

# SECRETS *of the* BILLIONAIRE MIND



The Biggest Lessons I *Personally* Learned From 12 of The World's Wealthiest Entrepreneurs, Celebrities And Thought Leaders

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~ YEE SHUN-JIAN ~

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I thank you in advance for helping future readers understand why the secrets contained within these pages are so powerful...

.. and why they MUST read every single page and apply all the lessons taught so they can dramatically transform their lives, not only financially, but in every single area they're looking for a miracle/break-through in.

Thank you from the bottom of my heart =)

- Yee Shun Jian

## **Acknowledgements**

As with every piece of work I put out, this book is dedicated to my mom and dad, Yap Cheok-Thow and Yee Chin-Khong. Thank you for loving me =)

Special thanks to FX for your love, support and understanding.

And of course, thank you Lord Jesus for your favor, grace and lovingkindness. Thank you for rain in the year of the latter rain!

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## Introduction: Yee Shun-Jian, The Bus Driver's Son

As I'm writing this, it's January 2019 and I'm staying in my S\$1.25 million pool-view Santorini-themed dream home...



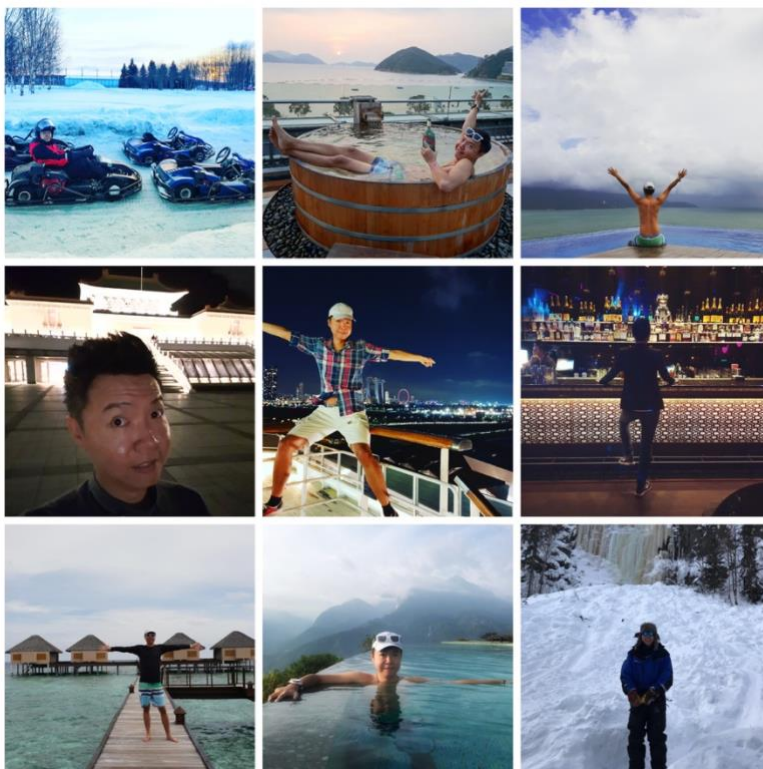
... with my dream car inspired from the movie "The Fast and The Furious: Tokyo Drift".



I travel around the world in style, as and when I desire...



... checking amazing places and adventures off my bucket list.





I get to do work I love, make a positive difference and bring love, hope and joy to hundreds of thousands of people all over the world (both online + offline combined)...





... hang out with the smartest minds on the planet...



... rock it out on the big screen from time to time...



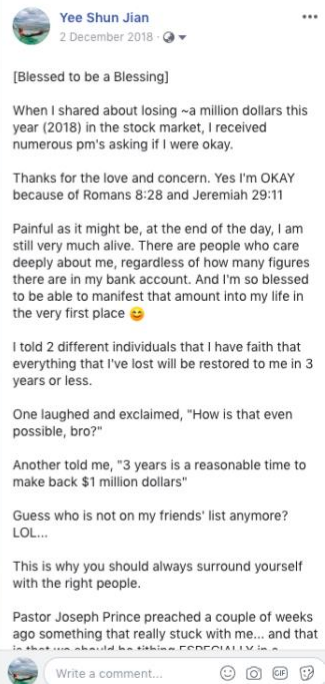


... all while maintaining awesome relationships with my family and loved ones...



... and still having MORE than enough to spare such that I'm able to contribute back to my community both locally as well as globally...

... through regular tithes to my home church and ad-hoc donations to causes I deeply believe in...



Just in case you're wondering... I'm not a billionaire... YET.

But I'm sure you'd agree... I'm pretty much already living the "billionaire lifestyle" that most people only dream about,



right?

No doubt, I feel so incredibly blessed to be living life on my own terms now...

But I want you to know that it wasn't always like THIS!

Many people look at my current lifestyle and conclude at first impression that I must have been born with a silver spoon in my mouth.

That couldn't be further from the truth...

**The fact is I was born *a bus driver's son*.**



I was born in a lower-middle income family in Singapore.

My dad was a bus driver and my mom was a waitress.

Because they both worked long, hard hours to put food on the table for me (and later on, my sister), I was what's commonly known as a "latchkey child".

That meant that I would normally come back home from school to an empty house and the only way I could spend some time with either one of my parents was when I took the public bus my dad was driving and followed him around as he worked.

I remembered that back then, there was a game the boys in school loved to play called "What car does your dad drive?"

And boys being boys, none of us liked to be outdone... so when it came to my turn, I would proudly declared that my dad drives a Mercedes and all my classmates would go green with envy.



Well, I didn't exactly lie because all the public buses that my



dad drove were actually made by Mercedes!

But of course, that's not my classmates expected so one fine day, a couple of those boys ended up riding on the bus my dad was driving and I was "exposed" and severely ridiculed by them.

That left a lasting emotional scar on me.

Growing up, as I watched my parents struggle to make ends meet, I began to develop the unconscious limiting belief that *"Making money is hard"* (Can you relate?)

Since I had no one else to take advice from, I followed the success formula that my mom taught me...

*"Study hard, get good grades, go into a good university (college), graduate with a good degree, find a good job, work hard and you'll be set for life!"*

So I did just that... I studied really hard, got into the National University of Singapore (NUS) - which at that time was the best university in Singapore -, graduated with a second upper honours degree in computing (information systems) and a minor in technopreneurship...

... got into a good multi-national corporation (MNC) but there was one MAJOR problem...

I wasn't happy at all because I realized that I was trapped in the rat race =(

Every morning, I had to wake up at 6+am just to prepare for work and squeeze with everyone on the public train and bus in rush-hour traffic so I could make it to work on time at 830am.

I got scolded by my supervisor regularly and was forced to work through my lunch hours and even stay back after the official hours (when work ended for everyone else at 630pm) so that I could complete all the extra work she gave.

I often only left office at 9 to 10pm, getting home just in time for a quick meal and shower before hitting the sack so I could repeat the whole cycle all over again the next day.

Because of my hectic work schedule, my first girlfriend whom I had been dating for almost 3 years decided to break up with me and I spiraled into depression.

I remember asking my supervisor for “emergency leave” so I could process the break-up and her response was *“Unless someone dies, you need to apply for leave 2 weeks in advance!”*

That was the day I decided that a job was just “paid slavery” and it was not something that I would be doing for the rest of my life because even if I won the rat race, I would still be a rat.

But of course, I still needed to pay off my student loans so I sucked it up and continued to drag my feet to work day in and day out.

The first turning point in my life came when I received an urgent call from my mom one day when I was at work.

*“Your father is hospitalized. The doctors say it’s bad. Come quick!”*

I went straight to my big boss’s office (my supervisor was out), asked for the day off and rushed straight to the hospital.

You see, my dad had been diagnosed with this rare illness called Churg-Strauss Syndrome, as a result of complications after an asthma attack 3 years prior and I remembered the doctors saying at that point there was no cure for this condition, my dad had to be on life-long medication and he probably only had 3 to 5 years to live.

So when I went down to the hospital that day, I was mentally prepared for the worst. After all, it was the third year point and I was really afraid he was going to die.

Indeed, I found my dad bed-ridden and peeing all over himself. I was really puzzled because it was just too sudden... he looked normal only a few days before that.

It was only after some time that I realized that my dad had stopped taking his medication because he didn’t want to be a financial burden to the family.

You see, at that point, my mother was working 2 jobs to

support the family and pay for my father's expensive medical fees and medication.

My sister and I had just graduated and start working so we had to pay off our student loans on top of helping out with my dad's medical bills.

Naturally, the atmosphere in my household was often very tense as we kept quarreling about (the lack of) money so my dad took it upon himself to "solve the issue".

When I realized what my dad had done, I manned up and told him...

*"Don't worry about the money and don't worry about mom working 2 jobs. I will figure it out. You just continue taking your medication.*

*We are all working so hard in the hopes that we could get you all the medical help you need to overcome this illness so we can spend quality time together as a family. Please don't give up!"*

That was the point I decided I had to quit my job.

## **THERE WAS NO OTHER WAY.**

The job I hated made me the money to help pay for my dad's medical bills but what's the point of having money if I didn't have time to spend with him, especially knowing what the doctors told us about his condition and expected lifespan?

I realized that in order to become successful and to make enough money to make sure that my family is well taken care of, with no more worries about the future, I needed to go and learn from people who have already figured it out.

So I went to attend the seminar previews of all the top financial guru's in the market because I remember one of my idols, Tony Robbins, saying...

*"If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results"*

And I ended up signing up for many different seminars and chalking up a debt of \$25,000...

But the truth is seminars don't work... it's up to the people who attended them to make it work.

I learned that just merely seeking out the knowledge and information wasn't enough. I needed to apply them to see results and so I frantically did.

I began putting the various mindset secrets I learned to the test and in a very short time, I started seeing real hard cash physically manifested in my reality.

In fact, here's a picture of my very first 5-figure/month check back in September 2008 (Just over a year after I quit my job):



Since then, I realized that **wealth is first created in the mind**, so I started seeking & studying the wealthiest and most successful individuals of our time to find out how they think...

... because I know that if I can model how they think, I can expect to positively shift the results I get in my life too.

Now, I'm not going to tell you it's a bed of roses. Along the way, I've encountered many challenges and setbacks.

All I can say is the secrets I've learned (and which I'm about to share with you in this book) not only changed my life but it has changed those around me too...

I've not only able to fulfill my own dreams but I've helped many others do the same...

Case in point: My parents... a bus driver and a waitress, who would never in their wildest dreams ever thought they would come face-to-face with a billionaire.

But when I shared the stage with Sir Richard Branson in 2017, I helped made the unimaginable happen for them too...



I could go on but I think you can already sense how powerful the secrets I'm about to share with you are, right? So promise me, you'll appreciate THIS valuable gift and use it wisely, okay? I expect to receive your success stories shortly!

P.S. Even though this book is called "*Secrets of the Billionaire Mind*", I've deliberately featured personal mentors ranging from the **7-figure range all the way to the 10-figure range** because I know most people need to get to the multi-MILLION dollar level first before they can be ready and open to aim for the multi-BILLION dollar level, YES?

If you can't wait to transform your financial life, please turn over the page and I'll reveal the first secret to you NOW...

## Sir Richard Branson (Billionaire Virgin Group Founder)

(Estimated Net Worth As Of 28 Jan 2019: **US\$5 Billion**  
Source: Forbes<sup>1</sup>)

I was given the great honor and privilege to meet Sir Richard Branson in Singapore, when I shared the stage with him on 23 March 2017 to speak to 1,300 - 1,500 business owners and aspiring entrepreneurs (who flew in from all over the world) on *how to work 10x less and make 10x more*.



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<sup>1</sup> <https://www.forbes.com/profile/richard-branson>



Just in case you don't know who this amazing man is, *Sir Richard Branson is an English business magnate, investor, author and philanthropist. He founded the Virgin group, which controls more than 400 companies.*<sup>2</sup>

I call him amazing because *he has pledged to commit **US\$3 billion** to the reduction of global warming*<sup>3</sup> and is truly a role model for those who are aspiring to make a real, noticeable difference to the world!

Now I'm sure you'd agree that for Sir Richard Branson to amass such a massive fortune, he probably thinks VERY differently from the average man on the street, right?

So let us delve deeper into his billionaire mind so we can learn more about the secrets that *I believe* has made him so massively successful.

Here are some of the biggest lessons I *personally* learned from him...

### **Secret #1: Never do anything if it means you can't sleep at night**

There are probably a gazillion ways to make money.

Some people work hard trading time for money in their jobs.

Some people, like Sir Richard Branson and myself, set up

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<sup>2</sup> [https://en.wikipedia.org/wiki/Richard\\_Branson](https://en.wikipedia.org/wiki/Richard_Branson)

<sup>3</sup> Sir Richard Branson's Speaker Bio From Global Disruptors Conference March 2017

businesses and make money by helping others solve their biggest problems.

Some people make money from the stock market.

Whatever it is that you do, make sure that you're not harming anyone.

Do not lie, cheat or steal (be they money, things or clients).

Only do things that are morally, ethically and legally right as it will allow you to sleep soundly at night, instead of being constantly haunted by nightmares and fearing when the people you've wronged are coming after you (*lawyers and lawsuits are expensive!*)

**Secret #2: If someone offers you an amazing opportunity but you are not sure you can do it, say yes – then learn how to do it later!**

Most of us say no to opportunities way too much/soon.

We think that just because we do not have the knowledge or skills or resources to do it NOW that we should not jump in.

We are always waiting for when “the time is right” or when we are “ready”.

The thing is there is really no such thing as “ready”. There is only now. And perhaps “now” is the time to get “ready”.

When I was offered the opportunity to speak alongside Sir Richard Branson in Singapore, I thanked God and said YES immediately...

Even though at that point in time, the biggest audience I'd ever spoken in front of was only 300 people (and the number of people expected at that event was about 5X that!)

Only after saying YES did I realize that I NEEDED to be "ready" so I went out and hired a professional speaking coach for thousands of dollars/hour to make sure I don't screw up and embarrass myself in front of so many people.

The courage to say YES to that once-in-a-lifetime opportunity paid off for me because speaking on that stage opened so many other new doors of opportunities for me (*which led to a lot more business, clients and money flowing into my life*)...

... such as being [interviewed on internationally known US television networks like ABC and NBC](#)...

And [speaking at Harvard](#) (and receiving a standing ovation)...



In fact, “Say YES!” is precisely the title of my Harvard speech! Because I believe that at the end of our lives, none of us would want to leave with regrets.

**So let me ask you three very important self-reflection questions:**

1) What are all the great opportunities that you missed out on because you said NO when you could have just grabbed them immediately while they were being offered to you and figure it all out later?

2) How much money has not jumping on those opportunities cost you now and in the future?

3) Who are you letting down, besides yourself, when you chose to say NO instead of YES?

### **Secret #3: Do not be embarrassed by your failures, learn from them and start again**

Sir Richard Branson often likes to talk about one of his most spectacular failures, Virgin Cola<sup>4</sup>, to share with us that it's perfectly OK to fail.

Anyone who's remotely successful will never get everything right, just by virtue of the fact that they take much more action and risks compared to the average man on the street.

The most important thing is what we do AFTER experiencing the failures.

Do we hide away in a corner, never to show our faces or go after our dreams again? (It's ok to take a hiatus to recharge)

Or do we closely study what went wrong so we can do our best not to repeat the same mistakes when we try again?

I've personally faced countless failures and made numerous serious mistakes in my life, entrepreneurship and financial freedom journey:

I've made and [lost 7 figures and faced betrayals by business partners and associates](#), who stabbed me in the back and poached clients I paid thousands of dollars each to acquire, been publicly attacked and [defamed through cyber bullying, battled depression, suicidal thoughts and anxiety attacks](#) etc.

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<sup>4</sup> <https://tedium.co/2017/11/02/virgin-cola-history/>

Thank God for bold mentors like Sir Richard Branson who've paved the way that I'm reminded to see my failures as "gifts" where I can extract valuable priceless lessons from, and not to be defeated by those failures but to use them as springboards to my next level of success.

Now I don't know about all the setbacks you've been through but I can share with you that if you believe that everything happens for a reason and that your failures and setbacks are necessary to grow and strengthen your character so that you're prepared for a greater amount of blessings to come, you'll be in a much better position to receive more abundance, prosperity and wealth into your life =)

### **Self-Reflection**

1) What failures, setbacks and struggles have you overcome that you can be proud of?

2) What important valuable lessons have you learned that you can share to help others? (The more people you help, the more money you make)

## Kevin Harrington (Original “Shark” On Shark Tank)

(Estimated Net Worth: **US\$450 Million**<sup>5</sup>)



I met the “Godfather of Informercials”, Kevin Harrington, at an event in San Diego back in 2013.

Most people would probably know him from his featured appearances as one of the original “sharks” on the hit TV show *Shark Tank*... but he has an even more amazing bio which I would love to share with you briefly before we delve into his secrets to financial success.

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<sup>5</sup> <http://tellmenothing.com/2017/03/27/shark-tank-net-worth-all-sharks/>

Kevin went from selling newspapers on the street at age 9 to becoming the founder of the prominent “As Seen On Tv” brand.

*His legendary work behind-the-scenes of business ventures has produced well over **\$5 billion** in global sales, the launch of more than 500 products, and the making of dozens of millionaires.*

*Twenty of his companies have each topped \$100 million in revenue.<sup>6</sup>*

So I’m sure you’d agree that he probably knows *a thing or two* about wealth creation. \*winks\*

Kevin taught me many valuable lessons and without further ado, here are some of the best secrets that I’ve learned from him:

### **Secret #4: Master the art of getting people to say yes!**

Ah... saying YES... sounds familiar?

Sir Richard Branson talked about the importance of saying yes to opportunities but Kevin... he’s one of the masters of actually getting *others* to say YES.

Every single YES he gets from others means more sales, more raised funds (for his companies) and more money that’s why he highly encourages everyone who wants to create massive

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<sup>6</sup> <http://kevinharrington.tv/about-kevin/>



wealth in life to master the art of getting (other) people to say YES!

Here's a 3-step method I learned from the master himself on how exactly to do that:

### **Tease-Please-Seize**

Please note that this is an effective strategy he taught entrepreneurs, who want to successfully pitch venture-capitalists to invest in their startups, to use but you can also use it in general to influence others to buy into your idea/what you are selling.

#### 1) Tease

Get people's attention by talking about a problem that they are facing (that you can help them with)

#### 2) Please

Share with them about the "magical transformation" your solution (to their problem) offers.

#### 3) Seize

Make an irresistible offer to get them to buy or (buy in)

Easy-Peasy, right? (with enough practice of course... haha...)

## **Secret #5: Being born into poverty does not mean you are condemned to spend the rest of your life in poverty**

This is perhaps one of the most important billionaire mindset beliefs you need to adopt.

A lot of people think that just because they were born in a poor environment or family background that they have NO chance of financial success..

That is absolutely UNTRUE. Many of the successful individuals featured in this book came from humble beginnings.

Kevin was born in a blue collar family.

I myself was born in a lower middle-income family.

Actually that gave us the advantage (instead of disadvantage) because we have the FIRE and DESIRE to figure out how to get out of our situation of poverty so that we can make more than enough money to provide a better life for ourselves and our family.

On the next page, we are going to do a very important self-reflection writing activity. For this exercise to work, it is very important that you be brutally honest with yourself (no one else is going to be able to see what you've written down unless you decide to show them), promise?

[Turn to the next page when you're ready]

## **Self-Reflection**

1) Have you been giving yourself excuses why you should NOT succeed/be rich? List down all those excuses NOW:

2) Take a moment to think about those excuses you've written down above and now write down WHY they are the VERY reason that it's imperative that you MUST succeed!

## **Secret #6: Always look to do business with people you would happily invite to Christmas dinner!**

Life is too short to deal with bad clients, business partners and colleagues.

One of the biggest lessons I've learned in my entrepreneurship/wealth creation journey (that Kevin emphasizes on) is not to focus on the size of the deal (how much money can be made) but to focus on the quality of the relationship.

You could probably make a million dollars or more working with a particular toxic client/business partner but at the end of the day, is it really worth the stress, anxiety, worries, drama and sleepless nights?

### **Self-Reflection:**

1) What are the traits of your ideal client/business partner?

2) Who are some of the difficult or even toxic clients/business associates you might consider letting go?

## Suzanne Somers (Celebrity Actress, Author, Entrepreneur)

(Estimated Net Worth: **US\$100 - \$110 Million**<sup>7</sup>)



I met Suzanne Somers in 2017 when I shared the stage with her at Harvard. Her candid personality and positive attitude were what struck me off the bat. When you get to know her amazing story, you'll know why I'm so inspired by this brave woman.

Suzanne's initial claim to fame was her role as "the dumb blonde" *Chrissy Snow* in the ABC sitcom *Three's Company*.

But not many people know about her backstory and incredible against-the-odds kind of struggles she had to face.

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<sup>7</sup> <https://www.celebritynetworth.com/richest-celebrities/actors/suzanne-somers-net-worth/>  
<https://www.celebswealth.com/suzanne-somers-net-worth/>

*Suzanne grew up with an abusive alcoholic dad and lived in constant fear of being hurt and killed. She was diagnosed with dyslexia when she was young and was a poor student. Due to some bad choices she made, she became a single mom<sup>8</sup>.*

Her biggest challenge and triumph was perhaps her successful battle with breast cancer. Against the will of her doctors, instead of going for chemotherapy, she opted to undergo homeopathic treatments. Since then she has written several self-help books on health, alternative cancer therapies, natural healing and anti-aging<sup>9</sup>.

I'm sure you'd agree we have so much to learn from Suzanne about overcoming the odds to amass such a sizable fortune and following so let us now turn to some of her secrets:

### **Secret #7: Be willing to stand up for yourself and fight for what you're worth**

One of Suzanne's defining moments / turning points in her life was when she was fired from her acting role as Chrissy Snows in Three's Company.

Many people did not know the reason behind it but this was what happened, according to her:

Suzanne realized that her male counterparts in the popular

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<sup>8</sup> <https://www.imdb.com/name/nm0001755/bio>

<sup>9</sup> [https://en.wikipedia.org/wiki/Suzanne\\_Somers](https://en.wikipedia.org/wiki/Suzanne_Somers)

sitcom was paid much more than she was. So she went and tried to fight for the same amount of pay as them<sup>10</sup>.

You must remember that this was during the era when there was still widespread inequality between women and men and Suzanne knew she was likely not only to have her request rejected but her brave stand could very well potentially be a career-ending move.

When she was sharing this story at Harvard, Suzanne mentioned that she was already mentally prepared for the consequences.

And indeed after she got fired, Suzanne had to struggle for a few years after because word got around about what happened and she wasn't able to land any significant roles on TV for a while.

But Suzanne had no regrets because she knew what she was worth and she was brave enough to ask for it, despite almost certain "failure".

Today she is (estimated to be) worth over US\$100 million.

The lesson here is if someone doesn't see your worth and are not willing to pay you your worth, don't be afraid to walk away because ultimately someone else will see it and pay you accordingly.

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<sup>10</sup> [https://en.wikipedia.org/wiki/Suzanne\\_Somers](https://en.wikipedia.org/wiki/Suzanne_Somers)

## **Secret #8: Forgiveness is a gift you give yourself**

You can't move on in life and achieve great things/wealth if you're carrying too many baggage from your past.

One of Suzanne's critical success factors is because she learned to forgive all the people who wronged her (for example her alcoholic father who was both verbally and physically abusive towards her when she was growing up)

Suzanne mentioned that forgiveness is not for the other person but for ourselves.

Anger, bitterness and resentment are poisons that slowly eat at us and sometimes they may even translate to scary diseases such as cancer.

Be forgiving others and forgiving ourselves, we give ourselves a very powerful gift that allows us to move forward vibrantly towards our biggest dreams and endeavors, without all our past baggage holding us back or weighing us down.

### **Self-Reflection:**

1) Who are you still angry with and why? When is NOW a good time to forgive them and yourself and move on?



## **Secret #9: Your beliefs will shape your reality (which is why it's important for you to have empowering beliefs)**

When Suzanne was diagnosed with cancer, her doctors told her that chemotherapy was the way to go and that she will face a super slim chance of recovery if she refused to take the treatment.

Suzanne, being Suzanne wasn't about to go through something that will cause her to lose her hair, strength and beauty so she opted for an alternative method of treatment.

She successfully beat cancer and became a strong advocate for alternative cancer treatments (and better ways to take care of our bodies through health and wellness regimes such as organic diets and various exercise plans), resulting in multiple book deals, talk show appearances and ultimately more money in her bank.

In one of her post-cancer interviews, Suzanne proclaimed that she was going to live to be 110 years old!<sup>11</sup>

I truly believe that it's empowering beliefs like this that enabled her to overcome the odds and achieve the health, wealth, life and lifestyle she's enjoying right now, don't you agree?

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<sup>11</sup> <https://www.dailymail.co.uk/tvshowbiz/article-2768689/Suzanne-Somers-67-talks-life-breast-cancer-reveals-stays-healthy-new-Closer-interview.html>

## **Self-Reflection:**

1) What limiting beliefs have you been holding on to that are not serving you in your life and in your wealth creation journey?

2) What alternative empowering beliefs can you choose to adopt to replace those limiting beliefs that you may choose to let go now?

## Jimmy Kimmel (Celebrity Late-Night Talk Show Host)

(Estimated Net Worth: US\$45 Million. Estimated Annual Salary: \$15 Million/year<sup>12</sup>)



I met Jimmy Kimmel along Hollywood Boulevard in 2014 while he was shooting a promo for his popular “Jimmy Kimmel Live!” late-night comedy talk show (pardon the photobomber LOL)

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<sup>12</sup> <https://www.dailymail.co.uk/tvshowbiz/jimmy-kimmel/article-6385583/What-Jimmy-Kimmels-net-worth.html>

You may also know Jimmy as the charismatic host for the Primetime Emmy Awards (2012; 2016) and the Academy Awards (2017; 2018).

Now, Jimmy is not one to back down from taking a stand on what he firmly believes in and he often talks about controversial, hard issues such as gun control, which has seen him get into several feuds with politicians and media figures in recent times<sup>13</sup>.

This, seemingly ironically, is one of the main reasons why he's one of the top 3 richest late night talk show hosts in the industry<sup>14</sup>.

Which brings me to our next secret... which *I believe* is one of Jimmy's critical success factors (as well as that of the richest people living on our planet today):

### **Secret #10: Be authentic, polarizing and be yourself**

Many people think that in order to achieve “the big bucks” in life that they have to resort to people-pleasing, flattery and boot-licking.

They take criticism poorly and go all out to try to change themselves drastically so that the critics will like and approve of them.

One of the biggest lessons I learned in life and business,

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<sup>13</sup> <https://www.dailymail.co.uk/tvshowbiz/jimmy-kimmel/article-6385583/What-Jimmy-Kimmels-net-worth.html>

<sup>14</sup> <https://www.thoughtco.com/the-top-richest-late-night-talk-show-hosts-3177209>

inspired by influencers like Jimmy Kimmel, is to stay true to yourself and stand up for what you believe in, even if you may have to face strong public backlash.

After the recent Las Vegas shooting massacre in October 2017 (which personally affected me because I have friends and family there), Jimmy, who grew up in Las Vegas, gave [an emotional, scathing monologue about gun control](#) to address possible countermeasures in light of the deadliest mass shooting in modern U.S. history.

At the heart of his message was his appeal for “common sense”:

*“I want this to be a comedy show. I hate talking about stuff like this. I just want to laugh about things every night, but that -- it seems to be becoming increasingly difficult lately.*

*It feels like someone has opened a window into hell. And what I'm talking about tonight isn't about gun control, it's about common sense.*

*Common sense says no good will ever come from allowing a person to have weapons that can take down 527 Americans at a concert. Common sense says you don't let those who suffer from mental illness buy guns.<sup>15</sup>”*

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<sup>15</sup> [https://www.washingtonpost.com/news/arts-and-entertainment/wp/2017/10/02/read-jimmy-kimmels-emotional-scathing-monologue-about-gun-control-after-the-vegas-massacre/?noredirect=on&utm\\_term=.a8bc966ac5b9](https://www.washingtonpost.com/news/arts-and-entertainment/wp/2017/10/02/read-jimmy-kimmels-emotional-scathing-monologue-about-gun-control-after-the-vegas-massacre/?noredirect=on&utm_term=.a8bc966ac5b9)

Now, you may or may not necessarily agree with what Jimmy said but you have to respect what he was trying to do.

From this episode alone, we can tell that Jimmy got into and stayed in show biz to use his massive influence to try and make a positive difference in this world.

After this video went viral, his network ratings and viewership figures got affected because there were widespread public backlash as some original supporters of his talk show who felt he had a “political agenda” started boycotting him.

However, he also gained new fans and a new-found respect from those who truly understood his message and his well-meaning intentions.

I can totally relate to what Jimmy did.

After the Sandy Hook Elementary School shooting in December 2012, I felt I had to do something so I wrote a post on my [101 Powerful Affirmations facebook community](#) too that received polarizing responses:

*“101 Powerful Affirmations isn't just about powerful, positive, meaningful quotes and affirmations. At the heart of everything is our mission... To touch lives and bring more LOVE, HOPE and JOY to the world.*

*Over the past few days, since Sandy Hook, we've seen some of the most loving, touching comments here. At the same*

*time, we've seen some of the nastiest, most verbally abusive ones.*

*Normally I will take action on the latter but this is an extraordinary situation... I understand you all are grieving. I am grieving with you.*

*I just want to make some things clear.*

*1) I'm NOT trying to run for President. I don't know ANYTHING about politics.*

*All I care about is how WE can touch more lives and bring more LOVE, HOPE and JOY to the world.*

*All I care about is what WE, as a society, can do to prevent tragedies like Sandy Hook and Virginia Tech from ever happening again.*

*All I care about is how WE can make the world a better place.*

*Some of the issues we are discussing right now on this community, like gun control, may be uncomfortable, sensitive issues. I get that. That doesn't give anyone the right to lash out or resort to name-calling and verbal abuse.*

*Understand that no matter what, the intentions for any discussions here are VERY clear:*

*a) How can WE touch more lives and bring more LOVE, HOPE and JOY to the world?*

*b) What can WE, as a society, do to prevent tragedies like Sandy Hook and Virginia Tech from ever happening again?*

*c) How can WE make the world a better place?*

*2) You may say... "Leave that to the government... Leave that to somebody else. I'm on facebook to distract myself and get away from all that... This is not my responsibility!"*

*But I'm here to tell you... "YES, it is!"*

*It is ALL of our responsibility, no matter which part of the world we live in.*

*I believe in personal empowerment. I believe that EACH and EVERY one of us has the power to make a positive difference.*

*It's based on this belief that I started this community from SCRATCH, 1 year ago, on 14 Sep 2011.*

*It's based on this belief that we have been able to build up a buzzing 63,542 members-strong community during this short time period and are impacting over 1 million lives a week through the messages of LOVE, HOPE and JOY we put out on a daily basis.*

*I believe that each of us has a role to play... We are NEVER too small to make a difference.*

*You are someone's son or daughter. You are someone's father*



*or mother. You are someone's aunt or uncle. You are someone's husband or wife. You are someone's boyfriend or girlfriend. You are someone's friend or lover. You are someone's teacher.*

*You have a role to play.*

*We all have a role to play.*

*We have a role to play to ensure that kids can go to school safely without worrying about bullying, verbal abuse, or worse, mass shootings.*

*We have a role to play to ensure that parents can feel assured that when they say goodbye to their kids as they drop them off at school that they can say hello and give them a big hug again when they go pick them up after work.*

*We have a role to play to ensure that teachers, policemen and other peace keepers are well-trained to do their jobs properly, to handle extraordinary situations with courage, like the brave souls at Sandy Hook.*

*We ALL have a role to play.*

*3) Words are VERY Powerful. You can either use them to HEAL or to HURT. I hope you choose to HEAL rather than HURT.*

*When you engage in verbal abuse, you're not only hurting others, you're hurting yourself.*

*Similarly, when you speak kind, loving words, you're not only healing others, you're healing yourself.*

*In conclusion:*

*Honestly, I don't have the answers... I just have the questions... And I won't stop asking them because someone feels uncomfortable and choose to throw vulgarities in my face... because these are important questions. These are questions that, when answered properly, are going to change the world.*

*I dare to stand up for what I believe in, do you? (Type "YES/Amen" if you do!)*

*Let's all strive to make it OUR responsibility to bring more LOVE, HOPE and JOY to the world and make it a better place to live in...*

*To Your Success,  
Yee Shun-Jian  
Founder and Chief Happiness Officer,  
[101PowerfulAffirmations.com](http://101PowerfulAffirmations.com) “*

I knew I was talking about a sensitive topic. I knew there were people on both sides of the fence who felt passionate about it. And I knew there would be a huge public backlash before I hit the “send / publish” button.

But I went on ahead anyway because I believe that God gave me platforms to reach out to millions of lives precisely so

that I can use it to make a difference in the world.

There will always be haters or people who don't agree with you and it's perfectly OK. No point wasting your time trying to argue with them.

Understand that everyone is entitled to their own opinions.

The most successful and richest people and brands in this world don't strive to please everyone. They just focus on putting their messages out there and attract the people who they want to serve and enjoy working with.

### **Self-Reflection:**

1) What are some of the CORE messages that you want to share with the world to inspire them with?

2) What are the fears holding you back from sharing these messages? And when is NOW a good time to let them all go?

## **Brendon Burchard (World's Highest Paid Motivation & Marketing Trainer)**

(Estimated Net Worth: \$22 Million<sup>16</sup>, Estimated Annual Online & Offline Revenue Streams: 8 figures/year)



I first met Brendon Burchard in September 2012 when he invited me to a mastermind he organized for his top affiliates.

It was one of the first times in my life where I was in a room learning from and sharing with 7 – 8 figures/year business owners at the top of their games.

Since then, I've attended almost all of Brendon's programs

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<sup>16</sup> <https://millyuns.com/burchard/>

and met him on many more occasions as I saw him build up his massive following both online and offline.



Currently, as of January 2019, Brendon commands over 100 million views on youtube, has over 5 million facebook fans and trained over 2 million students in his online video courses<sup>17</sup> (That should give you a \*rough\* idea on the amount of impact and income he's making!)

He's a 3-time New York Times best-selling author. Success Magazine named him "one of the top 25 most influential leaders in personal growth and achievement" and Oprah named him "one of the most influential leaders in the field of

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<sup>17</sup> <https://brendon.com/about/>

personal growth”<sup>18</sup>.

His famous backstory is that *after suffering depression and surviving a car accident at the age of 19, Brendon faced what he felt were life’s last questions: “Did I live fully? Did I love openly? Did I make a difference?” His intention to be happy with the answers led to his own personal breakthroughs, and ultimately to his life’s purpose of helping others live, love and matter*<sup>19</sup>.

I have learned SO MUCH from Brendon, “the Montana boy who changed his life and inspired a generation” that it was a huge challenge to decide what was the BEST secret to feature here.

But I think this one should really help you so pay attention, here we go...

**Secret #11: Don’t just assess opportunities by the amount of money you can make from them. There are many other factors for you to consider.**

One of the biggest lessons I learned from Brendon is that most people are too unidimensional when assessing opportunities.

These people mainly focus on the return on investment (ROI) that a new opportunity provides when there are so many other factors they should be looking at.

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<sup>18</sup> <http://www.oprah.com/inspiration/oprah-talks-to-the-man-who-created-the-motivation-manifesto>

<sup>19</sup> <https://brendon.com/about/>

Brendon teaches a simple formula that helps you to decide whether something is truly worth pursuing:

**TERMS < ROI + FV + PD + L**

Let's break it down:

T = Time

E = Energy

R = Resources

M = Money

S = Sanity

^

ROI = Return On Investment

+

FV = Future Value

+

PD = Personal Development

+

L = Lifestyle

Basically what Brendon says is that the time, energy, resources, money and sanity required to pursue an opportunity must be LESS than...

... the return on investment (money / time or both) AND future value AND personal development AND (positive change in) lifestyle changes that the successful pursuit of the opportunity produces.

Now it's much easier to see whether an opportunity is

REALLY worth the cost for you.

For example, most people would jump at an opportunity that could potentially make them a million dollars, right?

That's because they only consider the monetary returns from that opportunity.

What if I tell you though that in order to make that million dollars, you would have to work 18 hours / day (very little time for sleeping), be on call 24/7, be isolated at an offshore facility with no access whatsoever to your family, loved ones, friends or anyone else from the "outside world" for 5 years (no/low sanity) and that you would be doing something super repetitive that would not contribute much to your personal development and may even stunt your mental/emotional growth?

Do you get it now?

This formula is so simple yet so POWERFUL, don't you agree?

Now let's put it into practice...

### **Activity / Self-Reflection:**

1) Use Brendon's formula to evaluate the different various (financial) opportunities you're considering now.

[Assign a weightage to each variable in the equation based on the importance you place on it. For example, if personal



development is more important to you than the other variables, please don't assign 25% weightage each to ROI, FV, PD and L. You may choose to assign a higher percentage to PD such as 40% and adjust the weightage for the other variables accordingly... such as ROI (30%), FV (10%), PD (40%), L (20%)]

2) Write down any major/important insights/lessons you discovered from working on the above activity.

**Jack Canfield (Co-Author, Chicken Soup For The Soup Series & Featured Teacher From “The Secret”)**

(Estimated Net Worth: > US\$20 Million<sup>20</sup>)



I first met Jack Canfield back in 2013 in California at a Brendon Burchard event and then again in 2017 in Las Vegas when we were both masterminding with the top marketing

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<sup>20</sup> <https://www.therichest.com/celebnetworth/celeb/authors/jack-canfield-net-worth/>

minds in personal development and internet marketing there.

*Jack is the co-author of the Chicken Soup for the Soul series, which has more than 250 titles and 500 million copies in print in over 40 languages<sup>21</sup>. He is also a featured teacher in the hit law of attraction film “The Secret”, which grossed over US\$65 million worldwide<sup>22</sup>.*

You probably already have a copy of one of the many Chicken Soup for the Soul books on your bookshelf or have come across it in your local bookstore but do you know that it was initially rejected by 144 publishers<sup>23</sup>?

I learned a lot from Jack about the importance of perseverance and wealth creation. Here are some of his most valuable secrets that I’d like to share with you...

### **Secret #12: It’s never too late to change the way you think about money**

Jack graduated from Harvard University when he was 21 years old and only received his first US\$1,000,000 check 30 years later at 51 years old.

However, the moment he broke that barrier, it became easier and easier for him to make more and more money.

He reveals that in order to be open to receiving much more

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<sup>21</sup> [https://en.wikipedia.org/wiki/Jack\\_Canfield](https://en.wikipedia.org/wiki/Jack_Canfield)

<sup>22</sup> [https://en.wikipedia.org/wiki/The\\_Secret\\_\(2006\\_film\)](https://en.wikipedia.org/wiki/The_Secret_(2006_film))

<sup>23</sup> <https://www.jackcanfield.com/blog/write-a-book/>

money flowing into your life, you need to adopt the belief that you can easily become a millionaire/billionaire<sup>24</sup>.

The simplest way to help you do that is to make use of affirmations.

Affirmations are just powerful statements you repeat over and over again to yourself consciously every single day to change your deep-rooted beliefs about money and your life at the subconscious level.

The way Jack advises for you to create your own affirmations is to start with the words:

“I’m so happy and grateful that I now AM...”

Then add in the results you want to see in your life...

For example:

“I’m so happy and grateful that I now AM earning over a million dollars a year!”

Simple, right?

I can personally testify that affirmations really do work.

The very first eBook I wrote is called “[101 Powerful Affirmations](#)” and it’s about my personal success journey with affirmations and includes *the very same powerful*

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<sup>24</sup> <https://www.jackcanfield.com/blog/how-to-become-a-millionaire/>

*affirmations* that helped me go from being out of a job and over \$20,000 in debt to manifesting \$138,255.80 in passive internet revenue from the comfort of my bedroom when I first got started in internet marketing...

I've also received countless testimonials from my email subscribers and fans about the amazing "miracles" they've received as a result of using those affirmations such as supernatural debt cancellation, unexpected money in the mail, freedom from depression and even this one by Claudia who used them to beat cancer:

## “Your FREE Affirmations Helped Me Beat Cancer!”

Sent: Thu 6/12/2012 11:13 PM  
To: Yee Shun-Jian

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Dear Yee Shun-Jian,

I'm very grateful with your messages, I'm doing what you mentioned before, I read the 101 positive affirmations in front of my mirror and it is helping me a lot. I had breast cancer 3 years ago. so I was going to an oncologist every month and 2 weeks after I said these affirmations he told me that I don't have to see him anymore. I'm positive to go forward with my life and be happy no matter what, but I do have some blocks from my past that are hard to remove, so I'm practicing every day in the morning and memorize them, so I can delete any data from my subconscious.

Thanks!!  
Claudia

If you'd like to get a hold of my affirmations, I've got good news for you...

You can download my 101 Powerful Affirmations eBook for FREE at <http://101PowerfulAffirmations.com>

All I ask is that you pass on the link to your friends if you find my affirmations useful so that they too can enjoy miraculous manifestations in their lives...

This will help me greatly in my mission to bring more love, hope and joy to the world. Thank you! =)

**Secret #13: Take 100% responsibility for (the results in) your life**



I learned this from Jack's Success Principles.

And it remains one of the most powerful wealth creation mindset secrets that I've ever learned.

Most people fail in life and money because they do not take 100% responsibility for their results:

*“Oh I’m poor because the government didn’t give me any handouts... Oh it’s because of X, Oh it’s because of Y etc”*

They blame, justify and give excuses which means they give their power away, leaving them “helpless” to change their situations.

Jack taught an awesome easy-to-understand formula to illustrate that the outcomes (O) we get are influenced by the responses (R) we give to the different events (E) in our lives:

**E + R = O**

If we choose a positive response to a negative event, we can always expect to still get a positive outcome.

For example, for the following scenario:

Event = “I’m born in a poor family”

Response = “I have less opportunities and I’m destined to stay in poverty”

Outcome = “I remain poor”

If we just change our response to:

New Response = “That means I’m motivated to work hard and figure out how to change my circumstances so I can give my family a good life”

Our outcome will be very, very different.

I hope you see how powerful this simple formula is to help you start taking charge of your life again and putting the steering wheel of your financial future back in your hands!

### **Self-Reflection**

1) Which areas of your life are you not taking FULL responsibility for right now?

2) How can you change your responses to the events happening in those areas of your life so that you’ll be able to start manifesting the positive outcomes that you desire?



**Robert G. Allen (Investment Advisor & Best-Selling Author,  
Multiple Streams Of Income)**



I met Robert G. Allen at his home in Rancho Santa Fe, San Diego in 2013, when his business partner, Ted Miller III invited me as a special guest to a seminar he was conducting there.

As a result of popular vote amongst the seminar participants, Robert invited me to share the stage with him at the same event and I was blessed to do an impromptu guest-speaking gig to add value to his attendees.

In turn, [Robert gave me an amazing from-the-heart testimonial](#) (once he understood the power of what I teach)

that has added hundreds of thousands of dollars to my bottom line.



In case you're not familiar with him or his work, *Robert G. Allen is one of the most influential investment advisors of all time and has authored several bestselling finance books.*

*A popular talk-show guest, Robert Allen has appeared on hundreds of programs, including Good Morning America, Neil Cavuto, and Larry King Live. He has also been featured in The Wall Street Journal, Newsweek, Barron's Money Magazine, and Reader's Digest.*

*Robert has authored several bestselling personal finance books including the #1 all time bestselling real estate*

*investment book "Nothing Down", "Creating Wealth", "Multiple Streams of Income", "Cracking the Millionaire Code", "The One-Minute Millionaire: The Enlightened Way Wealth", and "Cash in a Flash: Fast Money in Slow Times"*<sup>25</sup>.

According to Amazon, his books have sold over four million copies worldwide<sup>26</sup> and Robert himself believes he still has at least 10 more titles in him<sup>27</sup>!

Now I'm sure you would love to hear what Robert has to say about building multiple streams of income, so without further ado, let me share with you the best secrets I personally learned from him:

**Secret #14: You MUST create multiple streams of income. Focus on ONE first, make sure it's bringing in consistent cash flow before you go out & start building another stream**

Now we all know that in order to become ultra-rich, we need more than one source of income.

In fact, the multi-millionaires and billionaires amongst us have MANY, MANY active as well as passive income streams.

If your primary source of income is the salary from a job, and for one reason or another, you get retrenched (due to economic downturn) or fired (maybe you make an accidental but serious mistake), you will be in a precarious situation, especially if you have a monthly mortgage to

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<sup>25</sup> <https://www.robertgallen.com/home-robert-g-allen>

<sup>26</sup> [https://www.amazon.com/Robert-G.-Allen/e/B000APRZ7Q/ref=pd\\_sim\\_b\\_bl\\_3](https://www.amazon.com/Robert-G.-Allen/e/B000APRZ7Q/ref=pd_sim_b_bl_3)

<sup>27</sup> <https://www.getyourselfoptimized.com/transcripts/robert-g-allen/>

service and other essential family expenses to take care of.

Robert reveals that a lot of people fail when they try to create multiple income streams because of this ONE big mistake:

They fail to focus on ONE opportunity at a time and try to pursue many different financial vehicles at the same time, thus spreading themselves too thin.

There's an acronym for FOCUS which I would like to share with you:

**F**ollow  
**O**ne  
**C**ourse  
**U**ntil  
**S**uccessful

The super-rich understands this principle only too well so instead of jumping on many opportunities at the same time, they choose to pursue them ONE at a time, only moving on to build their next income stream when they have mastered their current one (after they see consistent stable cash flow coming in from the current stream).

That's how they build many different stable streams of income – ONE AT A TIME.

Have you been spreading yourself too thin, chasing after too many different opportunities all at once? Let's find out...

## Self-Reflection

1) How many sources of income do you currently have? List them down. Identify your primary source of income (for example, your job or business) and any other secondary sources.

2) What are all the different opportunities (secondary streams of income) you're pursuing at this moment?

3) Which one of the opportunities (you identified in 2) above) will give you the greatest returns for the least cost (Refer to Brendon Burchard's  $TERMS < ROI + FV + PD + L$  equation to help you assess this)?

*Hint: THIS is the opportunity/stream of income you should be focusing on!*



## **Secret #15: Success will come when you choose to feed your dreams and starve your doubts**



Do you know the difference between wealthy, successful individuals and the average person on the streets, who's struggling every single day to make ends meet?

Many people think the former are fearless, that's why they are able to achieve so much in life.

The truth is... all of us feel fear!

In fact, one of my other favorite mentors, Les Brown (also featured in this book) has a famous quote that I believe many people can relate to:

*“Too many of us are not living our dreams because we are living our fears”*

Bestselling Author, Susan Jeffers, wrote a great book called “Feel the fear and do it anyway” and that’s exactly what we need to do in order to make our dreams come true...

The difference between the minority who live their dreams and the majority who don’t is this very bold act of taking action despite doubts, worries and fears.

Robert advocates that we must choose to feed our dreams and starve our doubts.

Surround yourself with people who lift you up and support your dreams, vision and mission.

Set BIG dreams for yourself and take positive steps every day towards those dreams, no matter how tiny those steps are.

Celebrate your progress along the way.

And very importantly, cut yourself loose from naysayers who will get you to focus on your insecurities, flaws, doubts, worries and fears.

This is your time to shine. You’ve got this, my friend =)



**Eben Pagan (8-Figure/Year Information Products Marketer  
And Marketing Strategies & Business Growth Trainer)**



I met Eben Pagan at an event called “Ontrapalooza” back in October 2013.

Before his transition to become a marketing strategies & business growth trainer, Eben started an online dating advice company called “Double Your Dating” under the pen name David DeAngelo and grew it to a multi-million dollar a year information products business.

I have summarized the biggest lesson I learned personally from Eben in the next secret so buckle up!

**Secret #16: The SHORT-TERM results and the LONG-TERM consequences of an action are often OPPOSITE of each other so focus on doing things that serves you positively in the LONG-TERM**

This revelation is so powerful that it will not only help you in the area of your finances, but I believe if you actually put it into consistent practice, you'll be able to enjoy a much happier, healthier and more fulfilling life!

I'm going to give you two easy-to-understand examples to illustrate what Eben means:

Let's say you love eating chocolates. Short-term wise, you will get a lot of pleasure from the sugar rush. But long-term wise, if you eat chocolates every single day, you will grow fat and probably suffer from diabetes!

On the other hand, let's say you dislike vegetables/your greens. But understand that even though short-term wise, you might find it bitter and hard to swallow, long-term wise, regularly including vegetables in your diet will lead to better overall health, energy and well-being for you!

The same thing goes for money and business. If you're just in it for a quick buck, short-term wise, you could probably make a lot of money but long-term wise, you will lose your reputation and customers.

However, if you just focus on giving a lot of value without expecting anything in return, short-term wise, you may not

yet see the money rolling in, but long-term wise, you will build a sustainable business and following to the point that you no longer have to worry about new business and referrals anymore as happy customers bring you more of their friends and associates to become your clients.

## **Self-Reflection**

1) What are you doing currently that are contributing to your short-term gains but long-term pains?

2) What must you do differently so that you are working on things that will serve you positively in the long term?

## **Anik Singal (Enlightened Information Marketer Who Has Sold Over \$200 Million Worth Of Products Online)**



I first met Anik Singal at a mastermind in New York in 2013. I was one of his top affiliates and I remembered him presenting me with a physical trophy, thanking me for being one of the promoters for his digital products (That left a lasting impression in my mind of how great a marketer he is, because of his astute understanding of social and behavioral psychology)

We met again at a couple of other masterminds thereafter but in my mind, our most significant meetup was when I had dinner with him - just the two of us - in an indian restaurant at Marina Bay Sands, Singapore in December 2014.



I had just gone through a terrible breakup, lost a ton of money in the stock market and was really not in the best state mentally and emotionally.

We had a heart-to-heart talk where he revealed all his past failures, challenges and setbacks, including how he ended up US\$1.7 million in debt at one point, in hospital down with Crohn's disease and thinking he was going to die.

### [AND THEN HIS EPIC COMEBACK.](#)

We didn't talk about business that night.

Instead, he just gave me the reassurance he knew I needed at that point... that everything was going to be alright. And for that, I'm eternally grateful.

To have someone who has been there and done that tell you that the challenges you face are there to grow you... that



even though things may seem bleak right now, there's always a light at the end of the tunnel... That's sometimes all we need to keep going, don't you agree?

In case you don't know about all the amazing things Anik has accomplished, just take it from me that above all, he's just an awesome human being...

But if you need some credentials...

*Anik's company, Lurn, Inc. has been featured in Inc 500 magazine twice as one of the fastest growing companies in America. He has also been named BusinessWeek Top 3 of the Best U.S. Entrepreneurs Under 25.*

*Anik has taught over 250,000 entrepreneurs [how to start their business online](#) and he has been responsible for selling over \$200 million worth of products online<sup>28</sup>.*

How's that for AWESOME?

Here are the biggest lessons I learned from Anik himself:

### **Secret #17: Focus on your PASSION, not the money**

Many people think that in order to make a lot of money, the most important thing is to get into niches with high market demand (lots of consumers/customers willing to spend money).

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<sup>28</sup> <https://www.flyingstartonline.com/anik-singal/>

While that is certainly a major factor we must consider (no point going into obscure market niches with no/low demand, right?), Anik believes that it is far more important to go into a niche we are deeply passionate about (of course making sure that our research shows it's also a viable niche with a good amount of buyers).

I believe the same because I think life is too short to just be working for the money.

I don't know about you but my idea of the "dream life" is to do something I absolutely love and still get paid for it... so that I don't even feel like I'm working at all...

Can you relate to this? =)

Focus on the money and it will elude you (You give off a "bad vibe" and scare prospects away)...

Focus on your passion and exude excellence in whatever you do... and you don't have to worry so much about the money (which will come as long as you're not in a "dead" niche)

Too many people go through life in a walking daze, doing work that doesn't fulfill them so that they can buy things they can't afford to impress people who don't even like them.

Passion attracts money because true passion is rare. People are attracted to those who love what they do... maybe just hoping that a little of that passion will rub off on them too.



## **Secret #18: Don't wait anymore... Just Get Started NOW!**

In his latest book [eSCAPE \(you can get a FREE copy by clicking here\)](#), Anik shares this brutally honest quote which I believe all of us can relate to:

*“Well, it’s simple. We’re attracted to the idea of a perfect plan because waiting for the perfect plan provides us with the best justification for not taking action. We use the desire for the plan to hide what’s really going on behind the scenes.”*

Successful people act FAST.

As Eben Pagan, another featured mentor in this book, puts it... *speed of implementation* is what separates the people with amazing results from the people getting mediocre results in business and life.

Stop waiting for the perfect moment. The best time to start was yesterday. That is gone now so you might as well start at the “second best time” - NOW!

### **Self-Reflection**

1) List down your top 3 dreams and one tiny step you can do to move towards each of them. Take those steps TODAY!

## John Assaraf (Featured Teacher From “The Secret” And Founder & CEO, NeuroGym)



I first met John Assaraf at his office in San Diego in 2013 when I flew over there from Singapore to [interview him on the topic of retraining your brain for success](#).

I wanted to learn directly from the man himself because...

*John has built 5 multimillion dollar companies, written 2 New*

*York Times Bestselling books and featured in 8 movies, including the blockbuster hit “The Secret” and “Quest For Success” with Richard Branson and the Dalai Lama.*

*Today, he is founder and CEO of NeuroGym, a company dedicated to using the most advanced technologies and evidence based brain training methods to help individuals unleash their fullest potential and maximize their results<sup>29</sup>.*

As I share the biggest lesson I learned from John with you right now, promise me you’ll actually put it into action because **it will truly change your life.**

I know, because I’m speaking from personal experience of how powerful the next secret I reveal to you is... it not only changed John’s life, it changed mine too:

**Secret #19: Create a vision board of your ideal dream life AND surround yourself with mentors that lift you higher**

While we were preparing for the interview, I shared with John about my story as well as my mission to bring love, hope and joy to at least 1 billion lives and he asked me point-blank:

*“I LOVE your story and mission. Since you already have all the equipment set up, can I interview you after you’re done interviewing me?”*

My heart skipped a beat.

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<sup>29</sup> <http://johnassaraf.com/about-me/>

I'd watched John on TV end of 2007 in "The Secret" and I remember creating a Vision Board right after because I was so inspired by the story he told of how he manifested his dream house.

In my vision board, not only did I print out and put up pictures of my dream car, house etc., I also printed out the photos of the cast members from "The Secret" and I wrote down the word "Mastermind" on top, meaning that even though I didn't know how it was going to happen, I just set my clear intentions that one day, not only will I get to meet these superstar thought leaders, I will be engaging with them at a PEER level, learning directly from them as well as sharing my knowledge and area of expertise with them.

So when John asked to interview me, that was the surreal moment when it hit me that bit by bit, my wildest dreams were actually starting to manifest into reality!

Just in case you're wondering... of course I said YES.... Haha...

[Here's the 10-mins video clip of John Assaraf interviewing me \(Yee Shun Jian\)](#)

I don't even know how to begin to tell you how powerful a vision board can be and WHY you MUST create one...

All I can say is that at the time I created it, barely anyone knew who I was or how I was trying to make the world a

better place but [now, I have a following of over 260,000 fans on facebook](#) and over 130,000 email newsletter subscribers.

So far, I've met and masterminded with at least 6 teachers from *The Secret*: Bill Harris (who has sadly since passed on), Bob Doyle, Loral Langemeier, Jack Canfield, John Assaraf and Dr. Joe Vitale (I've featured the latter 3 in this book) and I know that in the near future, I'll meet more of the teachers and cast members from the movie because of my stronger, richer network now.



This is a 2-in-1 secret so let me talk about the second part of it right now.

It's not enough to set the big dreams and to put them up on your vision board. You need to actively seek out peers and mentors that will lift you higher.

This is so that when you encounter challenges and obstacles (everyone does), you'll have the support you need to break through them.

I hope you enjoyed this amazingly effective secret. Let me leave you with 2 of my favorite quotes from John for you to ponder on...

*“With more money, you can take better care of yourself and leverage your passion and higher purpose in the world. Earn more, so you can give more of yourself and put your money to work for causes that make our world a better place.”*

*“I have a huge guarantee for you! If you don't make a decision and change your thinking, emotions, and habits in the next 6-12 months – You will achieve the same results and be in the exact same place (or worse off) than you are 2-5 years from now. You are either in a creation mode or destruction mode – In our universe, nothing stays the same.”*

## **Activity**

1) Create your own vision board on an A1-sized piece of cardboard paper. Print out in full-color (if possible) all the things, people and experiences you want to manifest into your reality and paste them on this cardboard.

Write your name on top and put your completed vision board somewhere you can see it every single day (for example around your work desk). Surround yourself with great people and more importantly take action towards your dreams!



## Dr. Joe Vitale (Bestselling Author, The Attractor Factor & Featured Spiritual Teacher From “The Secret”)



I first got to know about [Dr. Joe Vitale](#) at the end of 2007 as I watched him explain the intricacies of the law of attraction the first time I watched the hit movie “The Secret”.

It would only be almost 6 years later that I’ll get to meet him face-to-face as a peer at a mastermind in New York in 2013.

*Dr. Joe Vitale is the best-selling author of numerous books, from The Attractor Factor to Zero Limits and Attract Money Now. A featured guest on television around the globe, he is an international celebrity and has an Internet following of millions<sup>30</sup>.*

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<sup>30</sup> <https://www.hayhouse.com/authorbio/joe-vitale>



*Joe's incredible story of using the Law of Attraction in his own life is an inspiration to thousands. 30 years ago, he was broke, desperate and living on the street. Through a series of odd "coincidences," he found his inner calling and has gone on to great fame and success<sup>31</sup>.*

In this section, I want to share with you what Dr. Joe Vitale calls "*The greatest moneymaking secret in history*" so turn off your TV if you have it running in the background, put away your phone and pay close attention to what I'm about to divulge to you:

## **Secret #20: Give Money Away**

What?

Yes, you heard me right...

Give money away...

I know what you might be thinking..

*But Shun Jian, I'm here to learn how to have more money in my life... not how to "lose" money!*

It sounds counterintuitive for sure but this secret can actually be found in the bestselling book of all time - The Holy Bible.

God reveals that the secret to having more money,

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<sup>31</sup> <http://www.mindperk.com/joe-vitale-biography/>

abundance, wealth & prosperity in your life is to tithe (give back/away) at least 10% of your income.

I know it doesn't make logical sense but it works!

Giving away money is the one common major thing that the wealthiest people on earth have done and continue to do.

Don't believe me?

Just look at the richest men of our generation, multi-billionaires Bill Gates & Warren Buffett. Do you realize that they have given away billions and billions of dollars through the years and they are only getting richer and richer every year?

Dr Joe Vitale wrote about this "crazy phenomenon" in an article in 2014 about one of the richest men that ever lived...

*"In 1924, (Billionaire) John D. Rockefeller wrote to his son and explained his practice of giving away money. He wrote, "Since the beginning of getting money, way back in my childhood, I began giving it away, and continued increasing the gifts as the income increased. ..."*

*Did you notice what he said? He gave away more money as he received more income. He gave away \$550 million dollars in his lifetime!"<sup>32</sup>*

Through the years, I've seen how this secret, of "having more

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<sup>32</sup> <http://www.nightingale.com/newsletters/dr-joe-vitale-the-greatest-moneymaking-secret-in-history/>

money flow into your life as a result of giving some away”, played out in my personal life. I can verify from my own experiences that, strange as it may sound...

### ***THIS ACTUALLY WORKS!***

But this doesn't just work for money.

In fact, another one of my favorite teachers from “The Secret”, John Assaraf (who's also featured in this book), has this enlightened revelation to share...

*“If you want more money in your life, give some away. If you want more love, give some to someone else. Whatever you want more of, give more of.”*

My challenge to you is this...

Go try this out for yourself!

Start with giving away smaller amounts of money and then increase it along the way when your comfort zone expands.

Hey, no matter what happens, you'll be helping someone out yes?

[Send me an email with your amazing testimonials](#) on your experiences/results from practising this secret...

I'll love to share them to encourage my tribe =)

## Les Brown (Motivational Speaker & Success Magazine's Top 25 Most Influential Leaders In Personal Growth & Achievement)

(Earned Over US\$61 Million In His Career To Date<sup>33</sup>)



I first got to know about [Les Brown](#) and his inspirational teachings when I was introduced to his motivational CD's by a friend way back in 2007-2008 as I was just starting out on my entrepreneurship journey.

I finally got to meet him face-to-face at a Brendon Burchard event in California in 2013 and I can only say that the man is more inspiring "live" than any of his audio or video programs

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<sup>33</sup> <https://www.investivate.com/les-brown-motivational-quotes-biography-net-worth/>

combined!

I remembered Les share about how he overcame prostate cancer twice and proceeded to do so many push-ups on stage that it put most young people like myself to shame.

The very act of being able to walk the talk puts Les head and shoulders over most of the peers in his industry which is why he is named by Success magazine as one of the top 25 most influential leaders in personal growth and achievement.

Most people, who do not know his backstory, look at the success Les has achieved and probably think that he came from a privileged background.

The fact is that can't be further from the truth...

*Born in a low-income district in Miami, Les Brown was put in adoption as a young boy and subsequently adopted by Mamie Brown. Although certainly considered amongst the most brilliant motivational speakers alive, Brown was initially diagnosed as "educable mentally retarded". Despite the odds being stacked against him, Brown found support in his mother and high school teachers who, ultimately, inspired him to inspire others<sup>34</sup>.*

Amazing story, isn't it?

Here's the best lesson I learned from the man himself that will light up the fire in you:

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<sup>34</sup> <https://www.investivate.com/les-brown-motivational-quotes-biography-net-worth/>

## **Secret #21: Don't let someone else's opinion of you become your reality!**

Most of us care too much about what other people think of us that we end up not taking the necessary actions towards our dreams.

Les has this to say about this fear and its consequences:

*"The graveyard is the richest place on earth, because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered, all because someone was too afraid to take that first step, keep with the problem, or determined to carry out their dream."*

You need to understand that other people's opinions are NOT going to pay your bills.

It is not what others say about you that will kill your dreams (and how far you go in life not only financially but mentally, emotionally, physically and even spiritually too)...

It's what YOU say about you that will...

One of the biggest things Les and I can share with you is that other people's opinions of you DO NOT define you, unless you allow them to.

Imagine a \$100 bill that's being dropped on the floor, stepped on, covered in mud etc.

Does it lose his value?

NO...

You can always pick it up, rinse off the dirt and still use it to pay for your dinner, groceries, gas etc.

The \$100 bill doesn't lose its value just because someone dropped it, just because a lot of people stepped on it without seeing it for what it's worth and just because it was covered in mud due to all the trampling.

No, the \$100 bill is still worth \$100 and even though there are those who didn't see it for some reason, who missed the opportunity to be enriched by it... there will be others who come along and thank God they found this \$100 bill.

Friend, just because there are some people who don't see what you're truly worth, what you're truly capable of achieving DOES NOT change the fact that you're worthy... that you're born to achieve GREAT things in your life!

There will be OTHERS people who see you for what what you're worth... for the value you bring to the world...

So STOP focusing on the haters and start focusing on those who love you... who support you... who can't wait to see you SHINE! (If you choose to look externally for support, at least



focus on those who are giving you positive reinforcements)

And even as you focus on those who uplift you, remember too that your worth does not come from their approval and validation. Because if you base your worth on what people say about you, you'll never find true happiness and wealth.

People come and people go... Nobody can add to or subtract from your worth.

If you see yourself as a billionaire already and no one else around you have caught up with that vision yet (because the billion dollars have not yet been manifested in your physical reality), too bad for them.

Keep taking the actions that align with your billionaire mind, and soon you will start attracting the people who see what you're worth, your network will change, your finances will change, and your life will surely change...

I'm sharing this with you from my own personal experience. And that of all the amazing people that have featured in this book.

Most of us started this journey from extraordinary circumstances...

Dr Joe Vitale was homeless, Les was born in poverty, given up for adoption and labelled "mentally retarded" etc.

But it's not about the circumstances... It's about  $E + R = O$  as

Jack Canfield has taught us...

It's what we believe... and how we respond that makes the difference.

Today, if you only have a few hundred dollars in your bank but you already believe and know that you're a millionaire or even a billionaire... you will see that what you have currently in your bank account is just a temporary situation.

Keep taking the actions you need to take to get what you're supposed to already BE and you will surely see it in your physical manifestation in a matter of time.

I love this scripture from the Bible that says...

*"Walk by faith, not by sight"*

Don't wait to see to believe...

Believe and you shall SEE...

## **Self-Reflection**

1) Whose opinions are shaping your life right now? When is NOW a good time to let the ones that don't serve you go?

## Conclusion

I hope you thoroughly enjoyed this book as much as I enjoyed writing it for you.

It took me over 2 months of blood, sweat and tears to write it from scratch, and over a decade of actively and deliberately seeking out and learning from the most successful entrepreneurs, celebrities and thought leaders in the world about their BIGGEST wealth creation mindset secrets, to be able to present them to you in this form here.

If you know someone who may benefit from the wonderful teachings in this book, please send them to this website to get their very own copy (worth \$77) for FREE:

<http://BillionaireMindSecrets.com>

Also, feel free to drop me an email with all your heart-felt testimonials:

[newsletter@billionairemindsecrets.com](mailto:newsletter@billionairemindsecrets.com)

Let me leave you with one last story to end off this book and drive home the main point that I want to make to you...

### **YOU WERE BORN FOR GREATNESS!**

So I was in Vegas in 2012 for an author's conference and because it was my first trip there, I was really excited to check out the sights and sounds.

My friend, Adam, who was hosting me was too busy to show me around (because of his work commitments) so he dropped me off at Planet Hollywood and bid me a good evening.

Almost immediately after I got out of the car, an African-American man approached me to ask for directions. I told him I was flattered that he thought I was a local and that we could hang out together if he wanted since we were both new to the city. He agreed.

We exchanged names and when I heard him introduce himself as Christopher... I said *“Hey you know what? It's Halloween and everyone else is in costume... So why don't we just do this? If anyone asks, I will be Jackie Chan and you will be Chris Tucker... and we are shooting Rush Hour 4: Lost in Vegas!”*

He cracked up and told me it was a brilliant idea and so we ran with it.

We started walking along the strip and someone just handed us a pair of free VIP tickets to Marquee and told us that LMFAO was performing there that night. Now, LMFAO was one of my favorite electronic dance music groups back then and so you can imagine how happy and excited I was!

We got to Marquee but were turned away because Chris wasn't wearing proper dress shoes. As a result of this, we ended up going to the Bellagio where Chris was staying at so he could change his shoes.

Since he had left his luggage in the storage room, we were led there and we met this bellboy named Kenneth.

While Chris was rampaging through his luggage, I decided to make small talk with Kenneth.

As we were chatting halfway, Kenneth suddenly blurted out something inadvertently...

*"... but I'm just a bellboy..."*

This stirred up the Holy Spirit in me to respond, and under its anointing, I started to preach to Kenneth powerfully:

*"You're NOT just a bellboy!"*

*You're a child of the Lord Most High...*

*You were born for greatness... It's just that you weren't aware of it before this.*

*God has an amazing plan for you (Jeremiah 29:11)...*

*You were meant for BIGGER things...*

*You're here for an important purpose..."*

As I was speaking, I noticed Kenneth started crying and so I stopped and asked him if he was alright.

*In between his sobs, he told me, "Thank you so much... I always felt that I was never good enough. Nobody ever told me what you just told me before... I'm a Christian but for many years, I've been backsliding. I believe that God brought you to me to restore my faith..."*

*"Yes," I replied... "I believe that too... I mean I live in Singapore... and if not for the authors' conference I'm attending, I won't even have flown all the way here to Sin City (as Las Vegas is also affectionately known as).*

*And if not for the whole perfectly God-planned sequence of events where I met my new friend Christopher and we ended up in Marquee and was rejected because he didn't have the right shoes, we won't end up here in this luggage storage room and our paths wouldn't have even crossed, Kenneth...*

*I believe that God brought me here to tell you something you need to hear... And you know what... I'm even going to prophesize to you... because this is what I believe... I believe that the next time I'm back at the Bellagio in Vegas, I won't see you here again... because you would have moved on to the bigger things that God has in store for you...*

*And all you have to do is to believe..."*

Kenneth continued to cry but I could tell from his eyes that it was tears of joy... It was as if he was finally set free from all the limiting thoughts and beliefs he had been holding on to for God knows how many years. I gave him a big hug and then Chris and I left to enjoy our night.

I've been back in Vegas many more times since that night and every time I went back to the Bellagio and asked if I could speak to Kenneth, I was told that they didn't have a bellboy named Kenneth (anymore). Hallelujah!

I believe Kenneth has moved on to step into his greatness...

Beloved, if you're reading this now, I believe that God wants me to pass the same life-changing message He spoke to Kenneth, through me, to you...

*“You're NOT just a \_\_\_\_\_ (whatever you currently identify yourself with)*

*You're a Child of the Lord Most High... You were Born for Greatness...*

*God has an amazing plan for you!*

*You were meant for BIGGER things... And You're here for an important purpose...”*

Can I get an AMEN?

Give Lord Jesus all the praise... Hallelujah!!!

To Your Success,  
Founder & Chief Happiness Officer,  
[BillionaireMindSecrets.com](http://BillionaireMindSecrets.com)  
[101PowerfulAffirmations.com](http://101PowerfulAffirmations.com)



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