



Secrets to Wealth

Robert Imbriale

Copyright ©2018 by Ultimate Wealth, Inc.

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

For permission requests, write to the publisher, addressed “Attention: Permissions Coordinator,” at the address below.

Ultimate Wealth, Inc.

2382 Camino Vida Roble Suite G
Carlsbad, CA 92011

E-mail: support@ultimatewealth.com

Visit us on the web: <http://www.UltimateWealth.com>

Printed in the United States of America

First Printing, 2018

Introduction

Wealth. It's one of the most challenging topics and it seems everybody has an opinion about what it really takes to become wealthy.

In fact, throughout our lives we've been taught about money, what it means, and how to make it from a variety of people.

It began with our parents, who, for the most part, got by, but they were never taught what it takes to become wealthy.

Our teachers, who were full time employees who were also just getting by, tried to teach us too, but what they really taught was how to become a loyal employee later on in life, just as they were.

If it's true that a person can only teach you what they know, and those that taught us about becoming wealthy didn't actually know how to become wealthy, common sense would dictate that pretty much **everything you and I learned about becoming wealthy was WRONG!**

Sorry, that must have felt like a wet towel hitting you in the face, but sometimes the truth hurts. That's how it hit me the first time I realized that essentially, I'd been lied to all these years.

I got smart, and began studying wealthy people at an early age. Why did one of my Uncles always have the latest Cadillac while the other one drove a broken down Buick?

Why did one always pick up the bill at the restaurant while the other one always sought to split it?

I was young when I began to notice these things, but it took me until my young adult years until I started to make sense of it all.

But it didn't stop there for me. I became fascinated with the idea of becoming wealthy and started to read book after book on the topic. Let me tell you, there are so many strategies for becoming wealthy that simply would never work for anybody BUT the author of the book that **it's no wonder we're all confused!**

The point of this report is to give you a new way of looking at wealth. After all, you can't attract wealth if you're not even sure what it is!

So here are my favorite 10 secrets for creating wealth:

Wealth Secret #1

Wealth is an EMOTIONAL game first and foremost.

The problem has been that NOBODY talks about it that way!

You're told far too often about the "How-To" and I'm here to say that the how-to is simply 20% or LESS of what it takes to create wealth!

The bigger piece is how you FEEL.

If you think about money and it makes your stomach turn, don't worry, you'll never have any money!

But, if you find ways to feel great about money, you'll quickly find more and more opportunities for you to make money will just "show up" on your doorstep.

I speak from MUCH experience on this one!

Wealth Secret #2

There is no "easy-street" to becoming wealthy.

It does take focus, effort, and time. This is why it is so very critical that you choose a path that you deeply enjoy.

The way I like to look at it is to ask this question: It's Saturday morning and you have the entire day ahead of you, what would you MOST like to be doing with your day?

For as long as I can remember, that question is the single most powerful question that I have asked myself again and again over the years. And it's the best question to ask yourself to find out what it is you really enjoy doing most.

Use your answers in coming up with the “perfect” career, business, or job for YOU!

Wealth Secret #3

Nobody is going to hand it to you.

What a dream that is and many of us share in the dream that somebody is just going to sit down and write us a check that will take care of us for life. While we’ve seen this happen in the movies, it’s the exception rather than the rule.

Put your focus instead on becoming the kind of person with whom people feel good about spending money with and you’ll change your situation.

What does that mean?

Is it more pleasurable to hand a \$10 bill to a homeless alcoholic person on the street who you are certain will just use the money to buy their next “fix” or do you gain more pleasure in giving money to a person with a dream who is eager, passionate, and has a powerful vision for their future?

Now, these are extreme situations, but you get the idea. **Be the person with a dream**, a vision, a fire in your belly, and passion in your heart. The money will find you. It always does.

Wealth Secret #4

Tune out the doubters.

We have great names for those people who don’t believe in us. We call them “friends,” “brother,” “sister,” “Mom,” and “Dad” but it can be that these very same people are the ones who hold us back!

Now, they are not doing it to harm us, they truly believe that they are doing it because they love you and would not want to see you get your hopes up and then be hurt if it doesn’t work out!

You know, with that logic, nobody would ever learn to walk! We'd all be crawling around because "what if you stood up and fell?"

You know falling (or failing) is an important part of the process. Without failure there could be no success. No matter how thin you slice it, there are 2 sides to everything in life.

Failure is just the other side of success. You will fail. You will stumble. So what? It just means you're closer to reaching the point of success!

Wealth Secret #5

Immediately stop worrying about your past.

When you hop in the car, do you look in the rearview mirror to drive? Not likely. You look forward to where you want to go, you may glance back from time to time to see where you've been, but you are focused forward for the vast majority of the time.

Some people think that because they have never been wealthy, that they can't be wealthy at some point in the future. Not true.

Go ahead and look for the many stories of people who once had nothing and are today wealthy. The past does NOT equal the future!

The more time you spend thinking about your past, the harder it becomes for you to move forward to a more financially sound future.

Get in the habit of catching yourself when you are thinking about your past instead of your future. What you want is in front of you, not behind you.

Wealth Secret #6

Yes, there is plenty to around.

Our society seems hell-bent on teaching us about scarcity and that we're always running out of this, that, or the other thing. How often do any of these dire predictions come true? Remember the gas "crisis" of the 1970's?

As in all things, there is plenty to go around and around and around. Money is no different. Instead of seeing how much you don't have right now, look around and start noticing just how much money there is out there.

You may not have a lot of money now, but it's because there's not enough to go around! It's that you've been doing things to chase it away instead of attracting it in!

I love taking a trip to Las Vegas because I'm quickly reminded just how much money there is out there as every Casino on the Las Vegas strip is transacting millions and in some cases tens of millions of dollars EACH DAY!

Look for some of those videos on YouTube where they give you a tour of what is beneath the casino floor.. it's literally a money processing plant right below your feet!

So there is no scarcity of money. There's plenty for you, for me, and for everybody else who wants it too. Your job is to work on the thinking you have that keeps the money from ending up in your bank account!

Wealth Secret #7

Use the power of positive expectation.

I think back to science class in high school and I remember learning about how a battery works. It has a positive and a negative terminal. The electrons are repelled by the negative terminal and are attracted to the positive terminal.

Negative expectation is what you see when you watch the news. The darker a picture they can paint of the future; **the more people will watch**. So our society has trained us to live with a negative expectation of the future.

That is the thinking of poverty.

Instead, you must learn to expect the best to come. Look to every new day with positive expectation. Expect people will treat you right. Expect that you'll win. Expect that money will flow.

Soon, you'll notice things and situations in your life improving in ways you could have never predicted!

Not convinced? Try it for 3 days. Then let me know how it went.

Wealth Secret #8

Don't use your bank balance as your reason to not try.

How do we know how well we're doing financially? For most of us, we think about our bank balance and worse, we use our bank balance as a measure of who we are as a person!

When the balance is low, we feel useless, cast aside, a failure. Yet, much like the gas gauge in your car, your bank balance is a TEMPORARY measure of where you have been, not where you're going!

You start on your trek to wealth from where you are right now, **no exceptions.**

Your bank balance does NOT define you. Your character defines you. What you believe defines you.

Believe that no matter where you are today, you are heading for bigger and better things. Wealthy people know this and have found a way to detach their identity from their bank balance.

Wealth Secret #9

Yes, you do deserve it!

Who says you don't deserve to be wealthy? You do! And that's a problem.

Again, we have been taught to feel guilty, that excess is bad, and rich people are evil. None of these things are true!

You do deserve to be wealthy and once you **decide** that you want to become wealthy, the only person that will ever succeed in stopping you is YOU!

This is a big issue for so many people I coach, but it can be overcome. Having money does not make you evil. Having money is not about being greedy. It's not just for a select group of "chosen" people. It's for you. It's for me. It's for everybody!

Again, there is no lack of money. If you become wealthy, so can anybody else. Your wealth does NOT rob anybody else of the opportunity to become wealthy! There is plenty to go around! And there always will be!

Wealth Secret #10

Be Bold.

Becoming wealthy means that you are confident. I know people who have struggled with money issues for decades who changed just this one thing and have never been the same again financially.

Confidence has a power all its own and it goes a long way towards helping you to become wealthy.

In fact, one of the very first lessons on wealth I learned was one I stumbled on purely by accident! I was at a live event with thousands of people. That day, I woke up feeling like a million bucks. So, I put on my favorite suit and decorated it with my favorite neck tie.

At the event, I walked around as if I owned the place. I stood tall, smiled at everybody, and suddenly realized that what I was doing was **changing the way people responded to me!**

That day, many years ago, was life-changing for me because it was the day I went from being a wall-flower to being confident. At the time it only lasted a day, but the impact has lasted to this very day.

When it comes to wealth, fear is not your friend. And that could be said of most anything in life too.

Practice being bold. March forward with confidence and you'll change most everything about your life. Try it.. I'm sure you'll notice an immediate difference as I did all those years ago.

The Wrap Up

You'll notice that none of the secrets I've shared with you here have to do with picking a specific business or niche, or working for the right company, or having the right degree, or even investing in specific stocks or bonds.

The reason for that is simple. Winning the game of wealth is much more of an emotional game than it is anything else.

I like to think of it this way: Emotion is 80% of the game, and everything else is just 20%.

Now that you know this, go forth, be confident, dream big, and always be bold!

Be outstanding!

A handwritten signature in black ink, appearing to read 'Rob Imbriale', followed by a long horizontal line extending to the right.

Robert Imbriale

Your Wealth Coach

<http://www.RobertImbriale.com>