

The Wealth Booklet



**THE REAL PATH TO
PROSPERITY AND IMPACT**

**THE
WEALTH
BOOKLET**



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Table Of Contents



| | |
|--|----|
| Preface..... | 4 |
| Introduction | 7 |
| Chapter 1: The Promise That Leads To Billions..... | 8 |
| Chapter 2: The Integrity of Wealth..... | 16 |
| Chapter 3: The Law of Exchange | 25 |
| Chapter 4: The Advantage of Time Compression..... | 34 |
| Chapter 5: Access to the Big Fish..... | 47 |
| Chapter 6: Millionaire Math | 60 |
| Chapter 7: The Secret Elevator to Success | 68 |
| Our Credo | 86 |

Preface



The greatest **wealth secrets** in the world.

The strategies that contain the directives the one percent follow.

The **playbook** responsible for building the industry titans of the past and present.

The **hidden truths** that will forge the titans of tomorrow.

They will not be contained in any textbooks, business school curriculums, nor will they be found online.

They are passed down quietly — from one person to another.

In private conversations. Amongst the chatter of elite families and private rooms.

Rarely written down. Never shared publicly.

You're in possession of some of those secrets now, likely for the first time.

This booklet, although brief, may prove to be the most powerful and profound body of work on wealth and impact that you will ever read!

It is **not for sale**.

You won't find it on Amazon. You can't buy it online — no matter how much you offer.

Because what's inside isn't just valuable — it's sacred.

It's only given — **intentionally** — to those who are ready to receive it.

You don't necessarily need to already be wealthy to be trusted with this.

You don't need to come from money or have an impressive resume.

What matters is who you are — **at your core**.

You've shown a spark.

A rare combination of **integrity, humility, and hunger**.

A genuine desire to do good in the world — and to build something that lasts.

You care about people. You care about doing things the right way.

You're someone who can be trusted to create wealth that uplifts rather than exploits.

To lead with purpose, not ego.

That's why this is in your hands.

Inside these pages are the frameworks, mindset shifts, and timeless principles that have helped entrepreneurs, investors, and visionary leaders generate millions — and keep it.

Quietly. Consistently. Sustainably.

Many people have paid large sums of money to gain access to a room in an attempt to learn just a few of the teachings you currently hold within your hands.

It's not available to the masses — and it never will be.

Because the true wealth this book offers isn't just financial.

It's **fundamental**.

It's about becoming someone who builds with wisdom, leads with love, and serves with strength and honor.

This is not a book to skim.

It's one to study. To absorb. To revisit again and again.

Because this isn't just about money.

It's about **sovereignty**.

And now — it's your turn.

To create extraordinary wealth — not just for yourself or your family, but for the world.

To build something that lasts.

To become the kind of person the future needs so desperately.

This is wealth — redefined.

And it begins now — with you.

The magic that you are looking for is not in the work that you've been avoiding, but in gaining the knowledge and access you didn't even know existed.

Introduction



If you've ever watched some people rise effortlessly while you struggle to get ahead... If you've ever felt like you're playing a game without having the rulebook...

If you've worked hard, done what you were told, checked every box — and still found yourself stuck at the same level of success...

Or watched others succeed and wondered, What did they know that I don't?

If you've dreamed of something bigger — of breaking free, of rewriting your story, of creating success on your own terms...

And you can't shake the feeling there's something you've been missing —

something more that's waiting for you,

just beyond your reach...

Then this booklet is meant for you.

Chapter 1: The Promise That Leads To Billions

There was once a young man from Southern California. He didn't come from money. His father worked long days as a handyman, hands calloused and back bent by years of labor. His mother waited tables at the diner off Route 33, her name stitched into a red uniform that smelled faintly of fryer oil and coffee. They had four kids, one bathroom, and never enough room at the dinner table. Secondhand everything. Thin walls. Noise.

He was the quiet one. School wasn't his thing — not because he wasn't smart, but because nothing they taught felt like it mattered. He didn't dream of test scores or scholarships. He dreamed of something else.

Freedom.

When the weekend arrived, he'd disappear into the California wilderness — slipping into the mountains like they were an old friend. It was the one place he felt **alive**. Just him, the sound of his boots on the dirt, the rush of swift-moving streams, and the scent of pine cutting through the silence.

Fishing was his reprieve. He'd pack his rod, a tackle box filled with custom lures, and hike deep into the most remote corners of Southern California. No cell signal. No traffic. No pressure to be anything other than himself.

And on this particular morning, he found the lake before the sun did.

Mist skimmed the surface of the water. The forest held its breath. He cast his line with the kind of ease that only comes from hours of practice, and within minutes, fish were tugging at his line — sharp, silver streaks breaking through the stillness.

By the time his stringer held its seventh trout, he noticed he wasn't alone.

An older man sat on the shore across from him. Although dressed in standard fishing attire, his mannerisms and demeanor seemed out of place for a remote area like this.

Folding chair. Empty bucket. New rod and reel. Just sitting there, watching.

After a few minutes, the man stood, made his way over, and smiled.

“You're either the luckiest kid I've ever seen,” he said, “or you know something that I don't.”

The young man smiled, a little shy. “Been fishing here for years. Kinda know what they like.”

The old man nodded, studying his gear. “That lure... It's handmade, isn't it?”

“Yeah,” the young man replied. “Carved it myself. Painted it in my garage. Each one takes me several hours to make, but it's worth it.”

“You've got a gift,” the man said. “Any chance you'd sell me one of those?”

The young man hesitated, then shook his head. “Nah. I’ll give you one. I’ve got a few.”

The old man looked at him, genuinely taken aback. “You don’t even know me.”

“That’s alright,” the young man said, shrugging. “You’re here. You’re fishing. That’s enough.”

The old man switched out his lure for the handmade one gifted to him.

The man began to cast and suddenly, the line began shaking and pulling at him, within minutes he caught a fish.

“Wow, you really have something here”, said the old man.

“Congrats,” said the young man. “The fish really love them, glad it worked.”

The old man paused in contemplation, as if weighing something. Then his eyes flicked toward the mountain ridge.

“See that cabin up there?” he said, pointing to a barely visible silhouette tucked well within the trees.

The young man nodded.

“Meet me there tomorrow at 8:00 AM,” the man said. “I’ve got something for you.”

“What is it?” said the young man.

“You’ll have to wait and see, but I promise you it’ll be worth it”, replied the old man.

“Ok, cool,” said the young man, as he continued to fish.

That night, the young man tossed and turned.

Who was that guy? *What if the guy's a weirdo? What if this is a trap? What if I climb all the way up there, and it's nothing?*

But he'd given his word. And his gut told him that this was something different.

He was up before dawn.

The trail was steep and wild, the kind that scraped your legs and reminded you what real effort felt like. The cabin looked weathered and unremarkable from the outside — mossy stone walls, faded green trim and smoke curling gently from the chimney.

But inside?

Inside, it was stunning! Warm wood floors. Shelves lined with books whose spines he didn't recognize. A grand fireplace with flames dancing behind glass. Art. Quiet luxury. It felt like another world.

The old man was already there, pouring two mugs of coffee.

"I wasn't sure you would show," he said, "especially since you don't know me and it's a lot of effort to get up here."

"I said I would, and I try to keep my word," the young man replied.

The older man smiled and handed him a mug. "You've got a good heart. That's rare."

They sat across from each other at a heavy oak table. After a few sips, the old man leaned forward.

"I want to give you something," he said. "Something bigger than a thank-you. In fact, it may be one of my most valuable possessions."

The young man raised an eyebrow.

“Over the span of my career, I’ve built and owned several companies that have generated billions of dollars.” the man continued, “I’ve lived a life that most people can’t even imagine. Luxurious cars, dream vacations, and deals with people who run the world. But none of it compares to what I’m about to offer you.”

The young man stared, unsure if this was a joke.

“I want to mentor you,” said the old man. “Teach you everything I know. The mindset. The strategies. Even the connections. I will teach you the game behind the game. All of it.”

“We’ll meet as often as you want, and I’ll let you dictate the pace you want to learn. I’ll open doors that most people don’t even know exist. You’ll go from here”—he gestured toward the floor—“to there”—and pointed to the ceiling—“ in a fraction of the time it would take most people to even get out of the gate.”

“But I only ask two things in return,” he said.

“What’s that?” asked the young man.

“That when you build your wealth — and you will — you make me a promise.”

The young man nodded.

“You pass it on. Find people like you. People with integrity. That are kind. That are action takers and have a positive attitude. Find them, and give them what I have given you.”

The young man swallowed hard. “What’s the second thing?”

The old man laughed, “That you keep me in steady supply to your lures.”

They laughed together, and then the young man asked, “Why me? I’ve never been the best student, and no one in my family has ever had much success.”

The old man smiled, eyes soft. “Because someone did it for me. And I made a promise, too. Besides, I want to tell you definitively that anyone can be wealthy. It’s just a matter of finding the right **mentor, mathematics, and mindset**. In fact, anyone can reach millionaire status in just 2 - 3 years and acquire generational wealth in 5 - 6 years with the right guidance.”

That was the beginning of it all.

They met most weekends. Lessons turned into breakthroughs. Ideas turned into businesses. Within two years, the young man became a millionaire. In time, he went on to make billions in business. He traveled the world. Built companies. Acquired companies. Impacted entire industries.

But he never forgot the cabin.

He never forgot the promise.

And by the time he reached his golden years, he had mentored hundreds – maybe thousands – of young men and women with kind hearts, fierce drive, and the willingness to hike to a cabin without knowing what waited inside.

Because wealth wasn’t just about what he gained.

It was about **what he gave**.

Now, some might say the young man was lucky to be in the right spot at the right time to find someone who showed a personal interest and was willing to share their knowledge, wisdom, and resources.

This may be true since success does have a lot to do with timing. However, what if at this exact moment you are having the same stroke of luck that the young man had?

What if the person who shared this booklet could lead you to many people like the mentor in the story?

People who would take a personal interest.

Who would teach you what it takes to create generational wealth.

What if there are a group of people from around the world that are not only generous with their time and resources but have taken a vow to uphold the highest level of ethics and integrity?

And what if these individuals believe that one of your life goals should be to create generational wealth, not for the pursuit of materialistic things, but in order to garner the appropriate resources it would take to help thousands or potentially millions of others?

Right now, you may be thinking something similar to the young man – what if this is a scam?

What if I put in all this effort and there's nothing to show for it?

These are valid concerns since the world is full of people who over-promise or under-deliver, and some who even have bad intentions.

As you keep reading, you will realize that there is a group of people who are generous, kind, and others-focused. They are comprised of doctors, lawyers, entrepreneurs, athletes, actors, investors, philanthropists, and more. Not only does this group exist, but they are interested in finding people who are also kind-hearted, others-focused, and who operate from a place of high ethics and integrity.

Since this organization is private, for now, we will refer to it simply as “The Alliance”. Each member of this Alliance receives the same advantages and opportunities as the young man in the story. However, more on that later.

For now, maybe just consider that you’re not here by accident.

Maybe you’re holding this because someone saw something in you.

A spark. A fire. A heart like the young man in the story.

Maybe it’s your turn to climb the ridge.

And when you get there... maybe your whole life changes. Forever.

Chapter 2: The Integrity of Wealth

Suppose you were invited to a friend's house to play a board game. You've never played this particular game before and as you sit down to play, a fellow guest teaches you six rules. However, unbeknownst to you, there are actually twenty-six rules.

How often would you win?

It is likely that you are going to be very confused, and as sure as the day follows night, you will lose, and lose repeatedly.

Not only will you have little chance of success, but the person who intentionally withheld the rules of the game was acting in a manner that lacks integrity.

Now for a moment, imagine a grandmaster chess player. He has gone decades without a single loss, and he knows every rule of engagement. He understands chess at a global level. What would happen if you entered him into a regional chess match or perhaps a local chess tournament in your area? No doubt he would dominate!

This is how real business and money work. If you understand the highest of business principles and how money flows at a global level, and then proceed to start a regional business or even a small business in your local area, you will dominate. Especially since the majority of your competitors only understand a handful of the rules by which generational wealth is made.

Most people are running their lives and businesses with only a few of the necessary rules of engagement, and they are dominated by players that are not smarter but simply understand a few more rules of the game. *Many don't even know what game they're playing.* They think they're playing Monopoly, but they're actually playing Risk.

Once you do know the actual rules of the game, that's when you start designing a winning business, your own path to freedom and your ideal life.

As you continue to read, you will be convinced that there is a real group of people worldwide who have achieved the highest levels of success and now desire to share the rules of the game with others who are malleable and display certain qualities, characteristics, and values.

You will also feel a sense of comfort and encouragement, knowing that there is still much good in the world and that there are many people who are living up to the highest of standards while sharing their knowledge, wisdom, and vast resources.

You will realize, maybe for the first time, that creating massive wealth is well within your reach. You will become excited as you continue to learn more about the path and roadmap that leads to a greater level of wealth and impact.

Now, you may be saying to yourself, "I don't really desire to make generational wealth, just enough to take care of my family.

In fact, I don't really need a lot, and I certainly don't want to get out of balance with the important things in life."

Many people share this sentiment, and there's certainly something attractive to a minimalist lifestyle. However, although you and your family might be taken care of, what about others?

If you had the power to help others in your community and abroad, would you do it? What if you had the power and resources to impact tens of thousands or millions, would you put forth the effort?

Many people could conclude that it is selfish thinking to only consider ourselves and our immediate family.

If everyone thought this way, there would be no charities and philanthropic endeavors and hundreds of millions would be negatively impacted since many do not even have the basic resources to live.

Ask yourself, what is my personal definition of success?

We believe that the definition of success should encompass at least 5 or 6 things. Many people would say their faith, family, health and happiness would top the list, certainly well above their pursuit of wealth, and we couldn't agree more.

All of us don't have to believe in the exact same thing, but it is a good idea to believe in something more than ourselves or money.

In fact, when you think of the word faith, most people think of it in a religious context. However, the definition of faith is the **assured expectation of something not yet realized**, such as tomorrow's sunrise.

If you don't think that you can change your life in a significant way, then you likely won't.

Conversely, if your expectation of a bigger and grander life, full of opportunities and impact, is as assured in your mind as tomorrow's sunrise, then at some point you will likely realize all of your goals.

There are many times when your family, health, and happiness have to take precedent over your business and your pursuit of wealth. However...

We want you to ask yourself if you are an integrous person.

For most of us, when we think about integrity, we think about the definition that has to do with being honest, having strong moral principles, and doing what we say we're going to do.

Certainly this is a correct understanding.

But there is another common definition of integrity which means to be structurally sound and congruent in all things.

When an engineer looks at a building, and asks "what is the integrity of this building?" He's asking if all of the building materials, code and safety regulations are in alignment with what's required. If the building was partially framed in wood, partially framed in metal, and partially framed in recycled materials, is it congruent? Could it withstand a storm?

Today, we see many people on social media selling a narrative of how they are going to make a large contribution to the world, become a disruptor, or make a large impact that will positively affect millions.

They are selling this story to their online fans and followers, friends, family, business partners, and even employees. However, when you look at the actions they are taking on a

weekly and monthly basis, none of them actually lead to a large increase in their wealth position.

They're so focused on the cause and the impact that they virtually have no focus on getting really good at the money. Again, we believe that many things should come above our pursuit of wealth, such as our faith, family, health and happiness.

However, we believe that creating real wealth should at least be on the first hand of objectives.

In reality if a person's vision is to impact tens of thousands or potentially millions, then they are going to need millions to fund such a large and impactful vision.

When a person is selling this large, impactful vision to many, yet fails to implement effective strategies that will lead to a greater position of wealth, they are out of alignment.

Their actions are not congruent. This is an integrity issue.

It's proper to put some focus on finding the path that would lead you to generational wealth and implementing bigger actions, as long as your first priorities are on the more important things.

If we don't get good at the monetization side of things and give a fair amount of attention to wealth creation, then we will never garner the appropriate resources that actually impact and help other people.

There's one more truth we must acknowledge before moving forward.

It's something we see over and over again, in brilliant minds, good-hearted leaders, and skilled entrepreneurs alike.

It's called the **disparaging gap**.

Most people operate under the misconception that earning an exorbitant amount of money has to do with your value.

The fact is that the value of your product or service, the value of your programs, your team, even your personal integrity won't ensure that you make more than just a good living.

Making a lot of money is simply a skillset that has to be learned.

People either learned how to ride a bike or they didn't.

They learned how to swim, or they didn't.

They know how to cook, or they don't.

They either learn how to play a musical instrument or they cannot play.

Similarly, people were either taught the strategy of how to make a lot of money, or they weren't. They mastered how to get really good at monetizing in a big way, or they lack this ability.

There are millions of people that have immense personal integrity, they follow the highest of ethics, the product or service offerings they sell are also of the utmost value and integrity.

This is a sure recipe to make a living, possibly even a good living over an extended period of time.

However, if we rely too heavily on personal integrity, the integrity of products, services or team, we will never obtain massive wealth.

We have to be taught how to close the gap between our personal value, the value of our offerings, our personal integrity, and the actual money we are earning.

Most entrepreneurs and business owners have a disparaging gap, the space between their actual value, their integrity, their expertise, their offers, their insight, their ability to lead and transform lives, **and what they currently earn.**

And for many, this gap is larger than the grand canyon.

Think about it, if someone were to ask you to put a numerical value on your personal integrity, the integrity of your products or services, the integrity of which you run your company, the problem you solve, and the potential impact that it can make in the world, **what would be your number?**

It is likely that your number isn't even close to the actual amount of your topline revenue, gross profits, or personal income.

This is the disparaging gap.

Consider the advisor who helps clients scale to eight figures... but is barely clearing \$250,000 a year himself.

Or the coach whose frameworks have changed thousands of lives... but whose income doesn't yet reflect the true power of her work.

Or the consultant whose strategies have led companies to IPOs... but whose own bank account tells a different story.

They are not underqualified. They are not lacking in value. They are not lacking integrity.

What they're lacking is alignment between their **contribution** and their **compensation**.

Closing that gap — the space between what you're worth and what you earn — isn't just about working harder.

It's just about mastering another skill.

The skill of scaling your value.

The skill of stepping into higher-leverage opportunities.

The skill of positioning, packaging, and pricing your genius in a way that matches its true worth.

And the truth is, most people don't even know this gap exists because they are too busy identifying other areas in life and business that demand their attention.

They're looking at ways to grow their business, yet the fact remains, that they don't have to increase value at all.

Adding more value to your clients or customers, or creating more products or offerings, will still lead to frustration. Feeling the misalignment but not seeing it for what it is, **simply a problem to solve**.

The good news?

Your disparaging gap can be closed!

And it must be closed — if you want to build the kind of life, wealth, and legacy that's in full alignment with your impact.

Because there's nothing noble about being underpaid when your work is transformational!

And there's nothing ethical about playing small when others are waiting on you to rise.

This is why mastering the rules of wealth isn't just a strategic decision — it's a moral one.

To serve at your highest level, you must receive at a higher level.

To create true impact, the value you deliver must be met with equal or greater return.

What if you were told that closing this gap could be done as fast as acquiring other skill sets like cooking or mastering your tennis game?

It takes effort but can be learned in a few short weeks or months.

What if you knew somebody like the older mentor in our original story that was willing to show you the exact strategy of how to do it.

What would happen if you stopped reading so many books, listening to so many podcasts, attending so many self-help seminars and so many other things, and just devoted one year to closing the gap between your real value and the money you actually bring in.

Even if you closed the gap by 50%, **what would your new number be?**

Chapter 3: The Law of Exchange

One of the factors that begin to close the disparaging gap is what we call **The Law of Exchange**. When this law is understood and applied properly, it becomes a multiplier — of trust, of opportunity, and of wealth. When misunderstood or ignored, it quietly erodes relationships, confidence, and progress.

The Law of Exchange is always in motion.

Whether you recognize it or not... it's shaping your business, your relationships, and your reputation.

Sometimes the biggest lessons in business aren't taught in boardrooms or books — they're revealed in everyday moments. In a conversation. A seemingly ordinary interaction that shows us, unmistakably, how value really moves between people and companies alike.

Notice in the following story where a moment began in an airport terminal.

It started with a flight delay.

The kind that makes most travelers groan, curse the skies, and count down the hours until they're home. But for one businessman, it was an unexpected opportunity.

He glanced at the clock. It was two hours until the next flight. He didn't complain. Instead, he spotted a nearby restaurant,

tucked his leather binder under his arm, and made his way toward a table.

The place was buzzing—an airport restaurant packed with business travelers, families, and tourists, all trying to grab a bite before takeoff. He was lucky to find an open table.

After ordering a meal, he opened his binder and pulled out a few documents, preparing for a big client meeting that would take place once he landed. Then, with a small smile, he reached for his gold pen—sleek, heavy, and expensive. It was a gift he had once given himself after a particularly successful quarter.

As he scribbled notes, a second man entered the restaurant. He looked around—no empty tables. His eyes landed on the businessman’s table, where two seats remained open.

“Mind if I join you?” the second man asked.

“Sure,” the businessman replied without hesitation. “Have a seat.”

The two exchanged pleasantries. Nothing more than small talk, the way strangers do. The second man ordered, then gave the businessman space as he returned to his work.

But then something caught his eye.

“That golden pen,” the second man said. “It’s beautiful. May I?”

The businessman smiled, handing it over. “Bought it a few years back. Bit of a splurge. Still not sure if it was the smartest purchase.”

The second man turned it in his hand, admiring its craftsmanship. “Actually... would you sell it?”

The businessman paused in surprise.

“I’d pay more than you bought it for,” the second man added, making an offer on the spot.

The businessman thought for a moment, then nodded. “Deal.”

And right then, something simple—a delayed flight, a shared table, an admired pen—became the foundation for a profound lesson in human connection and the power of how we exchange with others.

At this point in the story, the path splits—four possible outcomes, each revealing a different kind of exchange:

1. Criminal Exchange

What if, after agreeing on the price, the buyer handed over the money, however the seller kept his pen... and ran?

The buyer would be left cheated, robbed, and violated. Trust destroyed.

Sadly, this is how some operate. Taking without giving. Profiting from deceit. In business, in relationships, in life—it’s a surefire way to burn bridges and build nothing that lasts.

2. Partial Exchange

Or imagine the seller clarifying the offer “you want to buy the pen, right?” To which the man agrees. Then after accepting

the payment, the seller hands over the pen but slips the cap into his pocket.

The buyer may not realize until later that the pen was incomplete—something was missing.

This is how many modern businesses operate: Overpromise. Underdeliver. Maybe not out of malice, but from lack of care, poor systems, or failure to follow through.

And while the buyer may not run, trust slowly erodes. Loyalty disappears. The relationship weakens.

3. Fair Exchange

In our story, the businessman does the right thing.

He takes the payment, hands over the pen—intact, complete, and just as promised.

Both men are satisfied. It's a clean transaction. Respect is earned. A foundation of trust is laid.

This is how good business is done—value for value, term for term. And it's often enough to spark future partnerships, referrals, and even friendships.

4. Abundance Exchange

The seller takes the payment, hands over the pen—intact, complete, and just as promised.

Both men are satisfied. Now picture the businessman, pausing for a moment, saying with a smile, “You know, I'm actually glad this flight got delayed. I enjoyed our

conversation. You strike me as someone who does business with integrity.”

He reaches into his coat pocket and pulls out a matching gold money clip—intricately designed and studded with diamonds.

“This came as a set with the pen. I want you to have it. No charge. Just a token of appreciation.”

The second man is stunned. He protests, offers more money.

The businessman shakes his head. “Absolutely not. Just consider it a gift.”

In that moment, something shifts. The exchange becomes more than fair—it becomes an exchange of abundance.

It’s unforgettable.

It’s generous.

From there, the relationship changes.

These two strangers exchange numbers, but not because they have to. They want to. They follow up.

They stay connected. And in time, they refer clients to one another, champion each other’s work, and build something that no marketing strategy, no business card, no sales pitch could have done alone.

All because one man went beyond what was expected.

Because he gave **more than what was promised**, not out of obligation, but out of **gratitude**.

So what is the way in which you are exchanging with others?

Likely, it is everyone's first reaction to respond with, fair exchange or abundance exchange.

However, after deep contemplation, you may find that you are unknowingly creating partial exchange to many, which now provides you with the opportunity to correct the matter and ultimately give an exchange of abundance.

This is surely to change the nature of your business and expedite your journey towards wealth creation.

Many of the world's most successful and honest businessmen have admitted to providing a large scale of fair exchange, abundance exchange, and even criminal exchange.

You may ask, how can they be honest, if they are creating Criminal Exchange?

In actuality, most good people are creating their fair share of criminals by promoting criminal exchange. It is likely that you are even participating in criminal exchange on a regular basis.

You see, when you take a genuine interest in someone and repeatedly provide them with value and ask nothing in return, this leads to very damaging results.

When you provide value in the form of products, services, or by imparting knowledge and education, and you allow the receiver to receive without paying a rate of exchange, a very interesting thing happens.

At first, they are filled with appreciation for this kind gesture you have shown. As you continue to provide value and give of yourself freely, the receiver begins to have guilt and the

many gifts that you are bestowing upon them will start to weigh heavy on their minds.

Appreciation will soon turn to guilt and although they still view themselves as a close friend or fan, they may begin to fall out of contact or avoid your calls.

If we continue to impart even more value, possibly in the way of coaching or free advice, they will eventually get to a place where they can't understand why you have done so much for them when they have not given anything in return.

No exchange rate given.

Their mind will want to eliminate the guilt associated with your friendship and all you have done for them.

They will subconsciously remove the weight they have been carrying by fabricating stories and convincing themselves that you had ulterior motives all along. In a very short period of time they will consciously defame your name by telling others how you mistreated them or took advantage of them.

Most professional speakers, business coaches, life coaches, mentors, and leaders have all experienced this phenomenon firsthand.

When you constantly give value to others and demand nothing in return, you participate in criminal exchange by allowing criminal behavior.

Once those, whom we formally cared about become criminals, it is very hard to ever repair the relationship, especially if they are outside the family unit.

You may be currently helping many people out of the sheer goodness of your heart, but it is in your best interest, and

theirs, to have some type of exchange-rate, even if it is only a partial exchange.

This rule also applies to our family and close circle of friends.

When parents give their child everything, and do not lay out a clear path for which the child is responsible for some type of exchange, they will promote criminal behavior. The child may be very appreciative of all of the toys, experiences, and other provisions you provide, but as they grow, they begin to develop guilt.

Subconsciously, they know that they are not towing the line and this begins to weigh on them, and their self-esteem.

If the child reaches the age of preteen or teenager, and no clear path has been established for exchange by way of chores, or other duties, the child may experience a subconscious guilt and they may begin to fabricate stories in their mind or justify false reasoning.

This can result in very bad and aggressive behavior. The child may be even heard uttering the words, "I hate you"!

If we have allowed this to happen, then find a way for them to start imparting at least, partial exchange. This will relieve tension and improve their self-esteem.

They will begin to feel like they have value, and are worthy of your love. As we bring this partial exchange into fair exchange, they will change their feelings towards you and look for ways to provide abundance exchange to you.

Also remember that **commendation for even the smallest of actions goes a long way.**

It is of the highest importance to share this lesson with them, so that they can understand this powerful law, and the behaviors that each exchange rates promote.

When doing business, we must always strive to provide Abundance Exchange.

If all parties practice this law, then business will become easy and growth will become certain.

This law is a key ingredient if we are to maintain high integrity.

It is also **imperative** if it is our desire to create generational wealth and a broad and meaningful impact.

The Takeaways

If we provide value to others on a repeated basis, without some reciprocation of value, we promote criminal behavior.

Fair exchange builds business.

Abundance Exchange builds empires.

It builds loyalty, trust, and advocates who will speak your name in rooms you've never entered.

People don't forget how you made them feel—especially when you gave them more than they ever expected.

And that's how legacies begin.

Chapter 4: The Advantage of Time Compression

Again, let's reflect back to the beginning of this book and the story of the young man who met his mentor fishing. Some may have picked up on what the old man was truly offering him.

Proper guidance? Sound advice? Winning strategies? Qualified contacts?

Absolutely!

But what he was truly offering was something more valuable and one of the biggest keys to generational wealth, **time compression**.

To fully understand time compression, let's consider a modern day story of a young man named Charles* from East Texas. To describe this man in a word, debonair.

Charles was in his late 30s and striking in appearance: well dressed in custom suits, handmade shirts, expensive watches, and shoes that you could practically see your reflection in.

When he enters a room he exuberates confidence and style. He is well spoken and gracious in manner. He is also extremely wealthy and living in a 19th century historical mansion.

When people meet him for the first time, they usually assume that he was born into money. After all, how else does a man

in his late 30s generate millions and live in a 20,000-square-foot mansion?

One with towering columns, iron gates, hand-carved staircases, and a family crest etched above the front entrance. It looks like something out of a history book — and in a way, it is.

The home, built in the 1800s, now serves not just as a private residence but as the headquarters of a thriving, invitation-only business club. A sanctuary for the elite. Powerful. Polished. Profitable.

And the man who built it?

Well, Charles started with nothing.

Not “started from a modest background.” Not “had to work hard in college.”

No. Nothing.

There was a time, not long ago, when he was working for a company knocking on 100 doors a day, selling encyclopedias on straight commission.

He'd wake up early, lace his shoes, and walk neighborhoods until the sun went down. Rejection after rejection. Slammed doors. Skepticism. The only guarantee was sore feet and the slim chance of a sale.

But he had something most people didn't.

Drive. Resilience. And an unshakable commitment to something most people don't even know exists.

In time, he developed his presentation and other skills that led him to be the number one salesman in the country for that company.

The only person even close to his sales record was a woman — smart, sharp, and just as relentless. It just so happened that she also worked in the same office. So what did he do?

Well in an effort to take out his competition, he married her.

For a few years things were good and the money continued to come in. However Charles and his wife realized that their industry was becoming obsolete as computers were already becoming widely adopted by the public.

The two needed to make a plan and make one quickly. Understanding the need for a career change, but not knowing any of the how, they made a pact.

“Why don’t we agree to sell for one more year and give it everything we’ve got. We will live below our means and save as much as possible . Then, we can quit our current jobs and afford to live for one year while we figure out our next move.”

And the couple did just that. They sold, sold, and sold some more. They broke sales records and received much praise for their astonishing level of success.

Then at the height of their career, they quit and began searching for new opportunities or ideas that they could devote themselves to and eventually master.

With a stroke of luck. Charles mets two men that ran a very lucrative business in real estate, however they focused on a very niche sector that was connected to the bond market.

These men spent over 30 years each developing their craft, honing their skills, and focusing on a niche area of business that most people were not even paying attention to. They were making millions.

Charles approached them and instead of asking for a job, the young man made a different offer:

“I’ll work for you full-time, forty hours a week, and with no pay for a full year, if you just teach me everything you know.”

Initially, the two men declined the offer. However, over time Charles closed the deal. After all, if he was one thing, he was a great salesman.

Charles wanted to learn every aspect of the business, every strategy, every contact, even the smallest processes and nuances.

Within a few months, his work was starting to generate revenue for the company. The two men tried to pay him, and even though Charles could have really used the money, he refused.

“Don’t pay me, that wasn’t our deal,” he said. “Teach me something else you haven’t shared. Come on, I know there’s something you haven’t taught me yet.”

By the end of the year, Charles knew every aspect of the business including daily operations, the processes, systems, and even the contacts.

What did Charles do next? Well being a man of his word, he resigned because Charles understood that when you give your word, it has to mean something, something to others, and something to yourself.

Immediately, the two men offered him partnership as Charles had become a great asset to their business. He was responsible for increasing their topline revenue and profits dramatically.

To this, Charles replied, “Thank you for the offer, but I must respectfully decline. I also want to thank you for following through with the terms of our agreement. I will never forget you two.”

Charles didn’t need their partnership, since his wife was just as capable as he was, and he had learned everything that the men had learned over their 30+ year careers.

Now the men may fear that he would become their competitor, however Charles and his wife are of the highest of integrity and decided to move to Atlanta, Georgia, to begin their new and exciting journey.

Within a matter of months, Charles and his wife started to make money, and in just a few short years, they were multi-millionaires.

They then decided to buy an old historic mansion that was run down and dilapidated. They initially moved into one bedroom and ran their entire business from the kitchen.

Little by little they fully restored their property, transforming it into a palatial estate and a meeting place for the city's wealthiest and elite.

This amazing transformation all started with Charles' forethought to create a situation that would allow him to have **Time Compression**.

If he could just make one more sale, the right sale, and structure the proper terms with the two men, then he could gain over 60 years of business knowledge, wisdom, and experience within a single year.

The Power of Time Compression

Time Compression is one of the most powerful tools in the world for creating massive wealth.

It is the process of absorbing decades of wisdom, strategy, and experience — **in a fraction of the time.**

It's how the right mentorship, access, and proximity can take you from ground zero to millions in a matter of years or sometimes even months.

Instead of figuring it out on your own over 20 or 30 years, you learn directly from those who've already done it successfully.

You bypass the expensive mistakes.

You skip the wrong turns.

You compress the timeline and expedite your results.

Most people spend their entire lives guessing their way through success.

Time Compression shows **there's a faster way.**

Make no mistake — it still requires sacrifice. The man in the story worked for free. He said yes to menial tasks. He showed up early, stayed late, and swallowed his pride. But he did it *strategically*, knowing that one year of service was buying him three decades of mastery.

It was a trade.

A fair one.

And one that changed everything.

Why This Matters to You

You may not have a historic mansion on your radar.

You may not want a private club.

But if you're reading this book, there's a good chance you want something more.

More time freedom.

More wealth.

More impact.

More clarity on how to build a life you love — without wasting decades trying to reverse-engineer success from YouTube videos, unqualified advice, and much trial-and-error.

If that's the case, then **Time Compression must be a priority.**

Ask yourself:

- Who is already living the life I want?
- What value could I offer to gain access to their playbook?
- And what am I willing to *give up* in the short term to get there faster?

Because here's the truth:

The fastest path to success is standing on the shoulders of those who have already climbed the mountain.

Whether you exchange labor, money, loyalty, or some combination of the three — **access is the key.**

And the right mentorship will always be worth far more than the price of admission.

The Millionaire Shortcut

When you apply Time Compression in the right way, you can become a millionaire in two or three years — even if you're starting from scratch.

We've seen it happen again and again.

People that didn't come from a wealthy family, no college degree, no "connections" — but who had one thing going for them:

They found the right mentor, compressed time, and did the work.

They didn't ask for a handout.

They asked for a **shortcut rooted in service.**

If you want to build wealth — real, generational wealth — it will take effort. But it doesn't have to take a lifetime.

You don't need a 40-year career.

You need a focused plan, a powerful exchange, and the willingness to play the long game *faster.*

That is the advantage of Time Compression.

And those who understand it?

They build empires while others are still asking for directions.

Now, the man in this story worked full-time for someone else, for free. And while that path worked for him, let's be honest... It's not viable for most people.

Few can afford to go a full year without income, no matter how noble the trade-off.

That's why, in order to truly benefit from Time Compression, there's another **crucial parameter** you must follow: One that separates those who build real wealth from those who never make it past survival.

The 25-Hour Rule

If you want to build wealth, you must divide your time into two clear buckets:

1. **Your Lifestyle Money** — We refer to this money as “dimes” which is the income you need to live, cover expenses, and maintain a modest life.
2. **Your Wealth Pursuit** — We refer to this income as dollars. The hours you spend learning the game, developing others, building assets, acquiring new skills, and positioning yourself to do larger deals and strategic partnerships.

Here's the truth that most people never realize:

You can't give an equal amount of energy to both.

If you're spending 40 to 50 hours a week earning your dimes or lifestyle income — even if you're making “good money” — your mind is maxed out.

Technically there is more time in the week to focus on wealth creation, but the question is, how much time and energy does it take to hold those 40 - 50 hours?

Think about the business coach that spends one hour a week coaching a successful CEO. They're getting paid a good sum for that time, however, when it comes to the time spent thinking about everything that the CEO is going through, how to help him, the problems that his company is experiencing, and the work that still remains to be done, a lot of energy is being expended outside of sessions. Clients like this can easily occupy more than 10 - 15 hours a week of bandwidth.

When you truly assess how much you have to get done in a 40 - 50 hour workweek, all of the tasks that need to be accomplished, all of the fires to be put out, all of the conversations that need to be had, not to mention all of the responsibilities that are demanded from our personal lives, how much mental space is being rented or occupied in your head to hold all of these things?

Arguably it could be another 40 - 50 hours. And since you only have 168 hours in a week, then it is likely that after making your living, and considering the headspace it takes to occupy that burden, it is all but assured that you will just want to go home, pour a glass of wine, and binge watch some Netflix.

How much **quality** time and focus will be devoted to creating generational wealth? 5 hours a month?

Most people consider the amount of hours it takes to make a living, but fail to consider the bandwidth it takes to hold those actions.

Ask yourself, is this my current situation?

If so, then we have to be honest with ourselves and realize that we are existing but not living and executing but not expanding.

And **expansion** is what builds wealth.

Again, we're not just talking about physical hours.

We're talking about *mental real estate*.

The client deadlines, the follow-ups, the invoices, the Slack pings and other notifications, the contracts that need to be reviewed by Friday — all of that takes up invisible space in the brain.

And if we're constantly managing that, there's no room left to strategize our next move, let alone architect a grand and prosperous life.

That's why a **25-Hour Rule** is essential.

We must figure out a way to build our lives in such a way that our lifestyle income requires no more than 20–25 hours per week of actions.

We must take into consideration, not just our actions, but the mental real estate that those actions occupy.

Once you do this, something incredible happens:

- You have time to think again.
- Creativity opens up.
- You have space to learn new skills, explore new markets, and seek out new mentors.
- You become mentally and emotionally available to see opportunities — and actually act on them.
- You can devote your “extra” 15–20 hours per week of quality time to your *wealth plan*, instead of your bills.

This is how Time Compression is made possible in real life. Not just through sweat, but through **intentional design**.

Most people never make this distinction.

They’re trying to chase wealth *and* pay the bills *using the same 40–50 hour block*.

But those are two completely different games.

One keeps you afloat.

The other builds your legacy.

Trying to do both at the same time, with the same energy, through the same vehicle?

That’s how decades go by. That’s how people wake up at 60 wondering why their net worth doesn’t reflect their years of effort.

Instead, you need separation.

You need bifurcation of focus.

- A vehicle that provides you a living — fast, lean, efficient.
- And a second lane where you play the long game and go all in on *wealth creation*.

Yes, it may take some time to transition and to feel comfortable in this new rhythm. You might need to reduce expenses, increase your rates, change your business model, or build smarter income streams.

But the sooner you get there, the sooner you can implement your Time Compression strategy and begin to yield a much larger harvest.

Because when you protect those extra hours each week — and when you fill them with the right strategy, mentorship, and execution — you stop operating on a 30-year timeline...

And you start doing in 3 years what most people can't do in 30. Create the life you've always wanted and deserve!

**Some names and identifiable characteristics have been changed to protect the privacy or anonymity of individuals involved.*

Chapter 5: Access to the Big Fish

By now, you understand that building generational wealth requires more than hard work. It requires **strategy, focus, and the mastery of time.** You may even be questioning that you could ever earn your living within 25 hours a week or less. Especially if you are a W2 employee.

But there's another critical piece that separates those who earn a nice living from those who build *massive* wealth.

And it comes down to **where you fish.**

Let us explain.

There was once a man who made his living fishing for sardines.

Every morning, like clockwork, he grabbed his cast net, walked down to the crowded shoreline and began throwing the net. Dozens of others were there too — all chasing the same small fish, all casting the same kind of nets.

And it was hard work.

Sardines are small. You need a *lot* of them to sustain a family. The man's back ached from hours of hauling his net. His hands were blistered. His days were long. And while he earned just enough to survive, he never had time, money or headspace to do much more.

But one day, while casting his net, he looked across the water and noticed something unusual.

As he looked to his right, in the distance, he noticed there were a few older fishermen standing waist-deep in a beautiful stream merging into the ocean not far from the piece of shore where the man stood. They weren't using nets. They weren't scrambling. They moved with calm precision, fly-fishing for something much bigger.

The man asked a fellow sardine fisherman what these seemingly calm older men were doing.

"Fishing for king salmon", his fellow worker replied.

The man watched with curiosity. The salmon were strong, healthy, and much larger than sardines. One well-timed cast could yield what took *hundreds* of sardines to match. In fact, one king salmon can weigh well over a hundred pounds. And the older men?

They didn't seem rushed. They didn't seem stressed. They had space, success, and peace of mind. Each morning the man woke full of anticipation, hoping to see the salmon fishermen, a distraction and means of sanity to help get him through the day.

That's when the man had a thought:

"I want to fish for salmon."

But desire isn't enough. Because if he were to walk into the salmon stream with a sardine net, he'd come up empty. Wrong tools. Wrong approach. Wrong rhythm.

Even if he tried to cast his net toward the stream, he wouldn't be in the correct proximity to the salmon. The salmon live in

waters that require a different setup for success—a new level of access, knowledge, gear, and patience.

And even if, by chance, he landed his net on top of one of those giant king salmon, he could be dragged into the water and potentially drown.

He realized this wasn't about effort—it was about positioning and preparation.

If he stopped fishing for sardines *before* he set out to learn how to fish for salmon, he would potentially put his family at risk of going hungry.

If he stayed too long in sardine waters, he'd never get the chance to learn anything else.

To move from being a sardine fisherman to catching salmon, you need a plan. A strategy that will mitigate the risk of making the switch.

The fisherman came to a realization. In order to still bring home enough food to provide for his family, he must become efficient at catching sardines while freeing up enough time and headspace to learn the art of catching salmon.

He decided to leave earlier in the day to be the first person at the shoreline with his net. He also began experimenting with new techniques in an effort to bring in more sardines faster. In just a few weeks he could catch enough sardines to feed his family and keep the fridge full before the others had even broken for lunch. That gave him something most people in the sardine game never had:

The time to learn the salmon game.

He began visiting the stream in the afternoons, speaking with the salmon fisherman. Soon he discovered who was the best salmon fisherman and sought his guidance.

He spent time with him, asking questions. Watching. Practicing. Once he felt confident enough in his understanding of the salmon game, he then would need to invest in the right gear. Over time, he joined the old timers in the water.

At first, he wasn't great. His first challenge, tying on the fly. After getting assistance from his newfound friends, he stood awkwardly on the riverbank with a shiny new rod he didn't quite know how to hold.

Casting was its own kind of comedy. His first cast went straight into a low-hanging tree branch. His second landed maybe five feet in front of him with a sad *plop*. He finally managed to launch one into deeper water, only to realize that his reel backlashed and was coiled into a bird's nest.

Each day after catching his fill of sardines he would head to the salmon area determined to catch a monster. For the first few weeks he came back empty handed, but this was ok as his family's needs were still being met from his early morning haul.

Over time, he began learning everything and started casting with confidence. He was using the same fly, the same type gear, and using the same technique as the other salmon fisherman, while fishing in the exact same area.

Consciously, he knew it was just a matter of time before he caught a salmon, but in his subconscious he still harbored doubt.

He began to feel imposter syndrome, as if someone was whispering in his ear “what are you doing here?”

“You’re not a salmon fisherman, you’re a sardine fisherman!”

“The sardine area is where you belong. You’re just wasting time and you’re never going to catch a salmon.”

“You could be throwing the net and catching more sardines for your family.”

All of this fear and self doubt would persist until...

One sunny afternoon, seemingly by sheer luck, he landed his first lunker.

And in that moment, everything changed.

His conscious mind and his subconscious mind were able to sync up. He didn’t think he could catch salmon, he now **knew** he could!

The nice thing about salmon fishing is that a family can eat off of one large salmon for a while. Meaning that after catching a salmon, you don’t have to fish tomorrow unless you want extra to sell.

Over the next few weeks, he continued to throw the net in the mornings, getting to the salmon area by the afternoon where he caught many salmon.

Eventually, he wouldn’t need to even think about the sardine area, he would be a full-time salmon fisherman retiring his net.

His results increased as his stress decreased.

As the months passed, he noticed something else off in the distance just a few hundred yards from the salmon area.

A few seasoned men armed with rifles walked into the forest line, disappearing behind the trees. Sometimes, a small group would enter the forest, with fewer to return.

He became mesmerized. He asked another salmon fisherman “what are those men over there doing?”. The older man replied “Those guys are crazy! They are bear hunters”.

He now began to notice the hunters on most days.

It was an early Thursday morning when the man had a thought:

“I want to be a bear hunter.”

But again, desire isn’t enough. If he were to walk into the woods and go up against a brown bear with his fly rod and tackle box in hand, he would likely die.

At best he would be severely maimed and likely wouldn’t even go back to the salmon area, as it is too close to the bears. Physically and emotionally scared, he would likely return to the sardine area.

To move from being a salmon fisherman to hunting bears, you need a plan. A strategy that will mitigate the risk of making the switch.

In order to still bring home enough food to provide for his family, the fisherman had to become efficient at catching salmon while freeing up enough time and headspace to learn the art of hunting bears.

He decided to leave earlier in the day to be the first person at the riverbank with his rod and tackle box in hand. He also began experimenting with new techniques in an effort to bring in more salmon faster.

Just as when he made the switch from sardines to salmon, in just a few weeks he learned he could catch enough salmon to feed his family and have enough to sell before the others even took their lunch break. That gave him something most people in the salmon game never had:

Extra income and the time to learn how to hunt bears.

Since he paid his penance of catching salmon by late morning, he began visiting the woods in the afternoons, speaking with the hunters.

Soon he found a bear hunter that other hunters held in high regard. He was a legend known amongst his peers simply as Gunner.

Gunner was fearless and the best bear hunter these parts had ever seen. Broad-shouldered, wrapped in oilskin and flannel, with a silhouette that doesn't flinch.

And He carried himself like someone who's hunted in storms, stood still for hours, and took shots that changed lives.

His beard is silvered and coarse, trimmed close for function, not fashion. A thick scar runs from just above his left eye, slicing diagonally across his cheek and jaw, and disappearing into the collar of his coat. It's the kind of scar that never fades — not from time, not from memory. A mark from the closest call of his life, this was from the bear that almost won.

One eye is steel-gray, the other slightly clouded — a faint fog from the impact that carved the scar. But they still scan the woods with the precision of a man who sees more than most.

Around his neck, just above the collar of his coat, hangs a cord of aged leather strung with three worn bear claws. Thick, black, and curved — the real kind, earned in silence, not ceremony. Each claw is a kill. Each kill is a season. And at the center of the necklace sits a weathered bullet casing — the round that dropped the largest bear of his life.

The fisherman was intimidated and shaken yet he pushed through the fear and approached the man in an effort to seek his guidance.

“You lost boy?” Gunner asked. “I smell me a salmon fisherman.”

Although the bear hunter was resistant at first to talk to any salmon fisherman, he eventually warmed up and over a period of time, the salmon fisherman was able to spend time with him and ask many questions.

Questions like “What type of gun and ammo do you use to hunt bears?”, “When’s the best time to hunt?”, “What is the bear’s habitat and behavior?”, and “How have you not died?”.

Listening, watching, and practicing, he eventually understood what it took to work up the nerve to hunt bear. Once he felt confident enough in his understanding of the bear game, he then would need to invest in the right gear. Over time, he joined the old timer in the woods.

At first, he was shaky. He clutched the rifle awkwardly, finger far too close to the trigger, jumping every time a twig snapped or a nightbird called out.

He hadn't considered how alive the forest was at dusk—not with bears, but with the chorus of creatures, each one now a potential predator in his imagination.

On his first hunt, he realized he'd forgotten to pack extra batteries for his headlamp. The beam began to fade, flickering at inconvenient moments, and just as he thought he saw "movement" near a tree line. He raised the rifle shakily, pointing it at what turned out to be... a stump.

Each day after catching his fill of salmon he would head to the woods determined to learn more and feel more comfortable before the evening hunt.

For the first few weeks he came back empty handed, but this was ok as his family's needs were still being met along with a large surplus from his early morning catch.

Over time, he began learning everything and started entering the forest with confidence. He was using the same gloves, the same type gear, and using the same technique as the other bear hunters, while hunting in the exact same area.

Consciously, he knew it was just a matter of time before he would shoot a bear, but in his subconscious, he still harbored doubt.

Once again, he began to feel imposter syndrome as if someone was whispering in his ear. "What are you doing here?"

“You’re not a bear hunter, you’re a salmon fisherman at best!”

“You’re going to get yourself killed, you should stick to the salmon area.”

“You could be safely catching more salmon for your family.”

All of this fear and self doubt would persist until...

One evening, seemingly by sheer luck, he bagged his first bear.

Shaky in the forest, the man heard breathing soon realizing it was a bear. As the bear charged, the salmon fisherman froze for what felt like eternity.

Out of fear, he stepped back, tripping over a rock causing him to fall backward, but not before the gun went off. Just as the bear reared up, the bullet hit the bear directly in the heart.

And in that moment, everything changed.

Even though his first kill wasn’t ideal and the man had luck on his side, it still counted as a win.

His conscious mind and his subconscious mind were able to sync up. He no longer would think he could kill a bear, he now **knew** he could!

Over the next few weeks, he continued to fish in the mornings and get to the woods once a week during the season in pursuit of catching a bear after nightfall.

So What Does This Story Have to Do with Wealth?

Everything!

Many people are stuck in the sardine area – making tens of dollars at a time typically in the form of hourly pay, salary, or small sales.

Most become exhausted and overextended, hoping something changes, but too busy to make it happen.

They're throwing their net all day... and wondering why they never get ahead. This leads to active hours income, meaning you have to be somewhere and perform certain tasks or actions in order to make money.

This will put a cap on your income because you only have a finite amount of time and headspace.

To build wealth, you need a different plan.

You have to move differently.

You have to be strategic.

At some point, you will have to **leave the sardine waters** and make your way to salmon streams.

Being a salmon fisherman means that you are not making tens of dollars at a time, but creating collaborative joint ventures and partnerships that will provide you \$50,000 to \$100,000 at a time.

Not enough to retire on, but once you land a salmon, you don't have to fish tomorrow if you don't want to.

And those bear hunters?

They're the ones doing million-dollar deals. They're the ones investing in companies, buying large scale real estate properties, structuring lucrative partnerships, and scaling enterprises. They go on a handful of hunts each year — and those hunts fund legacies.

However, none of them live in the forest.

They live near the salmon area.

They **sustain** themselves and their family on a healthy diet of salmon.

They strategically go on bear hunts a few times a year to bag larger deals, which in turn fund their growth and ability to **scale**.

You have to design your life so that **your lifestyle income is handled within 4 to 5 hours per day** — freeing up space to find the right mentors, study wealth, master new tools, and seek out bigger opportunities.

Remember, no one builds massive wealth by throwing nets all day.

Where Are You Fishing?

If you're throwing nets right now, and the majority of your money is earned by active hours income, then that's okay. We all start there.

The goal is to not still be in sardine waters five years from now.

We can't just keep casting the same net longer or harder because eventually your body wears out and you will reach a

point where you can no longer throw the net, left with little in reserve and no retirement plan.

The goal is to **get more efficient**, so you can shift your energy into something bigger.

If you want to be a salmon fisherman, you have to create space.

If you want to hunt bears, you have to build strength and strategy.

And if you're going to stay in the sardine area, then you need to get in the net business instead of just throwing the net...

You might as well invest in many nets so you can teach others the techniques that will lead to taking care of their family.

This is kind and proper since some individuals don't even have a net, they're left scavenging the shoreline looking for edible scraps. For many, a strong net and the proper technique to use it, is a blessing.

Chapter 6:

Millionaire Math

If you're going to throw the net, you might as well own many. That's where we left off. But what does that *really* mean? It means you must move beyond simply earning for yourself — and start building a system where **others can earn for you.**

It means that you stop measuring wealth by effort... and start building your life around *leverage.*

It means that you no longer just catch fish — you're directing the entire fishing operation.

This is where the shift to real wealth begins.

In fact if you remember in our opening story, the young man met the older mentor, and stated that anyone can be wealthy. It's just a matter of finding the right mentor, mathematics, and mindset. Let's talk about the math, or more accurately stated, your money metrics.

The Three Ways to Make Money

There are **three** main ways to make money, outside of winning the lottery or marrying rich.

1. The Money You Earn Yourself (Active Income)

This is where most people live. They trade time for money. Whether through a job, a service-based business, or

freelancing — the income depends entirely on *them showing up*.

It's the classic sardine story.

You're on the shore. You're casting your net. You're hauling it in.

You're exhausted by 3pm... and if you don't throw the net tomorrow? You don't eat.

This is where burnout lives. And it's a slow road to upper middle class — if it leads there at all.

2. The Money Other People Earn for You (Leveraged Income)

Now we're talking about the salmon game.

You still need income, but now you're building systems. You're training others. You've built a small team. Maybe you've hired employees, brought on contractors, or did a revenue share. You're not the only one casting nets anymore.

You've shifted from being just a fisherman to **managing a fishing crew**, allowing you the time to find collaborative partnerships and strategic joint ventures.

You still work — but your work is different. You're not hauling fish. You're guiding people. Leading. Creating opportunities, structures, and processes.

And when you do it right? Your income grows even when you're on vacation.

You're investing a small amount of money buying nets and teaching others the proper techniques that lead to the ability

to take care of their families. They may keep the majority of the sardines they haul in, but they are giving you a percentage of the catch.

3. The Money Your Money Earns for You (The Path to Generational Wealth)

Welcome to bear country.

This is where your capital goes to work for you.

It hunts for opportunity. It compounds. It multiplies.

You invest in assets that appreciate in value and/or have a passive income stream attached to them. You gain ownership in other companies. You invest in other ways to create arbitrage. And you hire the people who truly know what it takes to scale a business. You build vehicles that generate income whether you're sleeping, traveling, or spending time with your family.

This is what generational wealth is made of.

It's not about chasing another sale — it's about putting your dollars into positions where they earn *for you*, over and over again.

Bear hunting isn't daily. It's not constant. But a few well-placed hunts per year?

Well, they can change everything.

The Straightest Line to Wealth

Most people take the long way.

They grind for decades — always busy, never free.

They believe the myth that if they “just work harder,” things will turn around.

But if you look closely at the wealthy, you’ll find a different pattern.

Most people think about money in linear terms. Meaning they want to master \$75k a year before thinking about hitting six figures, then they want to achieve six figures before even thinking about seven figures.

But money doesn’t have to work in a linear fashion. Generational wealth is controlled by the universal law of causality.

Small actions bring forth a small reaction.

Big actions bring a fitting big reaction.

Bad actions lead to bad results.

And massive actions will lead to massive reactions.

It is as sure as gravity. Gravity doesn’t care where or how you were raised, it doesn’t consider your ethnicity, or what your family was like, it just works for everybody.

The reactions that a person receives are a direct result of the actions they are taking. If a person has a low income or earnings, they must remember that this situation is not the problem.

It’s the reaction of a lack of actions or of the wrong actions being taken. If a person copies the actions of the poor, they will indeed become poor.

Similarly, if a person copies the actions of a millionaire, they will in fact become rich, even if they do not possess the same

level of knowledge and experience. The reaction or the result will always be fitting to the action.

Here's what the Alliance calls **The Law of the Straight Line** – a breakdown of how our actions and **focus** affect our level of results. It's time to pick the appropriate metrics that leads to the results you desire:

| Group | Earned Yourself | Earned by Others | Earned by Money |
|---------------|-----------------|------------------|-----------------|
| Survivors | 90% | 9% | 0 - 1% |
| Professionals | 70% | 25% | 5% |
| Millionaires | 20% | 60% | 20% |
| The Elite | 5% | 35% | 60% |

People in sardine waters? They're stuck in the first row, they're *Survivors*.

They live primarily in a scarcity mindset and primarily think about how to stretch what they have, not how to expand what's possible. In the sardine area, individuals are constantly calculating, conserving, and bracing for the next financial hit. Their thoughts are rooted in survival, not abundance or scale. A voice whispers in their ear:

- "I just need to get through this month."
- "If I can land one more client, I'll be okay."
- "I can't afford to outsource – I have to do it myself."
- "I don't have the money for that... maybe someday."

They equate hard work with worthiness and believe success comes one dollar, one client, one hour at a time.

If your calendars are packed, but your income never really moves...

If you're constantly in movement chasing quick wins just to stay afloat...

If you're saying yes to low-paying work because *"something is better than nothing"*...

Then you're likely living in sardine waters.

Because when you're living in scarcity, **you're not planning — you're patching holes.**

Real wealth begins when you *build something that works without you.*

It's not about "more hours."

It's about **better allocation** of your focus, time and energy.

Start the Shift

You don't need millions to start applying Millionaire Math.

You just need clarity — and a willingness to reassign your focus and energy.

Ask yourself:

- What percentage of my income is still earned solely by me?
- What strategies can I implement that will allow me to earn money from the efforts of others?
- What percent of my weekly time is spent creating systems, training people, or developing a second lane of income?

- How much of my money is actually being put to work?

Even if it's just 5% today, start the shift.

Start hiring or mentoring others. Start delegating. Start building structure around your efforts.

And most importantly, **stop doing everything yourself.**

Because the goal isn't just to get better at fishing...

It's to eventually **own the fishing business.**

The Power of Many Nets

When you own many nets, you're no longer measured by what you can catch personally.

You've hired others to throw the nets. You've trained them. You lead them. You grow them.

Your primary role becomes one of oversight, direction, and optimization — not exhaustion.

And instead of being stuck on the shoreline every day,

you now have time to walk upstream...

to find the salmon...

and eventually, prepare for a bear hunt.

You don't leave the fishing business — you just stop being a sardine fisherman.

When you're throwing the net, you're playing an **all win or all lose game.** You either catch enough to sustain your family or you don't.

If you own ten nets and qualified people are throwing them, even for just a few hours a day, the game becomes win or win bigger. And by freeing up the time to think bigger, you can set yourself up to win the game of wealth.

Where Are You Headed?

This is Millionaire Math in motion.

It's not about hustle. It's about hierarchy.

It's not about effort. It's about *equations*.

Most people never run the numbers.

They never ask, *How do I earn more through others? How do I position my money to work?*

They may be stuck in row one — 90% effort, little results.

But not you.

You're reading this because you're ready for more.

More clarity. More freedom. More wealth.

And it starts here — by learning to shift your focus from doing... to designing.

Because the ones who build legacies?

They don't just throw the net.

They **own nets** — and lead crews that cast them.

Once you've adopted the metrics that will lead you to a better life, you will need to locate the secret elevator that leads to generational wealth and prosperity.

Chapter 7:

The Secret Elevator to Success

So far, you've learned that wealth isn't about luck, background, or even talent — it's about the right **mentorship, mathematics, and mindset.**

That most people aren't underqualified — they're just uninformed.

They're not missing value... they're missing a strategy.

You've learned that wealth isn't a mystery.

It's a **skill.**

A **structure.**

A **repeatable process.**

You've discovered that **effort without leverage is just exhaustion** — and that working harder alone won't get you there.

Because there's a difference between **earning a living... and building a life.**

You've realized that most people aren't broke because they lack value — they're broke because no one ever taught them how to **scale** their value.

You've uncovered the truth of the **disparaging gap** — the painful space between what you're *worth* and what you *earn*.

And now, for the first time, you know it's not only **closable**, but you've learned the first steps to closing it.

You've unpacked **The Law of Exchange** — and realized that true abundance comes from alignment, integrity, and a willingness to give more than what's expected, without tipping into guilt or imbalance.

You've learned that **time compression** isn't just possible — it's essential.

That one year of the right mentorship can be worth more than 20 years of trying to figure it out alone.

You've discovered the power of the **25-Hour Rule** — and why protecting your mental bandwidth is just as important as managing your calendar.

You now understand that if you spend all your time fishing for sardines...

you'll never find the space to scout for salmon — let alone gear up for a bear hunt.

And you've discovered that there are only three ways to make money — and mastering these is the key to wealth:

1. The Money You Earn Yourself

Your time. Your effort. Your energy.

It's how most people live — and why most people stay stuck.

(Sardine fishing.)

2. The Money Other People Earn for You

Team. Systems. Partnerships. Licensing. Revenue share.

This is how you buy your time back and create a substantial surplus. **(Salmon fishing.)**

3. The Money Your Money Earns for You

Investments. Equity. Ownership. Passive income.

This is how wealth compounds — quietly and consistently.

(Fishing for larger salmon with occasional Bear hunts.)

If you're not earning in all three ways, you'll never build real wealth.

And if your only earnings are active hours income?

It's time to evolve.

You've been reminded that **where you fish matters** — and so do your tools, your training, your team, and your guidance.

Hopefully you've realized by this point, we must stop **throwing the net...**

and start **owning nets or spending the majority of your time in the salmon area.**

That it's not about how much you hustle — but how many lives you can lead, train, and empower.

And perhaps most importantly...

You've realized you're not alone.

There's a movement rising. A community of people who build wealth with high ethics and character, lead with generosity, and play the larger game — together.

You've been introduced to **The Alliance** — a group of successful entrepreneurs, investors, mentors, and changemakers who don't just climb...

They lift others with them.

And now, for the sake of clarity — and to burn these truths into your memory — we want to leave you with one final illustration.

One that ties it all together.

One that makes everything click.

One that ensures you'll never look at wealth the same way again.

Because information is everywhere.

But clarity?

Clarity is currency!

The Key to Generational Wealth in 5-6 Years

Picture this.

You're standing in the grand marble lobby of a 50-story skyscraper — the kind that dominates the skyline.

It hums with energy. People in sharp suits brush past. The scent of espresso from a nearby café floats through the air.

Polished elevators glide open and close with precision. Screens flash updates on deals, markets, and movements.

But this isn't just any building.

This building represents your financial journey.

Each floor depicts a new level of wealth.

- Floor 1: Survival - things are tough and your main goal is to make ends meet.
- Floor 7: You enter the six figure arena making at least \$100,000 annually- you are generally not worried about paying the bills but are still living payday to payday with little savings.
- Floor 10: You're now taking home \$250,000 annually- you are comfortable and are likely starting to put money away and invest.
- Floor 15: Your earnings are \$500,000 annually - you are very comfortable and enjoy a nice lifestyle and surplus yet lack the funds to impact others on a large scale.
- Floor 30: Your annual earnings now exceed \$1,000,000- you are more than comfortable and likely are beginning to create new passive income streams. You become more aware of helping your community and those closest to you.
- Floor 40: Your annual earnings now exceed \$10,000,000 - you have the ability to live a lavish life but ironically you may decide to start simplifying your lifestyle since life becomes more about experiences rather than stuff. No doubt you will continue to create passive income streams and much

of your money will likely be used to fund a larger vision that impacts many.

- Floor 50: Your annual earnings exceed \$100,000,000 with little focus on topline revenue. Your primary focus is on impacting others and the accumulation of assets for your family trust.

Like most, we likely start on the ground floor with the aspiration of ascension.

You take the stairs. One painful step at a time.

You work hard. You sacrifice weekends. You get smarter, leaner, sharper.

Eventually you make it to the 7th floor. The view's better here. You're not scrambling like before.

Even though you are aware of, and have, by this point, likely developed some processes and systems, floors 1 - 6 are more about initiating momentum and traction. Effort over strategy. On these floors, hard work and pushing yields more results than systems and structures in most cases.

However, when you reach the 7th floor, there is a change in dynamics. By this point you have momentum, so exponential growth becomes more about strategies and processes rather than sheer force. This is because you are now experiencing some momentum.

Also, you have clients, you are well respected, and maybe even feel a sense of pride.

But then one day, something changes.

You're sitting in a lounge on the 7th floor — sipping coffee, checking your email.

And a man walks in. Confident. Calm. Relaxed in a way you can't quite place.

You chat.

Turns out, he's visiting from **the 40th floor**.

You're curious and intrigued. "Wow, it must've taken you many years to climb that high.", you exclaim.

The man grins. "I didn't climb. I took the elevator."

You pause, unsure if he's joking or not. As far as you knew, there was never an elevator in the building.

The man leans in and says, "Most people don't know it, but this building contains a secret elevator.

It allows you to get to your destination much faster and skip the stairs. The ride is also much more comfortable."

"I've never seen an elevator anywhere!", you reply.

"You don't find it by working harder. You are given its location by someone else, once you begin to move differently. It's an invitation", he replied.

Now you're really listening.

"It's for the ones who take bold, strategic actions. The ones who understand the law of causality.

The ones who trade safety for speed and comfort for clarity.

The elevator opens for the people determined to leap — not just climb."

The man sees your eyes and the curiosity bubbling just beneath the surface.

“You know, one of my neighbors is throwing a party on the 40th tonight,” he says casually, as if extending an invitation to a friend to go bowling. “If you’d like to go... you can come as my guest.”

Your eyebrows lift. “Seriously?”

He nods. “Just meet me back here. 7:00 PM. And make sure to dress appropriately. You’re going to meet some pretty interesting and important people.”

You nod slowly. “Okay, that sounds... great.”

As he gets up from his seat, he smiles and says “See ya”, before vanishing into a crowd of people entering the lounge, leaving you alone with your thoughts.

Back in your unit on the 7th floor, an anxious thought enters your mind:

What does someone from the 7th floor wear to a party on the 40th?

You rifle through your closet, pulling hangers with increasing desperation. Everything looks either too casual or like you’re going to a wedding. You want to look successful. You want to look rich... or at least rich-adjacent.

You settle on a navy blazer, one of your best shirts—crisp, white, no frays—paired with fitted black trousers and your nicest shoes, freshly polished. It’s subtle. You spritz a cologne you save for first dates and big meetings. Maybe tonight is both.

But your brain won't stop racing!

What if everyone there is obsessed with money? What if it's all name-dropping, comparing watches and discussing cars I can't even pronounce?

What if it's nothing but posturing? I would hate that!

Or worse—what if I love it, but don't fit in?

You glance at the time. 6:53 PM. Heart pounding, palms a little sweaty, you head back to the lounge area.

The man is already there, waiting.

He gives you an approving nod. "You clean up well."

You both step into a private elevator tucked behind a mirrored panel you *swear* wasn't there earlier. After the man inserts his fingerprint, the doors close and it glides open with a soft chime. You step in.

As the doors close, he taps a small brass key card onto the control panel.

"Fortieth floor," he says, as the numbers begin to rise.

You watch the digital counter light up—17... 22... 29... 36...

"This is wild!," you say, trying to break the silence. "I can't believe you live on the 40th!"

He smiles faintly. "Yeah, well... one day I hope to live on the 50th."

You glance over. "Seriously?"

He nods. "I went to a rooftop party there once."

You can tell he's transported back in time.

“I still find it hard to describe that evening,” he says, voice quiet. “I can tell you one thing—the people are different.”

You raise an eyebrow.

“Pretty lavish, huh?”

“Yes,” he says. “But friendlier. With a greater level of humility than most of my neighbors on the 40th.”

You look at him shocked as the elevator glides to a stop. The doors slide open.

And then you see it.

The 40th floor isn't a hallway. It's an open-air atrium, wrapped in floor-to-ceiling glass, shimmering under golden lighting. The skyline sparkles around you like a crown of stars. Gentle music floats through the space—live, elegant, a three-piece string ensemble tucked in one corner playing something soft and unrecognizable but hauntingly beautiful.

People are dressed in timeless fashion. Not flashy—*elevated*. Tailored suits in midnight tones, women in elegant gowns that flow like liquid. Nothing shouts wealth. It *whispers it*. You can feel it in their posture, the ease, the confidence not born from ego—but from certainty.

And yet... they smile.

They approach each other warmly. They laugh—not the forced kind, but full-bodied, open, unguarded. You watch one man lean over to refill someone's drink, another wrap an arm around an old friend, a woman compliments another's shoes—not to flatter, but with genuine delight.

A tray of hors d'oeuvres floats by—caviar on crisped bread, fig slices paired with honeyed goat cheese, champagne in tall flutes that never seem to empty.

The man beside you leans close. “Not what you were expecting?”

You shake your head slowly. “No. Not at all.”

He grins. “Come on. Let me introduce you to some new friends, they’re visiting from the 50th floor.”

You walk together across the room, and even before you're told *who* they are—you know.

They stand out—not by noise or flash, but by presence. A married couple, and at first glance, dressed with modesty. He’s wearing a tan blazer and tailored slacks, but as you look closer, the simplicity dissolves. The cut is impossibly precise, the fabric—cashmere wool blended with silk—catches the light with a subtle sheen that whispers bespoke. No logo, no designer label in sight, but everything about it speaks of quiet power.

She is moving beside him like a breeze in a still room—elegant, composed. Her dress, a deep onyx tone, appears minimalistic from afar, but up close reveals intricate hand-stitched detailing along the seams. The fabric seems rare—matte silk infused with a soft metallic thread that shifts ever so slightly under the lights. Her heels are sculptural, almost architectural, and her makeup is barely there, yet flawless.

Each wearing a matching Vacherons —vintage, platinum-cased, one-of-a-kind. They don't flaunt them. They don't

need to. The watches, like the couple themselves, are not worn to impress—but to express timelessness.

Their movements are graceful. Unhurried. They speak little, but when they do, the room instinctively leans in. You can feel it—before anyone says a word: these two didn't just take the elevator up...

They *own* part of the building!

These people... they're the ones everyone here seems to orbit around.

Just before you get to speak with them, a gentle clinking of glasses rings out. Someone near the fireplace, a tall man with a calm voice, stands to raise his champagne.

"To the guests of honor," he says, "and to a new beginning—with our new business partnership. You've both shown us what it means to lead with vision and serve with heart."

Applause ripples across the room. The couple smile with the humility of people who know their worth—but don't need to prove it to show their gratitude.

The man who brought you here turns to you. "Ready to meet them?"

Your stomach knots, but you nod.

He leads you through the crowd and approaches the couple. The man places a hand on your shoulder.

After greeting the couple he says, "Let me introduce you to my new friend."

The couple smile and the husband extends a hand. "Nice to meet you. I don't think I've seen you here before, although

I'm not down here as often as I'd like to be. Where are you from?" the husband asks.

"I'm visiting from the 7th floor," you reply as you shake the man's hand.

The man's face lights up with a smile. "Well that's great. I meant what area of the country are you from, I'm from California. We're glad to meet you."

He pats your shoulder gently. "I remember living on the 4th floor and aspiring to reach the 7th."

You smile, not knowing what to say.

"You must be a pretty smart guy. Keep up the good work—and let me know how I can serve you."

You continue to meet people throughout the evening, but at the end of the party, that phrase from the guest of honor repeats in your mind like a mantra the rest of the night. "Let me know how I can serve you?"

As you reflect on the festivities, you realize something, people weren't trying to pitch you. They weren't asking what you did so they can calculate your worth nor were they talking about all the exquisite positions they've acquired. They were interested in you and others focused. Genuinely.

They introduced you to people without hesitation. They shared ideas freely. They *listened*. They spoke about their vision for the world and the ways they could collaborate together to make a real impact. They talked about the schools they're building, startups they're funding, people that they're mentoring, and foundations they've formed. Legacy, not lifestyle.

And the most astonishing part? The wealthiest people there, they were the most grounded and kind people you've ever met.

Now back on the 7th floor, you close the door to your unit. You unbutton your shirt and slowly loosen your collar.

But your mind is still on the 40th.

The way the air *felt*. The way people *saw* you.

You sit down on the edge of your bed, staring at the floor.

The world didn't change tonight. *You* did!

You realize something that no one told you before:

Those that are truly wealthy aren't obsessed with what they can get.

They're consumed with how they can give.

Because, when you've reached the higher floors—when you've bought what you want, built what you dreamed, and proved what you needed to prove—there's only one thing left that matters. Service.

And that's when you understood the man's comment.

Real wealth isn't about money.

It's about impact.

Which Floor Do You Seek?

Everyone has to individually decide how high they want to go.

Some will stay on 7, others may stay on Floor 15 forever.

They'll earn a good living, take decent vacations, maybe retire at 65.

But others?

They're called to something bigger.

They want to fund a larger vision.

Buy back their family's time.

Build schools, dig wells, help children, and impact entire industries.

They wish to create long term, sustainable, behavioral, change.

And they will want to **impact millions**.

If you have the desire to do that, you'll need greater wealth and resources.

Not for self or the sake of more material possessions — but for what it *allows* you to do.

And that means you'll likely need to reach at least **Floor 40**.

Because that's where the Bears are.

That's where influence lives.

That's where money becomes a **tool** for real change.

But here's the good news:

You don't have to take 30-40 years to get there.

If you position yourself correctly... you can do it in 5-6.

It Starts With Knowing How To Leap

This is where your journey bends.

From linear to exponential.

From effort to elevation.

From throwing the net... to catching salmon and occasionally hunting bears.

From return on **Investment** to return on **Impact**.

While others spend a decade climbing the stairs...

You have a chance to find a secret elevator.

So the question now is simple:

Are you ready to find the elevator?

If you're curious about what's happening on the top floors —

If you desire to find the right mentorship and guidance like the young fisherman in our opening story found...

If you want to experience time compression...

If you are serious about learning how to close your disparaging gap...

If you want to learn to master the Salmon Game...

If you want access to Bear deals...

Then talk to the person who gave you this book.

They are likely a member of The Alliance or serve as an ambassador working closely with the Alliance— a global network of mentors, investors, builders, and changemakers.

People who don't just play the wealth game — they help design it.

And at this point, they're only extending an invitation to learn more, but the ball is in your court to connect with them if you're ready to learn more.

Be assured that although the Alliance is private and hidden from the general public, it has no religious or political affiliation.

No divisive behaviors or secret agendas.

And certainly, no Kool-aid.

The people are real.

Their vow to their credo is real.

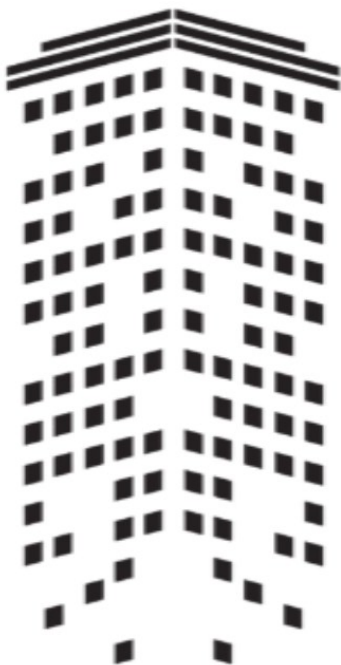
The building is real.

The floors are real.

The elevator? Also real.

The only thing left...

is whether you'll press the button.



Our Credo



By the time you've reached this point in the booklet, you've already been exposed to ideas, strategies, and principles that most people will never encounter in their lifetime.

But knowledge alone is not what creates enduring wealth or lasting influence.

True power lies in how that knowledge is applied — and by whom.

That's why we do not share these principles with just anyone.

Because when someone misuses wealth-building power, when they lead without ethics, influence without integrity, or operate with a selfish or harmful agenda, it is out of alignment with what The Alliance is determined to contribute to the world.

It should be about striving to become, not just a wealthier person, but a better human. One who uses their resources, knowledge, and power to elevate others in order to shape a better world.

Our **Credo** is the cornerstone of The Alliance and a reflection of the values that guide our organization.

It's not a list of rules.

It's a standard of being.

An oath each member takes seriously.

Our standards are derived from a belief in higher principles than those of civil values alone and reflect how we should treat one another in all facets of life.

If you choose to embody what's written here — not just read it — you'll not only change your own life...

You'll set into motion a ripple of impact that will outlive you.

This is our Credo:

1. We must commit to achieve excellence while maintaining integrity, honesty, trust and respect.
2. We shall adhere to a higher moral and ethical code that exceeds the minimum requirements set forth by our local and federal laws.
3. We must demonstrate a clear priority for affecting positive change over the accumulation of wealth.
4. We shall strive to contribute towards a higher level of education that promotes free thinking without oppression.
5. We must always treat others with respect and honor, free from discrimination, regardless of their race, gender, religion, national origin, or physical condition.
6. We shall be generous with our own time and resources in order to contribute to the positive progression of humanity.
7. We will give our fellow man the benefit of the doubt, free from judgment, to strengthen and promote trust within our social and business communities.
8. We must be willing to graciously accept the mistakes of others.
9. We shall teach and mentor others in the principles of this credo.
10. Above all, we must practice the golden rule and show love and respect for our fellow man.

We believe that in order for people to attain wealth and enjoy better conditions globally, we must adopt these principles and establish stronger core values as a whole.

That is why every person chosen to receive this booklet must embody something deeper than personal ambition.

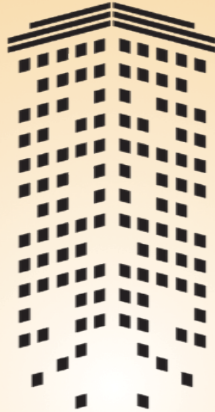
A commitment to **character over charisma**.

A devotion to **service over status**.

And a willingness to lead from a higher standard than what society demands.

We remain committed to sharing our teachings, principles, and core values with those who are in alignment with our values and vision regardless of race, gender, religion, national origin, or physical condition.

If our message and values do not align with your long term goals and vision, then please disregard this booklet and know that we wish nothing but the best for you and your family. We only ask that you respect our privacy by returning this booklet to the person who shared it with you.



The Wealth Booklet

**THE REAL PATH TO
PROSPERITY AND IMPACT**