

WOW NOW!



THE NEW GUIDE TO RECLAIM
AN ABUNDANT AND SPECTACULAR LIFE

POWERED BY



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CHAPTER 1

WHY THE CLASSIC RECIPES ON HOW TO SUCCEED FAIL

How do you define the word 'success'? What does success mean for you? More money? A better job? A fulfilled relationship? Running a marathon? Writing a book? Travelling around the world? Giving your children the best education money can buy?

In the dictionary, you'll find this definition:

SUCCESS: the favourable or prosperous termination of attempts or endeavours; the accomplishment of one's goals.

This is the meaning that I'm going to use in this book.

There are people who define success by the money they earn, the goods they own, their social position or the position they have in their company. There are people who consider themselves to be successful because they have a good relationship with their family members, they are good parents or they have contributed to other people's lives.

***Success is the
progressive realization
of a worthy goal.***

Earl Nightingale, the man considered to be the father of the personal development industry, gave this definition of success:

Success is the progressive realization of a worthy goal.

As you can see, success is a matter of personal perspective. You are the one who knows what that worthy goal is that you want to accomplish.

If you are a business owner, maybe your goal is to expand your business.

If you are a mother, your goal may be to raise your children to have high standard values in their life. All of these are positive attempts or endeavours.

Over time, I have found that *success* has to be considered alongside the word *balance*. There are three areas of your life in which you have to be successful: MONEY, HEALTH and RELATIONSHIPS (not necessarily in that order). Money, health and relationships are like the hardware on your computer. If your hardware doesn't work, you cannot install the software. I call these three areas of life 'the triangle of abundance'. Let me be more specific.

The first thing that pops into one's mind when they hear the word 'abundance' is money. That is because it is such a hot subject in every day discussions, in the news, advertising, books and so on. But there are people who have a lot of money, even millionaires, who lost their family or their health in order to make that money. I bet you know some people who have done that. Is it worth having a lot of money, but being unhappy and unhealthy? In my humble opinion, the answer is no.

On the other hand, there are people (especially those who are broke) who claim that love is the only thing that matters. I love my children and my wife. When I'm in different cities, doing my seminars and workshops, I call them every day to find out how they are doing, how their day was and to tell them I love them. At the end of the month, the invoice from my phone company arrives. I don't know about your invoice, but on mine, it is written that I have to pay with money, not with love. This is not written on the invoice: 'Amount due: 200 hugs'. It says: 'Amount due: USD 100'. If you are sick, can you take care of your loved ones?

There are people who say (and there is a proverb saying the same thing), 'The best thing to have is your health.' This is true, but not for long. If you don't have enough money to eat healthy food and to cover your body in order to protect it from the elements, your health will soon vanish.

I have met a lot of people in my life, but I haven't met one yet who has said, 'I am so happy because I'm in perfect health but alone and broke.' Have you?

This triangle (MONEY-RELATIONSHIPS-HEALTH) is the foundation of your abundant and spectacular life. However, the examples that I will use the most in this book will be examples involving money. Why? As I said before, this is the subject where 99% of people resonate.

Success

Success and ways to achieve it have been studied by philosophers since ancient times. In modern times, when technologies and advanced tools became available (for example, MRI technologies) the study of success has become a point of interest for science people, researchers, psychologists, sociologists and coaches. Why?

The moment you know the 'success recipe', it can be replicated by another person in any other context in order to save energy, time, money and increase results.

These days, almost all the success recipes are based on this formula:

$$\text{SUCCESS} = \text{INFORMATION} + \text{ACTION (STRATEGIES)} + \text{MOTIVATION}$$

Based on this formula, all the people who have access to the Internet should be successful. The Internet knows everything!

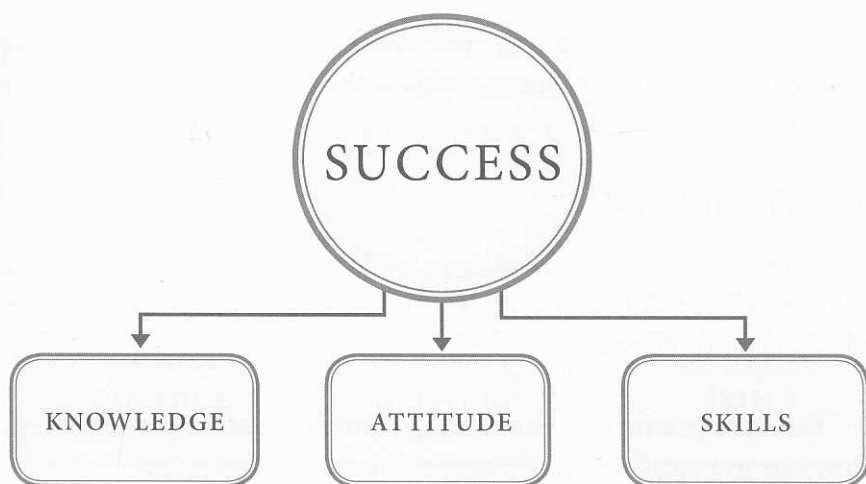
If you need a piece of information about being a good parent, increasing productivity or farming snails, you just type your question into the search engine and press the button. If you need strategies for any reason, same thing. There are thousands of strategies that are just one click away.

If you need motivation, you can find hundreds of stories on the Internet to motivate you, hundreds of motivational speeches (from hit movies or famous speakers) and hundreds of motivational songs that will increase your blood pressure and put you in the right mood.

However, 95% of people who want success and use the Internet in the right way struggle due to the fact that one ingredient (the most important one) is missing from that formula.

Let me be very specific.

The formula can be represented more specifically with the following model, which I call ‘the three pillars of success’:



Knowledge

In order for you to approach any area of your life, first you need to know WHAT you have to do, *what* the definitions, rules, general concepts, etc. are.

For example, if you want to take your driving test, you need to know traffic laws, what parts of the car you will interact with, why there are so many buttons and levers although you have only two hands, etc.

Skills

Just knowing how the accelerator pedal works will not help you to drive the car. You need to know HOW to use it simultaneously with the steering wheel and gear stick in order to drive on the street. Skills need practice. Even the basic skill of walking took us some months of practice, and during that period of time we fell down a lot. So, don't be scared if you fail in the beginning. It is part of the process. As T. Harv Eker says, 'Every master was once a disaster.'

Attitude

The third pillar is attitude. Do you know people who took a driving licence but don't drive anymore? Why is that? Because they don't have enough WHYS.

Benefits and Trust

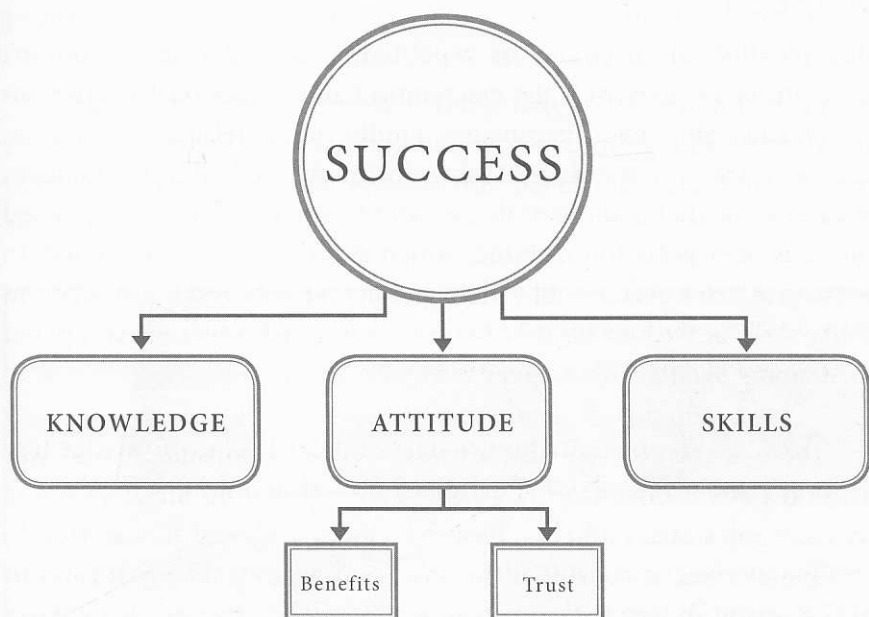
Here's the first challenge: in order to be successful you have to improve your knowledge, skills and attitude. The basic rule is 'you cannot improve what you don't measure'.

How can you measure knowledge? Simple. Take a knowledge test. How can you measure skills? Simple. Take a skill test.

But how can you measure attitude? There are two components that make attitude scalable. The first one is benefits. You ask yourself what's in it for you in doing that thing? Will you receive money and acknowledgement, save time and get a good feeling about yourself or

a good feeling in general? As you see, money is not the main benefit of doing things (studies show that money is ranked third place in the motivational factors of a job; the first two motivational factors are respect and encouragement). In the example of people who don't drive, maybe the benefits that person receives (comfort, independence of public transportation) are small compared to the cost he/she has to pay (the cost of gas, tolls, alcohol abstinence). The second component is trust. Do you trust the product/service/thing you offer? If you have the key of a Rolls Royce Phantom but you know that the brakes and the steering wheel are damaged, will you drive the car?

With this in mind, the updated model is:



Have you heard the statement 'Attitude dictates your altitude?' I'm not a fan of such a statement; it suggests that attitude is the most important thing. What's the most important leg on a three-legged table? Not one of them is more important than the other two. If you want to drive a car based only on your attitude, without knowing the traffic laws or how to manage the pedals and the steering wheel, you will end up causing a crash. However, there are people who try to do things based only on their attitude. If any of these five ingredients is missing, the whole foundation of success crashes.

Belief

But the model is still incomplete.

It has been proven that while this model works in operating heavy/industrial machines or repetitive unskilled tasks, it doesn't work in interactions with the environment or interpersonal interactions (entrepreneurship, sales, negotiation, family or job-related relationships, creative work or some skilled tasks). In the field of sales, for example, studies show that millions of dollars and thousands of hours are wasted on sales or negotiation training, which still do not have the effect in increasing sales. Additionally, there are people with less knowledge and fewer skills or with an IQ less than the average who succeed compared to so many people with degrees who fail.

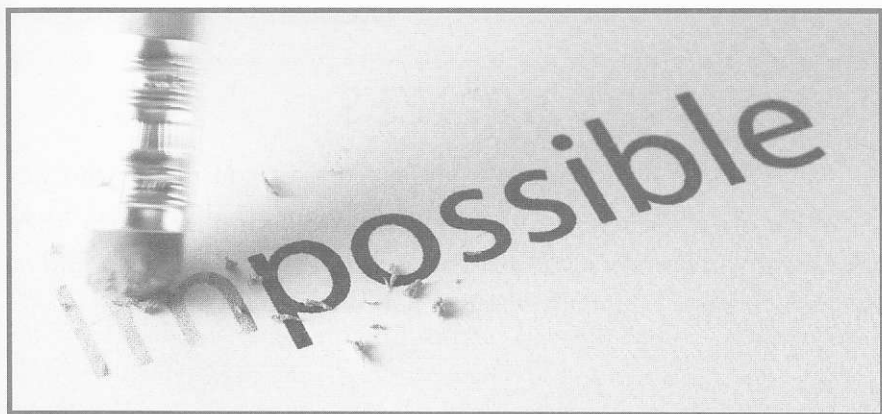
There is this story of an inexperienced sales consultant who was given the worst sales area. His unkind colleagues told him that it was the best sales area and that he was lucky. At the end of the month, this inexperienced consultant in this worst area had the best sales in his company. When they asked him how that happened, his answer simply was, 'I am lucky. I just have the best sales area.' However, how did he do it?

When I started my business, I had the knowledge and skills for it to succeed (remember, I used to train others in the field). I had a lot of benefits: financial independence, a high living standard for my family and me, and free time to spend with my loved ones. I had trust in my services and I was delivering high-quality customer service. So, I had the right attitude. But I failed. Why?

Over time there was a different theory that tried to give the response to the question, 'What's the missing ingredient?' Things such as *emotional intelligence, positive thinking and willpower* spring to mind. Even though all those thoughts are important, they are not the right answer.

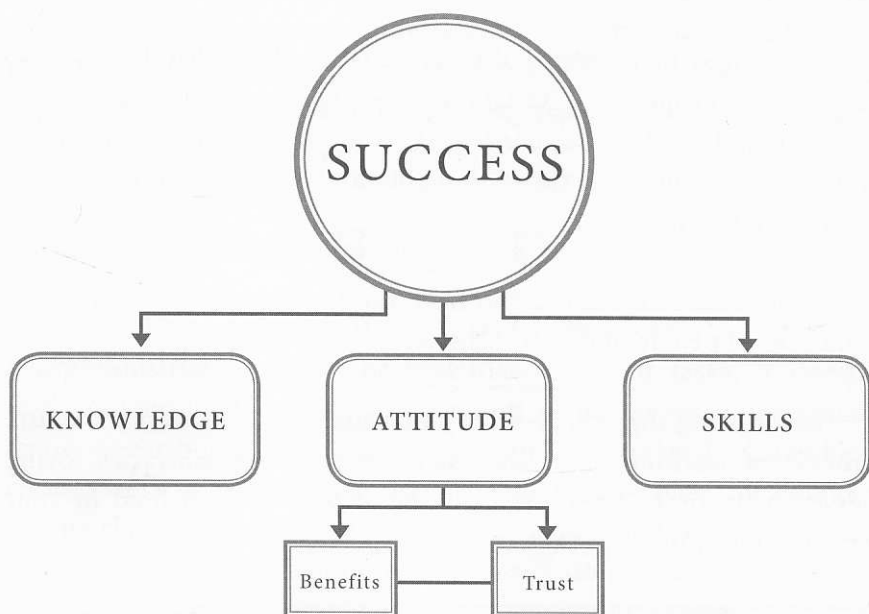
In my direct experience and from the experience of working with hundreds of people in my workshops, the answer is this:

The missing ingredient—that thing that set in motion the entire process of learning, practising skills, overcoming obstacles, being persistent in order to succeed—is the 'belief that you hold in your subconscious mind'.



Beliefs tell you what to do, how to act. Your life is often on auto-pilot guided by your beliefs. Beliefs, not attitude, will determine your altitude in life.

Therefore, the whole model is this:



BELIEFS

What these beliefs are, where they are found and how they command you how to act as an army general, you are about to find in the next chapter: *Conscious Mind vs. Subconscious Mind*.