



How to Be Prosperous in Challenging (Scary) Times

(Hint: Success is an “Inside Job”)

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Note: This whitepaper will be in two parts:

Part One -- How to create the inner mindset necessary for prosperity

Part Two – The actions & attitude you must take in your outer world to support your mindset

Part One: Creating the Right Mindset

The 5 Keys to Manifesting Your Desires

1. Remember that everything you see in the world was first an idea – an imagined thought. We create from the inner world. Neville Goddard (1905-1972) was a fabulous teacher who simplified how to manifest your desires and he says it clearly:

“If there is something tonight that you really want in this world, then experience in imagination what you would experience in the flesh were you to realize your goal, and then deafen your ears, and blind your eyes to all that denies the reality of your assumption.” – Neville, 1948

“Whatever you ask for in prayer, believe that you have received it, and it will be yours” (Mark 11:24).

2. Get into a relaxed state of mind (daily – before sleep and upon awakening), then imagine as though they were already “real,” the desires you seek. Neville offers a fabulous clue to make this even more powerful. Imagine an action that you would be taking AFTER the fulfillment of your desire. SEE yourself taking that action. (Make it a very simple one – turning on the car with your new car key, opening the door of your new home, opening your new pay check, seeing your bank balance with all those zeroes)
3. Create in your mind a 2 or 3 word phrase that exemplifies your FEELING of having your desires met: “Thank you,” “Isn’t this wonderful?” “I’m so happy!” See yourself saying that phrase over and over in your imagined “movie,” until you can actually FEEL yourself having achieved/received your desires.
4. When in your waking state, be alert to intuitive ideas and take “inspired action,” on them immediately. Money likes speed – so does everything else you put into the subjective realm that is ready to be manifested.
5. Relax and be playful. Be willing to allow your desires to come to you easily and gently. Let go of the desires because you know they are already done in the unmanifest realm and are on the way to you in the manifest realm.

BONUS HINT: Keep your desires to yourself. Hold them in containment. Do not leak the energy of your desires by telling everyone what you are doing. Some of the best ideas in history were never realized because their creators were too verbal about them and the energy was diluted until the idea could no longer hold its vibration.

PART TWO: The Actions & Attitude You Must Take In Your Outer World to Support Your Mindset

Note: One of my favorite mentors is Dan Kennedy. If you are not familiar with Dan Kennedy, he is a serial, multi-millionaire entrepreneur, in his 35th year as a sought after, celebrated business and marketing advisor, presently communicating his advice to over 1-million business owners annually. His No B.S. Marketing Letter is the most widely read, paid subscription newsletter of its kind; he is a columnist for Entrepreneur.com and BusinessAndMedia.org; and author of 14 business books, which have earned spots on Inc. Magazine's List of 100 Best Business Books as well as Business Week and Amazon bestseller lists more than a dozen times, as well as praise from Forbes, Success and Entrepreneur.

(What is not so well known about Dan is that many years ago he stuttered and could not effectively communicate. He studied "Psychocybernetics" by Maxwell Maltz, and credits that program with helping him reengineer his inner sense of self and program himself for the success he now enjoys today. Maxwell Maltz's information is also about mindset – and how to create in our imagination the outcome we desire.)

The information below is taken from a recent report I received from Dan entitled, "Blue Print for Prosperity Now in Un-Prosperous Times." Below is an overview of the "5 Essential Strategies for Success taken from that report."

Essential Strategy #1: Aggressive Diversity

The worst number in business is One, -- one key account, one product or product line, one marketing method or source of business.

If you are over-dependent on any one media, means of acquiring customers, or source of customers, whatever success you have now is illusion, masking an equivalent vulnerability – and, frankly, when disaster strikes, it will have been invited through your door by your own negligence.

The intelligent, responsible entrepreneur, then, will be actively, aggressively engaged with this strategy in three ways:

1: **Educating himself**, through voracious reading, seeking and processing information, networking, etc. on marketing methods and media that go beyond the one to several he presently relies on, and that he is unfamiliar with.

2: **Aggressively diversifying the ways he obtains customers** – this diversification should be his #1 priority at the moment.

3: **Escaping single-category dependence.** If your marketing is all online, further diversification online does nothing to mitigate your overall vulnerability and weakness; if your marketing is all offline, further diversification offline does nothing to mitigate your overall vulnerability and weakness.

Essential Strategy #2: Profit Margin Protection

There has been a trend in many categories of business, as response to recession, to buy activity at expense of profitability.

Ultimately, **you have to elevate the importance of what you offer** and do, beyond commoditized or easily compared “stuff”. In fact, in the New Economy, if you insist on being in the “stuff” business, you’re on your way out of business.

Take personal responsibility. If you blame your reduced business on competitors’ discounting, on the economy, on your clientele, on your geography, on anything but your own lack of creativity, determination, and acquisition and use of superior marketing, you give up all control over your fortunes.

Among Dan’s No B.S. principles: **control equals responsibility and responsibility equals control**; and anybody adept at making excuses is usually inept at making money.

Essential Strategy #3: Focus On Quality, Not (Just) Quantity

Most businesses, particularly small businesses, operate with a disregard for quality of customers vs. quantities of customers. Identify the high quality customers and cater to them. Identify a target market of high quality customers and entice them.

And, just as you seek out the high quality customers, establish yourself as the high quality provider – set yourself apart from your competition. Key: Make the experience of working with you unforgettable, enjoyable, fun, and so positive for your customers that they come back to you as much for the experience as they do your product or service.

Essential Strategy #4: Return to (true) Salesmanship

Now, prosperous businesses require and will revolve around solid salesmanship. That means different things in different businesses. But it is a new reality for every business. You have to decide how it applies to yours.

Prosperous businesses have a need for need for exceptionally well organized, disciplined, and effective selling by skilled individuals.

Essential Strategy #5: Truly Earning Your Success

Success now demands specific and unique relevance and importance to a target market, and the delivery of an exceptional experience for the buyer, from first contact all the way through the sale and beyond. Provide that or perish.

You need a profound reason for your existence in this market.

- Income improvement is nearly always preceded by and product of personal and professional development.
- **If you attempt prospering in the present conditions with yesterday's methods and know-how, you're in trouble.**
- The question: what do you know today that you didn't know yesterday? has never been more important.

Summary:

Success is an Inside Job. Through prayer, meditation, visualization, imagining and faith, you plant the seeds for the garden you wish to see.

Action is required! Consistently plant your seeds, then listen to your inner voice and take "inspired action," every day.

Remember, "All things are possible." But prayer, meditation, visualization, imagining and faith require PRACTICE and PERSISTENCE. Daily engage in these activities, create tangible strategies for your goals, stay in faith, and you will achieve your desires – in any economy!

Montana Gray is an author, ghostwriter, book publishing coach, motivational trainer, intuitive consultant and internet marketer. She has re-invented herself from owner of several financial analysis companies into these various yet complementary roles.

As the "Guru of Change," her mission is to help others live their fullest potential and develop their greatest gifts so they can be released to the world for the benefit of others.

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