

BUSINESS FIRST

for Business Leaders

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Campbell Hanan

HOW HE HAS OPTIMISED
INVESTA'S VALUE

Building an
international
business

10 things you
need to know

Steven Chaur

Why iconic brands
are great for business

The Audi A1

A sports car with the lot

SPECIAL FEATURE

Business First takes a
crystal ball to 2015

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INSIDE: Investment // Lifestyle // Marketing // Property // Tech

UNLOCKING NEW POSSIBILITIES

Have you ever wondered why some people live in poverty and some in enormous wealth? Why some people seem to generate money easily, while others seem destined for a life of financial lack? These questions have always intrigued us, which set us on the journey to explore what it would take to be truly prosperous.



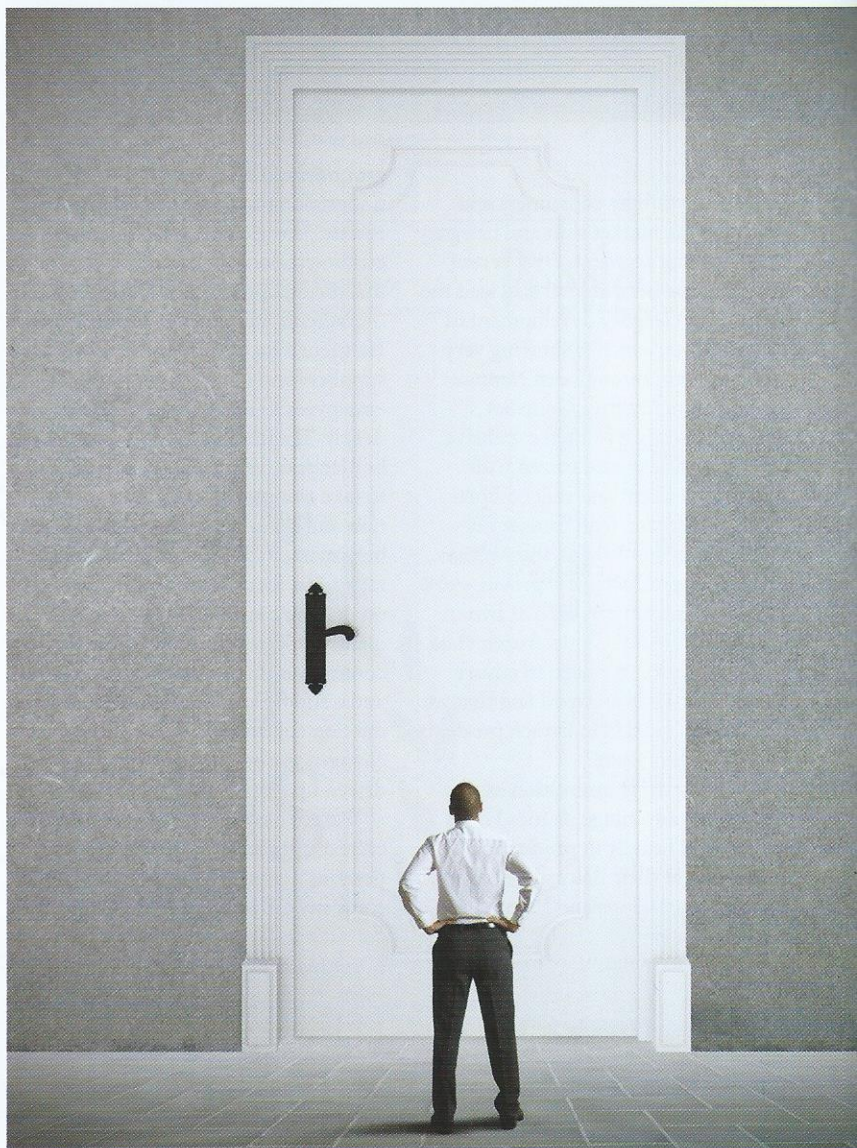
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are global
business advisors.

From our exploration we uncovered an astonishing number of myths, false assumptions and misconceptions about wealth and money. So much drivel and idiocy has been conditioned into us relating to monetary values that it is no wonder so many people fail financially. Most of what we know about money is based on false assumptions. These false assumptions about money cause financial and emotional grief in most people's life.

Over the years, we have had many opportunities to work with a number of influential, successful, and resource-rich people. We are frequently amazed by how many of these powerful people struggle to find solutions to what they think of as their money problems. It's obvious that they struggle not because of the actual conditions and circumstances of their lives but because of their points of view about money that are based on false assumptions, and their dysfunctional relationships with money. Many feel they are victims of money. They believe that if they can acquire more money they will become truly prosperous and their money problems will be over. Little do they know that their point of view about money problems is the problem. Their false assumption creates their money problems.

Time and again, we have found that people who have points of view that are based on false assumptions tend to play out beliefs from their viewpoint about worthiness, value, and money. Unfortunately, they cling to the false assumption: That's just the way life is. There's no way out. There are no other choices. The world is full of people who cling to false assumptions about money. We have heard of professional athletes and rock stars who are multimillionaires and then are deeply in debt or become



homeless a few years later. There has been much discussion based on the precepts of prosperity consciousness that if all the wealth on the planet were divided up and redistributed equally among everyone on Earth tomorrow, and no one changed their conscious-

ness about money, all the money and resources would be back in the hands of the original owners within a few years. The originally wealthy people would be wealthy again, and the poor people would be poor again. Money alone does not make you prosperous and wealthy.

A follow-up study of million-dollar lottery sweepstakes winners in Canada illustrates this point. The study found that the vast majority of sweepstakes winners were broke within five years of receiving their prizes. Their money consciousness had not developed to the point where they could benefit from their winnings for very long.

Most of these winners believed that as soon as they won the lottery, they would be free of their poverty way of being. They believed that when they won the lottery, they would do everything they had always wanted to do. The truth is, they did not need to wait for their conditions to change in order to be conscious of abundance. Right now is the time. Because those lottery winners didn't change their essential relationships with money, they had the same degree of limitation and financial mess after they won the lottery as they had before. The only difference was that the mess was larger.

Your points of view always determine your conditions and circumstances. They have a profound influence on how you see the world and on the way you live your life. If you are experiencing a limitation or difficulty around anything such as relationship, health, wellbeing or money, there must be some kind of limitation and restriction in your mindset and points of view. Would you be willing to see that fixed points of view and rigidly held assumptions can be dangerous to your wealth?

The key to harnessing unlimited wealth involves a shift in the way you function in the world and the way you perceive and create your reality. In times of economic uncertainty, you have to be creative and innovative when it comes to creating your financial reality. These new times will bring with them a tremendous groundbreaking inspiration and an insurgence of new ideas. The ability to harness these inspirations and innovative ideas is critical to your ability to generate unlimited wealth and to thrive and flourish.

The single most important quality you need in order to generate a truly prosperous life is prosperity consciousness. From our experience 'prosperity consciousness' is at the heart of living a prosperous life and generating a prosperous business. If you don't have prosperity consciousness, then you will struggle to push through the inevitable tough times ahead, and fail to perceive and receive new and different possibilities. Prosperity consciousness is where

it all starts. To have a truly prosperous life and generate unlimited wealth you must deliberately work to expand prosperity consciousness for yourself and your family.

Prosperity consciousness is a state of being. Your prosperity does not occur by divine intervention, chance, luck, coincidence, or outside influence. Aspiring to be rich, wealthy, or prosperous is not enough. Your prosperity will not happen if you do not choose to claim, own, and acknowledge prosperity consciousness. If you want to make some moderate and judicious changes in your life, then you could focus on altering your behaviour, approach, and conduct. However, if you would like to create a momentous quantum transformation, then you have to totally shift out of your old paradigm and into a new one. Please recognise that until you begin to acknowledge prosperity consciousness and to choose to become engaged in your own wealth and success, you will never be successful financially.

People who don't have prosperity consciousness have a chronic sense of insufficiency about life. This is the fundamental mode from which they think, act, and function in the world. They often choose to stay in careers that have them joylessly working twenty-four hours a day, seven days a week. They spend their days doing jobs they don't really want to do, just to make more money. Even when they have lots of money, they still aren't happy or relaxed about it. They always mull over the negative what-ifs: What if I lose my money on this transaction? What if I fail? What if I can't come up with the money for ___? What if I am unable to come up to scratch? They are besieged by a hundred fears and judgments that make them despondent.

Time and again, we have found that people who don't have prosperity consciousness tend to play out beliefs from their upbringing about worthiness, value, and money. Unfortunately, they cling to their old thoughts: That's just the way life is. There's no way out. There are no other choices. They have a tendency to get ensnared in restricted thinking such as "I always have enough to survive. I don't really need any more than this to make it. I may not be rich, but I'm happy." This prevents them from seeing opportunities.

We discovered that, contrary to what a lot of people think, prosperity is not about having massive amounts of wealth and possessions. It's not just

about money, resources, and assets we can collect along the way. Prosperity consciousness is not directly related to the amount of money people have. Rather, it is the communion they have with money, material wealth, themselves, others, and all things. It's about the way they treat themselves and others and about the abundance they are willing to perceive, know, be, and receive in the world.

Those who choose to develop their prosperity consciousness and are prepared to embark on their own adventure have a life of true abundance and infinite choices in store for them. Absolutely anybody can take this journey, but only those who are willing to invest in themselves and make the conscious choice to develop their prosperity consciousness will actually achieve true wealth and financial freedom.

If you function from prosperity consciousness you will do well no matter what the economy around you is doing. Prosperity consciousness will draw to you ways to generate infinite possibilities for you and the world at large; ways you have not even perceived of yet that go beyond this contextual reality

Abundance, prosperity, and wealth are always available to you, but you have to choose to make yourself available to them. Are you willing to receive and to claim, own, and acknowledge that you are worthy of abundance, prosperity, and wealth?

To choose prosperity consciousness, you have to pay no heed to what you find objectionable about your financial situation. Instead, you have to focus on the unlimited alternative possibilities and what you would like to create. When you start to do this, you will begin to perceive and receive many new opportunities. You will be able to act on them regardless of what your reality concerning your financial situation had been up to this point.

Get a sense of what it would be like to be conscious and to have prosperity consciousness. Ask yourself this question: What is it going to take for you to make a choice to be greater than your present situation? What's it going to take for you to expand your prosperity consciousness?

Prosperity consciousness is not just about possessions and money.

It is about a joyful expression of life, a sense of expansiveness, a joy of being, and a sense of abundance in all things.

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