated to avoid loss and pain as they are to gain pleasure.

This is why **“Good is the Enemy of Great.”** If you are reasonably comfortable financially and don't know how to master the fear of loss, then doing anything might show up as risky to you.

Think about it for a minute.

To reach your financial goals, you'll probably need to **'pull the trigger'** on at least one deal, investment vehicle, job, or business project, none of which will ever be a sure thing. And if you know how to manage the fear of loss correctly, you can do it without hesitation or suffering.

2. **Fear of Rejection.** Earlier we talked about how the only way to get money is to add **VALUE** to a group of people.

*Note: this is not to denigrate day trading or similar financial ventures. It's not the type of investment that matters; it's whether we have a 'get rich quick' motive for doing it that counts.

Well, to do this, at some point you're going to have to make an offer, whether to an employer or a client of some sort. And making an offer will bring you face to face with rejection.

Kevin O'Leary, the tough-talking star of the Dragon's Den and Shark Tank, started out with a one product software company in a humble home office.

At first, manufacturers weren't interested in working with a one product company. Then it dawned on O'Leary that he could just copy Microsoft and ask manufacturers to bundle his software with their hardware.

What happened next?

Says O'Leary: *"I picked up the phone. Let me repeat that. I Picked. Up. The. Phone."*

So many entrepreneurs with great ideas get stalled at this juncture... Too many great ideas die at the feet of those afraid to pick up the phone because they don't want to face potential rejection.

*And trust me, if you do take the risk of reaching out to venture capitalists and prominent executives, you will be rejected. Plenty of times."*⁵

If we don't know how to master the fear of rejection, chance are we'll do nothing – and lose out on massive wealth at the same time. That's what it's vital that we discover how to master the fear of rejection -- as well as how to have people lined up to buy our services and products.

3. **Fear of Failure.** In our attempts to become wealthy, it seems that we all temporarily fall into the trap of wanting the road to success to be smooth and without confusion, mistakes, or failure of any kind.

Another terrible myth.

Trying to look good, be perfect, and avoid failure is one of the most self-defeating mindsets out there. It traps us inside our **Comfort Zone**, afraid to try new things, month after month and year after year.

Another bad idea... if we're trying to double or triple our income, *by definition* we're going to have to learn new things.

I have a lot of humble pie to eat on this one. When I first selling my Courage to Win programs online, I realized pretty quickly that no matter how good the programs were, if we didn't don't get people to our website, no one was going to buy them.

⁵Kevin O'Leary. Cold Hard Truth – On Business, Money & Life, 2011.

A great way to get web traffic is to ask your **COMPETITORS** to promote your programs to their clients. You literally 'cold call' competitors and ask them to promote you.

I remember the first morning I was scheduled to make these cold calls. I sat at my desk, looked at the phone and promptly burst into tears. Cold calling was **REALLY** outside my **Comfort Zone**, and in that moment I was afraid of both rejection and failure.

That was the moment I realized that if we don't know how to overcome the fear of failure, we'll sit there forever, wasting the day away, never really getting the results we want.

Of course, the antidote to most fear is **CONTROL**.

When we learn the effective, profound strategies for getting back in **CONTROL**, we'll never again be at mercy the fear of loss, rejection, and failure.

IMPORTANT: This Special Report is part of a much larger training on the keys to creating wealth in my upcoming program **ARRIVE: Career Success Training for Maximum Wealth, Achievement, and Fulfillment**. To download more **FREE** content, go here:

<http://www.thecouragetowin.com/arrive-goodies-page/>

This program will show you how to create work you love with people you like while enjoying massive wealth and lifestyle freedom. Watch your inbox for details on how to enroll or contact us for information at info@lisabrown.ca.

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