

Let’s get straight down to business: You’re here to make money. Right?

Maybe quit your day job. Enjoy a different life to the one you lead now?

Yes? Good. Then you’ll love what I have in store for you . . .

Before you take a look around this site, please promise me something. For the next few minutes, put any preconception you may have about what it takes to succeed in this money-making business to one side. The first step I recommend you take is based upon sound principles. There is no conjecture, guessing or fancy theories. Everything you are about to read on this site and put into practice has been proved over time by thousands of highly successful people. What I’d like you to do is sit down with some blank pieces of A4 paper and write down your goals. This simple act, done correctly (I’ll explain how shortly) will take about an hour of your time. But the returns you can expect in the months and year ahead could be quite incredible.

OK. Now your natural reaction might be to regard it as "silly," "unnecessary" or "a waste of time." You may think – ‘I’ve read all this stuff about goal setting a million times before’. Maybe you have. And maybe the very reason why you are reading this now is because you haven’t followed it faithfully before . . .

The reason why you have ‘heard it all before’ is because it actually works. The modern form of this technique was passed down from Billionaire Andrew Carnegie to Napoleon Hill. Thomas Edison used it. And since then the likes of Anthony Robbins, Neotech, Stuart Goldsmith, Steven R Covey, and just about every other self-improvement and personal development guru has made this core to their success strategies. People have tried to dress it up in many different ways – Visualization, Positive Thinking, Neurolinguistic Programming, Self-hypnosis, Auto-suggestion, Psycho-transformism, Meta-programming and Dyna-Psych. Whatever fancy name people have used, it all boils down to essentially the same thing . . .

Like all successful people you’ve got to make some goals. But before you create those goals there’s one thing you must have before you start. Without doubt this is the single most important requirement of all. It is more important than money, skills, education, age, ideas or contacts.

Nothing great was every achieved without an all-consuming desire. You must have a deep and burning desire to change. A dream if you like. Without a passionate idea of what you want (no matter how big) there’s no point reading on. You will not make large sums of money. You will not have your own very successful business. You will probably never quit your day job.

In short, you will never achieve great things. I make no apologies for being blunt. That’s how it is. And I think you know that too, right? But today, far too many people wish their lives away on wanting things (money, fancy houses filled with plasma TVs and Aga cookers) but don’t feel it deeply or honestly enough.

I hope you are different. I think the very fact that you are reading these words now has shown you have something that sets you apart. The very fact that you responded to my letter, took the time to read it, assess its validity and take action means a lot. This proves you have something that draws you to the possibility of transforming your current situation.

Do you have a desire to be a lot richer, freer and happier this time next year?

“Of course I desire to make £75,000 in the next 12 months, who wouldn’t!”

Think about it for a minute. Just how deep is that desire in most people. It amazes me just how many people lack the fire in the belly. How many people do you know who will say “Wouldn’t it be nice to have all that money” or “Wouldn’t it be wonderful to not have to worry about money” Let’s face it. This is the kind of lukewarm, ordinary, lifeless, idle, woolly-thinking, self-indulgent dream that will never be transformed into reality.

If you can take or leave this money or success then you have come to the wrong place. I cannot help you. But, if that yearning is something that is with you day-in and day-out, then things can start to happen.

Your desire, matched with what I have to share with you over the coming months can create a very special energy. By directing and focusing this raw emotional power on a clearly stated goal (we’ll come to that in a moment), this energy is capable of transforming itself into gold.

Commuters would snigger to themselves when they saw me reading ‘Think & Grow Rich’ on the train, but when I moved to a central London house worth over half a million pounds and could walk to my office in less than 15 minutes . . .

As I mentioned earlier, the goal-setting plan you’re about to follow is not my own. I don’t see any point in trying to improve upon something that has been responsible for creating fortunes for over 70 years. I first came across it in Napoleon Hill’s classic **Think & Grow Rich** (Retail price about £7. Fawcett Books; ISBN: 0449214923). I am now onto my fifth copy (the first was a dog-eared copy found in a charity shop. Over the years I’ve ended up giving away copies to friends and colleagues who’ve wanted to know how to ‘make it’). I urge them and you to read (and reread) this book. But so we can get started today I’ll sum up what I think are the key points – and as you begin, remember be clear about your dreams and desires. Think and visualize hard the life you would like to lead. This will help you to take the first step. Here goes:

FIX IN YOUR MIND THE EXACT AMOUNT OF MONEY YOU DESIRE. THIS IS THE MONEY YOU NEED TO ACHIEVE THOSE GOALS. SEE THE MONEY BEFORE YOU IN CASH OR IN THE FORM OF YOUR BANK ACCOUNT STATEMENT. IT IS NOT ENOUGH TO SAY ‘I WANT PLENTY OF MONEY’. PUT A FIGURE TO IT. BE PRECISE. FOR EXAMPLE: ‘I WANT TO HAVE £75,000 IN MY BANK ACCOUNT.’

DECIDE EXACTLY WHAT YOU ARE PREPARED TO GIVE IN RETURN FOR THE MONEY YOU DESIRE. I’M NOT GOING TO GIVE YOU SOME AIRY-FAIRY ADVICE THAT JUST DREAMING IS SUDDENLY GOING TO MAKE YOU RICH. YOU MUST PAY IN ADVANCE AND IN PROPORTION TO WHAT YOU WANT TO ACHIEVE. THIS PAYMENT WILL BE IN SELF-DISCIPLINE, ENERGY AND TIME YOU DIRECT TOWARDS ACHIEVING YOUR GOAL. BUT IT DOES NOT MEAN SACRIFICING YOUR FAMILY, FRIENDS OR THOSE THINGS CENTRAL TO WHO YOU ARE. THIS IS ALL ABOUT IMPROVING YOUR LIFE NOT TURNING YOU INTO SOME MONEY-CRAZED WORKAHOLIC.

ESTABLISH A DEFINITE DATE WHEN YOU INTEND TO POSSESS THE MONEY YOU DESIRE AND REQUIRE TO ACHIEVE YOUR DREAMS. FOR NOW THIS IS EASY. MAKE IT ONE YEAR FROM TODAY. YOU MUST SET DEADLINES (AND WE WILL COME BACK TO THIS AGAIN AND AGAIN). OTHERWISE YOU’LL FALL FOUL OF ‘THE DISEASE OF TOMORROW’ THAT TERRIBLE ILLNESS THAT INFECTS SO MANY PEOPLE TODAY.

CREATE A DEFINITE PLAN FOR CARRYING OUT YOUR DESIRE, AND BEGIN AT ONCE, WHETHER YOU ARE READY OR NOT, TO PUT THIS PLAN INTO ACTION. OK, RIGHT NOW YOU MAY HAVE A GREAT IDEA OF THE AREA YOU WANT TO CONCENTRATE ON SO YOU CAN SAY PROPERTY OR A CLEANING BUSINESS. DON’T WORRY IF NOT. THIS WILL BECOME CLEARER WITH TIME. FOR NOW YOUR PLAN IS TO SEEK OUT AND SELECT A SUITABLE OPPORTUNITY FROM THE ONES YOU FIND HERE AND IN FUTURE REPORTS.

WRITE OUT A CLEAR, CONCISE STATEMENT OF THE AMOUNT OF MONEY YOU INTEND TO ACQUIRE (OR THOSE THINGS YOU WISH TO ATTAIN). NAME THE TIME LIMIT FOR GETTING IT. STATE WHAT YOU INTEND TO GIVE IN RETURN AND DESCRIBE CLEARLY THE PLAN THROUGH WHICH YOU INTEND TO GET IT. TIP: GO GET A SMALL BUSINESS CARD WALLET. WRITE YOUR SPECIFIC GOAL ON A PIECE OF WHITE CARD AND PLACE IT IN THE WALLET. WHY? WRITING DOWN YOUR DREAMS AND GOALS IS AN IMPORTANT FIRST STEP TOWARDS ACHIEVING THEM. FIRST, BECAUSE BY WRITING THEM DOWN IT FORCES YOU TO VISUALISE YOUR GOALS. AND SECOND, BECAUSE THE ACT OF WRITING THEM DOWN CREATES A COMMITMENT ON YOUR PART.

READ your written statement aloud, twice daily, once before retiring at night and once on rising in the morning. As you read each goal, see and feel and believe yourself already in possession of the money. This is very important. Goal setting is not enough by itself. What we are attempting to do here is actually deliver messages deep into our subconscious. This is so our actions and thoughts can become wholly directed towards achieving our goals. Just reading these six steps is not going to magically change things. Get your pen and paper out. Go somewhere you won’t be disturbed and get started. Remember. Dreams and desires first. Then goals. And, even if you haven’t yet pinpointed the business you want to start you can still begin the process by using the goal ‘to find the right business opportunity for me to achieve my ‘£xx,xxx’ per year.’ Then draft your statement. If you haven’t started in the next 10 minutes, then you’ll probably never do it. You know it too. So stop right here. And come back once you have those goals. Once you’re ready, take a look at the articles and blueprints on this site...

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