

# THE MILLIONAIRE MINDSET

## 3 Keys to Release Your Limiting Beliefs

Build Unstoppable Confidence &  
Attract Millions of Dollars in 2024

**BY JOHN ASSARAF**



# 3 KEYS TO RELEASE YOUR LIMITING BELIEFS

Build Unstoppable Confidence  
& Attract Millions Of Dollars In  
2022 By John Assaraf

How would you like to be a millionaire?

It's not out of your reach.

You may feel like it is.

You may feel like you work SO hard, but **your income never improves enough to build up savings or be able to invest.**

Every time you get ahead, **you may feel like something comes along and wipes out all the progress you've made.**

You may even feel like earning a lot of money is a **mystery you will never figure out.**

In short, it may feel like you'll never achieve the financial freedom and peace of mind you truly desire.

## Well, what if I told you...

*Nothing is mysterious about earning a **high income**, developing more **confidence**, and becoming a **millionaire**.*

You simply have to be committed to becoming a millionaire (which is NOT the same as being interested. More on that to come.).

If it were easy, everyone would have financial freedom and peace of mind. Right?

Now here's the good news (great news, in fact):

## There are proven "shortcuts" used by millionaires and top entrepreneurs.

With these shortcuts, you can make six or seven figures a year (or more) and finally live the life you want with the peace of mind you deserve.

The truth is, in order to become a millionaire, you need to follow a particular set of steps in the correct order, at the correct time.

This report shares my proven formula for earning your first million – or more – in personal income and net worth.

I'll also share a limited-time opportunity to get personalized help from me to achieve your **Million Dollar Goals & Dreams** faster and easier than you ever imagined possible.

Let's get into what you can expect from this book:

1. Six ways to make money & the fastest way for you to get your \$1M breakthrough
2. The one thing you **MUST** change to ensure you earn more, learn more, & grow more
3. Three key questions to ask yourself if you want to make more than five or six figures annually
4. Why there's a difference between interest and commitment, and how it will help you achieve any financial goal you have this year (with a lot less stress)

And a TON more. But those are the four big “A-HA!” moments for most of our clients.

**Are you ready to take the first step toward your million-dollar breakthrough?**

Great! Let's get started.

Consider these quotes:

” *If you want one year of prosperity, grow seeds. If you want ten years of prosperity, grow trees. If you want a lifetime of wealth, grow your self-worth. — a Chinese proverb.*

” *If you want to earn a million bucks, eliminate mediocrity from your thinking and your life. — John Assaraf*

Are you ready to release your limiting beliefs and fears so you can break free to your next level of achievement?

First, we need to start with your **financial foundation**. So...What is money? Which laws apply to earning, managing, investing, saving, and protecting your money?

Money is one of my favorite topics! Why? It's so easy to get, once you discover how. There is a **step-by-step formula** for financial success if you are willing to learn AND apply it.

## A Cautionary Word

Now, after 35+ years of earning and investing money and growing 5 multi-million dollar companies, I've discovered this: Most people love the idea of having money, but they refuse to do what's necessary to get it.

Essentially, they are interested in money but not committed to making it.

My first mentor shared this idea, and it has stayed with me ever since.

If you are interested, you will only focus on doing what is easy and convenient. You will let your limiting beliefs, fears, and excuses define you and defeat you.

But a committed individual...? Someone who is committed will do **whatever it takes** to achieve their financial goals.

Are you ready to release your limiting beliefs and fears so you can break free to your next level of achievement?

First, we need to start with your **financial foundation**. So...What is money? Which laws apply to earning, managing, investing, saving, and protecting your money?

Money is one of my favorite topics! Why? It's so easy to get, once you discover how.

There is a **step-by-step formula** for financial success if you are willing to learn AND apply it.

## So...What Is Money?

Money is a value system. It's the method used as a means of exchange. To trade, invest, give, and receive.

Money is nothing more than an idea or abstract concept. In turn, ideas are electromagnetic energy. Understanding that allows you to attract and earn money more quickly because you are prepared to do so.



**It comes down to the Law of Attraction—more specifically, the Law of Resonance.**

I have guided more than 10,000 people to life-changing wealth throughout my career. My method is backed by proven science, 35 years of experience generating more than \$5 billion in sales, and the hidden concepts of the “Law of Attraction.”

**Here's the thing:**

You won't make money by thinking about it, and you definitely won't make a million bucks with thoughts alone.

Sure, thoughts are ideas, & money is one of them, but you have to DO more.

Money is an exchange mechanism in society. You have to understand the laws of compensation and exchange to win the game of money and earn more than a million dollars or more every year.

If you think you can sit and pray, visualize, tap, or meditate to attract money, then you are mistaken. It won't just show up. Get off the drugs now because it seems you have taken an overdose of HOPIUM.

Here's more truth, making more money requires specialized knowledge, skills, and the application of the right strategies continuously. You have to improve them constantly and in the correct order.

It includes having the right thoughts and feelings.

Read that again.

**To earn more money, you have to be in alignment and in coherence and harmony with the money and wealth you desire.**

It's about having the right mindset, the right skill set and the right action set, all working together – without that, you will spin your wheels or stay stuck in a rut for months or even years.

**By the way...If you want my coaching and support to help you get into alignment and achieve your Million Dollar breakthrough faster and easier than you ever imagined:**



[Click Here Now To Reserve Your Spot For The BRAIN-A-THON](#)

I'll be joined by **five of the world's top brain and success experts** to guide you through a brain and success training event, so you can quickly release your limiting beliefs, develop unstoppable confidence, and attract millions of dollars this year.

It's free for you to attend, but there is limited space.

So grab your spot now before the doors close.

## Six Ways to Make More Money

Let's consider six options to build wealth.

- 1. Win It**  
About 25 people out of 250 million people win a sizable amount in the lottery every year—that means you have a 0.00001% chance of hitting the winning money. I wouldn't bet on that happening.
- 2. Steal It**  
I wouldn't recommend this option. If you get caught, then it's going to cost you much more than the original financial gain, and you'll probably end up in jail.
- 3. Find It**  
As with the lottery, the odds of finding millions of dollars is very low, and it doesn't grow on trees—as many parents like to say. It's okay to hope for this, but don't hold your breath.



# 4

## Inherit It

I don't know about your family, but inheriting money was never an option for me. My father was a cab driver, and my mother was a seamstress. They struggled their entire lives with money. Maybe this sounds like your parents or family?

I'd imagine it's pretty unlikely for most people, so once again, I'm not holding my breath, and neither should you.

# 5

## Invest It

Investing is an excellent option to earn more money, but you do need some savings to get started. It also requires specialized knowledge of options like real estate, commodities, growing or investing in businesses, etc.

# 6

## Earn It

Earning money (and investing it) are the fastest and easiest ways to build wealth, bar none.

Now, the marketplace determines your compensation based on the value you bring to it. So as you improve your mindset, skill set, and action set, you naturally earn more money.

There are specific ways to dramatically accelerate this process (like this ebook, other books and programs on money and success, working with financial coaches, as well as the Brain-A-Thon event I've mentioned).

As you align these areas with your financial goals, you can even begin to "attract" more wealth and success directly into your life. I don't mean attract as in some magic potion. I mean actually attracting it as in being in resonance and in flow. Meaning, you are expecting and being fully ready to receive the income you desire as fast as possible.

Additionally, you can improve your wealth by **leveraging money to work for you** through growing a business, becoming an entrepreneur, or through smart investments that are not mere gambling opportunities full of risk.

You may say: *“But John! I’m working hard already to make money!”*

## Many of you are working hard, but working hard is not always the answer!

*(That could be music to your ears, but there's more to come.)*

In fact, hard work is rarely the answer to your “money problem.”

Farmers work hard every day, and yet in many cases, they don’t fare well financially. There are not a lot of multi-million dollar farmers.

Working hard is only part of the equation. The question is...**Are you working smart?**

Are you leveraging all your abilities, doing the right things in the right order to make at least your first million?

*(Read that again to be sure you understand it correctly.)*

In order to achieve your financial goals faster and easier, you need to follow a proven blueprint. A blueprint designed by someone who has already achieved the things you want is the best way to gain more confidence, more success, and more wealth in your life.

Join us at our “Change Your Brain, Change Your Income” Brain-A-Thon Summit and learn from 6 of the world’s top brain experts who are all millionaire entrepreneurs.



[Click Here To Join The BRAIN-A-THON WEALTH SUMMIT](#)

Since money is simply a system of value – you will earn more when you get people to value you and your skills more. So how do you go about doing that?

There are several keys to consider, so pay close attention.

## Key #1: Value Yourself First



**Be honest with yourself:** Do you feel you deserve bucket loads of money and success? Do you feel like you truly deserve to become a millionaire?

Honestly, the people that I know earn a significant income (more than \$250,000 annually) unequivocally & without a doubt believe they deserve it.

This strong belief is the significant difference between those who have money and those who struggle to get financial freedom.

If you don't value yourself first, how can you expect the world to value you?

People who value themselves feel this way because they believe in themselves and earned the right and ability to do so. They have developed an identity that shapes their destiny.

Do you believe you deserve to earn at least \$100,000–\$250,000 (or more) per year?

What about \$250,000 to 500k or more a year?

If the answer is "No," then you need to raise your "deserving level" and eliminate your "stories and excuses level."

With the latter, I refer to all the reasons, evidence, or excuses you have for why you can't earn more money or why you haven't done so already.

Now is the time to stop telling yourself stories. Stop saying and believing you aren't good enough, smart enough, or don't know enough.

Instead, it's time to [activate your "Millionaire Mindset" and value yourself.](#)

If you don't value yourself as a millionaire, you can't attract people, opportunities, and money in the quantities you desire. You'll repel the value between what you hope to achieve and your current subconscious mind ("secret" value). Additionally, you will be valued and treated by others to the same degree you secretly expect to be treated and valued.

## **Key #2: Your Financial Persona**

The word persona stems from the Greek word meaning "mask."

We all have a persona—a mask we put on in different situations, such as a poker face, a money face, or a game face—that we wear whether we realize it or not.

Alter your financial persona, and you can attract and have more money... but do it immediately.

Start thinking, acting, and behaving like the millionaire you want to be. If you don't know how to do this, think about how other wealthy people work.

Imagine for a minute that you have a Hollywood script to memorize and your role is to play a millionaire. How would you talk? Behave? What would you be thinking and Believing? What would you do daily?

In essence, you need to “become the role” in your mind before you achieve the results in your daily life!

If you need another example, look no further than yours truly! I left High School in Grade 11 (after failing Math and English).



**Alter Your Financial Persona,  
And You Can Attract And  
Have More Money...  
But Do It Immediately.**



**For years, I carried around limiting beliefs and self-doubts that:**

I was not good enough.

I was not smart enough.

I was not worthy of having great wealth or achieving success.

Before I made my first million, I had to change my mindset and subconscious money story to think, act, feel and behave like a millionaire.

I earned seven figures as an entrepreneur in a flash and finally started living on my own terms.

If this story resonates with you, I tell [the whole story with all the juicy details at the Brain-A-Thon.](#)



**An excellent way to change your financial persona is to believe in something that isn't a reality yet.**

Proper visualization techniques allow you to impress a new persona on your subconscious mind. It can be done through self-hypnosis, meditation, and affirmations (what we call Innercise™) until your new persona is part of your life.

Retraining your brain requires daily Innercise™ for 90 to 180 days before you experience positive lasting effects. The persona becomes a habit that evolves your financial self-image deliberately from the inside out.

Only then will the physical outside world match your new inner “Millionaire Mindset.”

Your financial results mirror your internal economic blueprint. Changing your internal blueprint allows you to change the external effects.

**Here's the formula for attracting and earning more money:**

1. Increase your deserving level through your newfound self-worth vibration and resonance.
2. Alter your financial persona immediately.
3. Walk, talk, and behave like someone earning the millions you deserve to make.
4. Upgrade your skills in the areas of earning, managing and investing your money.

At first, it can feel awkward, but that's normal.

The exercise I shared with you above explains exactly why this is so effective.

**Hollywood actors rehearse their lines over and over again to get “into character.”**

Over time, they adopt the persona of the role they are portraying. Through practicing a script that is not part of who they are when they start, they become the role through repetition and practice.

Your subconscious doesn't know the difference between reality and imagination, so tap into this knowledge.

The more you practice for a role, the more you become the role. The more you think, feel, act, and behave like a millionaire, the faster you will train your brain to become one.

Additionally, reflect on the following questions:

**To become a millionaire...**

1.

I was not good enough.

2.

What skills do I need to improve?

3.

What beliefs and habits must I adapt and develop?

4.

What thoughts and habits do I need to release from my life?

5.

Who can help me to achieve this mindset?

It's not strange to experience internal conflict and resistance when thinking about these questions.





You have to challenge your limiting beliefs. Once you challenge and change your limiting beliefs and disempowering habits around wealth, happiness, and success, you will soon release them.

The best way to do this is by diving deeper and learning how to [retrain your brain for more money and success with the world's top experts.](#)

Without the correct blueprint or coaching, your inner critic will pipe up continuously and stop you in your tracks.

This voice is going to shout (or whisper cynically), "But you aren't a millionaire! Stop telling yourself you are! Why are you saying these things? What are these new habits? Why are you doing this? Why are you walking and talking this way? This isn't YOU!"

What's even worse (but entirely possible) is that people in your life (family, friends, teachers) will tell you these same things.

The end result is you staying stuck in a rut or struggling with confidence and limiting beliefs. You may not be able to gain traction for weeks, months, or years.

By no means am I insinuating you should spend money like a millionaire (not yet anyway), but it helps to use a strategy similar to the one used by Jim Carrey, Barbara Streisand...and me!

Write down what you want kind of life you want to live. How much money will you need to live this way? What 3 beliefs must you have to earn this amount of money?

## **Did you know I once wrote myself a check for \$100 MILLION DOLLARS?!**

It's true. Here's the deal. I wanted my equity in one of my companies to be worth \$100 million in five years. So I wrote myself a check for this amount, keeping it in my pocket. Every time I put my hand in my pocket, the bill sends an electrical message to my brain.

The message matches my vision and goals for the future.

**Writing myself a check for \$100 million allowed me to:**

Focus on how I could achieve it... versus why I couldn't

Become aware of and overcome any fear and overwhelm so I could turn my dreams into reality

Attract and resonate more wealth and opportunity into my life

Destroy my limiting beliefs and boost my confidence

In short, I programmed my brain to attract the wealth I desired.

No more excuses, no more waiting for the right time, and no more "what if."

Obtaining the right vibration, persona, and internal belief in your deserving level allows you to earn and invest more and more and more money.

It begs the question: What are the laws of earning money? The whole universe operates by these laws, so what are the Laws of Compensation?

## Key #3: The Laws of Earning Money

At the beginning of this guide, we learned that money is an idea. Now, we take this concept further by adding: The compensation you get is directly proportional to the value you bring to the marketplace based on what you charge.

Introduce more unique products, services, or ideas to the marketplace, or bring additional value to more people, and they will gladly pay you. It's a simple formula, but the execution is a challenge.



**Ask yourself three questions if you want to earn \$100,000, \$1 million, or more:**

### 1. Does the marketplace need my knowledge, idea, product, or service?

Here's an example of two products: the Hula Hoop and Pet Rocks. If you are from the younger generation, a Hula Hoop is something you put around your waist and swirl around by moving your hips a bit. A Pet Rock was a small rock packaged neatly in a box & marketed brilliantly—it sold millions.

Did anyone need a Hula Hoop or Pet Rock? No.

But excellent marketing created a market that allowed for millions of units.

If inanimate, seemingly useless objects can be such a hit, then you will do even better when an actual need exists for your product, service, or investment.

There are many options to consider when it comes to the investment arena.

- It requires specialized knowledge to ensure you earn income safely.
- Having the right timing is a bonus.
- Amateurs in this field frequently neglect doing their homework and open themselves to substantial losses and mistakes.
- Obtain the requisite knowledge and expertise (from others if necessary) before you jump into investing foolishly. Don't gamble.
- Start with Google. It's an excellent research resource and helps you know what to ask before you invest or delve into market opportunities that you know little about.

## 2. **How good (and valuable) is my product, service, or investment opportunity? Is it unique?**

Consider how excellent and valuable your market offers compared to other investment opportunities or products like it.

How great is your product from a quality perspective?

How unique is it?

A rarer product or service provides it with more value so that you can earn more from it.

**Think about it:** A general doctor isn't as unique as a brain surgeon. The former can earn a lot of money, but the surgeon makes much more.

The same goes for any specialization. You don't want to be average or good—plenty of people already are; you want to be the best.

You have to become an expert (or get one) to help make the crucial decisions about investing your money. Specialized knowledge, expertise, and unique skills are great tools to have in your corner when playing the investment game.

### 3. **What is my ability to identify and analyze opportunities or market and sell your offering?**

If you are in business, a vital part of the money-making equation is your ability to market and sell your offerings locally, nationally, and internationally. You need to do this to generate higher levels of revenue.

By becoming a master at marketing and selling, you gain the ability to earn more. If you can't do it yourself, get an expert on your team to help you.

An average product, service, or marketing skills result in an average (or below average) revenue, just like 95% of your competitors.

Why? Because they are also moderate. The middle group only captures 15–20% of the market share for that category.

However, the 5% of people who are great at their work owned the rest of the market. They know the rules for making money.

**I will repeat this: You don't have to be a marketing or sales expert. All you need is a team supporting you consisting of individuals with these skills.**

Additionally, consider your expertise if you plan on making your fortune through investing in real estate or the stock market. What expertise do you have? How will you find it? You need to figure it out to mitigate risk and maximize potential.

Be resourceful when you do not have the necessary resources. Make use of books, courses, YouTube videos, and so on.

# The Two Paths You Can Take

One of the things I teach my \$100,000 a DAY private clients is this:

*If you train your brain with the right mindset, skill set, and action set of a millionaire, you can attract all the wealth, success and confidence you want.*

So, right now, you can take two different paths.



## Path One: Do It Yourself

You've been on this solo journey for long enough, so you'll know whether you can do it on your own. Be realistic with yourself; if you haven't made your millions thus far, then why will your current strategy work in the future?

I'm not saying you can't do it on your own. It is possible, but it will take loads of extra time that you could have used to earn the income you deserve.

## Path Two: Work With an Expert (or a Team of Experts)

You've heard it said again and again, "You're the average of the five people you spend the most of your time with."

It only means that whoever you spend your time with is crucial to your success or failure.

You have come this far today.

If you want to **break free from the limiting beliefs and emotional obstacles** currently holding you back, it starts with training your brain.

And when it comes to training your brain, you need experts who've got a blueprint to take you from where you ARE... to where you WANT TO BE.

And to do it fast.

### So, which path would you choose?

The "Do-It-Yourself" route may take time depending on your research and commitment? Do you hope and pray that YouTube videos or blogs will help you solve your problems?

Or the "Do It With The Experts" path will help you get **expert guidance to double, triple, or even quadruple your income and confidence faster & easier?**

If you don't invest in yourself and take action today, you're robbing yourself and the world of your fullest potential and unique gifts.

So if you want to save yourself loads of stress and YEARS of trial and error...



[Click Here To Join Our FREE BRAIN-A-THON EVENT Now.](#)

You will join me and 5 of the world's leading brain and mindset experts as we teach you how to unlock your brain's hidden superpowers and build the dream life you desire.

I'm on a mission to create 100 millionaires this year and to help as many people as possible by sharing my secrets to success.

I'm excited to share the exact methods and blueprint I've used to build my dream life.

### **During the Brain-A-Thon, you will discover how to:**

1. **Improve your financial situation**, by focusing on changing the subconscious patterns and conditioning that are keeping you stuck
2. **Reduce your stress and anxiety. Sharpen your** awareness around your limiting destructive patterns and break free from them once and for all
3. **Accomplish your goals and dreams faster and easier** and take risks necessary for success (without crippling yourself with anxiety and fear)
4. **Have more energy**, produce more beneficial brain chemicals (such as pleasure-inducing endorphins), and a whole lot more

That, my friend, is what it's going to take to start achieving your potential instead of standing on the edge of it.

In short, you'll dramatically increase your ability to improve every area of your life and career – even in these crazy times.

Finally, you can capitalize on the most significant wealth transfer in human history (which we are experiencing now).

If you're ready to use the success secrets to create abundance in every important area of your life...



Then the free Brain-A-Thon Masterclass and the secrets we share inside will provide you with what I call an “unfair advantage” in making your dream life... a reality.

This event has helped over 1 MILLION PEOPLE break free from their limitations!

All backed by proven brain science, 35 years of research, 100K success stories, and the hidden Law of Attraction.

**I know you want to find out who’s on this team of Harvard-trained brain & success experts, so let me introduce them to you:**



**John Assaraf**

I will teach you *How to Turn Your Brain into Your SUPERPOWER...* Simply by flipping on your brain's "Success Switch" (which allows you to achieve your goals *easier* and manifest success *faster*).



**Dr. John Demartini**

World-renowned psychologist Dr. DeMartini will teach you how to Think and Grow Rich by removing the limiting beliefs that hold people back.



**Jack Canfield**

*Chicken Soup for the Soul* author and founder Jack Canfield will share the formula for you to build a billion-dollar brand and business from scratch.



### **Dr. Lisa Feldman Barrett**

Harvard Medical's Dr. Barrett will reveal *The Brain Science to Building Your Dream Life*, so your brain works FOR you (not against you).



### **Lisa Nichols**

*Master Your Mindset for Unstoppable Success* with Lisa Nichols, one of the world's most in-demand motivational speakers and success coaches.



### **Marisa Peer**

Rapid Hypnosis Trainer to the U.K.'s Olympic Athletes, Oscar Winners, and British Royalty. Marisa Peer will show you how to *Release Your Fears & Negative Programming* to achieve peace of mind and reach your financial and personal goals with ease.

In short, this free event will put you on the fast track to achieving your financial goals – with more confidence, more focus, more empowerment (and a lot less stress).

My team and I are here to guide you through the process step by step.

It's time to make those limiting beliefs and fears a thing of the past.

I can't wait to hear about all your financial breakthroughs, unstoppable confidence, and ongoing success with your new... **“Millionaire Mindset.”**

Here's to your best year ever!

***John Assaraf***

P.S. In case you just skimmed ahead, please understand this:

I struggled for many, many years with limiting beliefs, a lack of self-confidence, and crippling self-doubt until I changed my mindset and my subconscious “money story.”

I know this strategy works—it has worked for 100,000 of our members (and many of them have made millions and some tens and hundreds of millions of dollars!). I’m fully confident it can work for you. For just one day, trust me instead of your inner critic. I won’t let you fail.

To reward you for taking action today, here’s a free ticket to our upcoming brain training event:



# BRAINATHON

CHANGE YOUR BRAIN, CHANGE YOUR INCOME



[Click Here To Join Me And 5 Of The World's Top Brain Experts At  
\*\*THE BRAIN-A-THON SUMMIT\*\*](#)



## JOHN ASSARAF

CEO, Neurogym™. 2X New York Times Best-Selling Author.  
Business and Brain and Success Coach for Over 100,000  
Members and Over \$5B in Sales Worldwide.