

# **SUCCESS SECRETS OF THE RICH AND HAPPY**

*Happiness Is A Choice  
Wealth Is A Decision*

**How To Design Your Life  
With Financial And Emotional Abundance**

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**Edited by Brian Moreland**

Empresse' Publishing  
<http://www.bartbaggett.com>

## Testimonials

### Read Why Others Are Celebrating And Endorsing This Book Around The World ...

"Bart Baggett's book, The Success Secrets of the Rich and Happy is destined to become a classic. With deep insights and great simplicity, Bart has created a manual for success that should be read by everyone. If you read only one book this year, let it be this one."

-John Harricharan, award-winning author of the bestseller, When You Can Walk on Water, Take the Boat and creator of The Power Pause--3 Minutes, 3 Steps to Personal Success and Real Happiness.

"Great Book. Intense, rich, profound, entertaining... A book I would have liked to have read when I was 18."

-Cristiano Sileim Florence, Itali Ducati.com

"Very helpful in everyday life!"

-Carol Sanders

"It was excellent!"

-Michelle Hurr

"This book changed my life. There is sooo much information. I can't put it down. Thank you for writing it."

- Uma Devi, Austin, Texas, USA

"I have found Success of the Rich and Happy to be very thought provoking - you are certainly 'in tune' with human nature and how we tick! I have only read half way and loving it."

- Susan, United Kingdom

Bart, there are so many incredible secrets, lessons, tools in your book that once learned and practiced become priceless. The \$20.00 I used to purchase Success Secrets has already and will continue to pay for itself 100 times over and more.

-Daryl S. Rembisz, Dallas, Texas, USA

"You have done a world of good to my life. I have studied throughout my life works by several authors including Robert Kiyoski, Shiv Kera, Wayne Dyer, Hans Jacobi, and even Edward De Bono. You are my number one favorite. Your presentation style is unmatched by even these masters. I want all your products, but I need not worry about generating money now, for buying your other products, since I will use the techniques given in your new book. I will easily create abundance for myself and to share with others. I will update you with the results as I start following your techniques one by one. Thanks."

- Kumaravel Jagadeesan, India

"I have read many self-help books. Bart's book is one of the easiest to read. He has a very fluid style that complements his ideas and conveys it in an easy-to-understand way. The handwriting analysis section was of particular interest as I am able to know a person on the first meeting better than many of their close friends. It also helps to see where people are coming from while not being so rash in my initial judgments (which are often misinformed.) I would just like to thank Bart from the bottom of my heart for sharing some of his many gifts. Thank you for all you've done to help me and others, so far. I know it's a river of abundance that will continue to flow... This is a book you'll want to read over and over again. Guaranteed. "

- Randy W. Hall, Detroit, Michigan, USA

"I just finished reading your new book, Success Secrets of the Rich & Happy for the second time. I had trouble putting it down this time too. I have read many books on "creating your own reality", but I have never read one so in tune to me as an individual. Instead of making me feel that by creating this reality I had made a serious mistake, it gave me a positive feeling of being able to change the negative aspects of my life. I have never read a self-help book that gives you so many tools. The timeline therapy was new to me and I found it really helped me to focus. Thanks for sharing your knowledge."

- Terry Shinabarger, Network Engineer, Plano, Texas, USA

## Testimonials

"Looking back at past events in my life, I now know why I had the outcome that I did. I've read some chapters twice already and continue to refer to it as I gain new insight. I highly recommend this book to anyone who wants to make dramatic changes in their life."

- Patty Yates, Tullahoma, Tennessee, USA

"I haven't taken the time till now to acknowledge my appreciation for your weekly newsletters and your books. I look forward to each one, as I've mentally absorbed your archives. Thank you for the choices you've made in your life ... your results are unfolding more choices for me. Bravo! Encore! "

- Bonnie Luckey

Carthage, Missouri, USA

"P.S. The Success Secrets of the Rich and Happy is amazing! I can't put it down. "

"Dear Bart,

Your book is full of insights, and I could go through it again (I will!) and find many more, but the one which stands out to me is (I may have paraphrased it slightly) "We can't control the events, but we can choose the meanings we assign to them." What impressed me about this was the concise way you stated it - I've heard people go on for hours trying to say the same thing, but you have it all in just a few words. An example of how it worked for me is this: Just last week I knocked over my computer and damaged the main hard disk beyond repair - and lost everything! To replace the data I had will take a long time and a lot of work, but I can't believe how calmly I have taken what some people might consider a disaster. However, it has hardly moved me at all, and I feel sure that it is because I have taken your words to heart, and assigned a very limited sense of disappointment to this event. There are very many outstanding ideas in your book, but this was one which showed its value most remarkably in the first few days after having read it."

Many thanks and kindest regards,

- Eric Silverstone, Caesarea, Israel

"Dear Mr.. Bart Baggett,

You were kind enough to offer your program and books through a scholarship at a discounted price. Your course had created a link of popularity for me including a lot of good luck. Is it luck? I happen to bump into quite a lot of handwriting courses and kits. Yours has been by far the best and most accurate. Also, thank you for the knowledge you have shared with through your work. It has changed the way I look at life. God bless you."

Your friend and forever a student.

- Loy Macedo

Dubai, United Arab Emirates

"I really enjoyed the variety of information you wholeheartedly were able to produce in one book. It is very obvious your greatest desire for writing this book was to have an impact for the positive on many lives. I know it has for me and my family. Having someone lay things down in a clear and precise way was just the push I needed to get me refocused on my goals. Thank you for all the honesty, humor, life stories and experiences you put into one book. I know many people desiring a push or a positive plan of action will greatly benefit from reading this deeply personal book. Thank you for so much informative and useful information. "

- Karen Pennachi, Pelham, New Hampshire, USA

"P.S. I hope you find a strong sense of fulfillment from the response you receive from other readers. When you talked in your book about giving being true happiness I have to agree... I hope the happiness you gain from trying to touch others lives inspires you to consistently pursue a life of giving. "

"Bart, I have listed eight points from your book that I feel, if a reader would focus on, would change their life. These are well written topics that have the power if one will master them to turn failure to success.

[1] The Six Human Needs

[2] Living in a No Drama Zone

[3] Overcoming Anger or Resentment

[4] Overcoming Fear of Success

[5] Self-Esteem vs. Confidence

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[6] Personality Success Secrets

[7] The 10% rule

[8] The Secret of Rapport

This isn't to say these are the best parts of the book, but they are very important for a quick fix out of failure or struggle. These eight concepts reflect my life, but I never saw them written down until now. Wow.

Insightful. You have a very fine book Bart, and you should be very proud of it. "

Bob Massey,

Valley View, Texas, USA

"I've got an amazing testimony of my own to share. I have to once again thank you for sharing the success secrets in your book. One of the most important secrets for me was learning that my brain is a "manifesting machine", and that money is nothing but energy traveling in waves all around us at all times. So I am able to continue from previous page.... attract the energy of money, directing it to me to fill my hands, my pockets, my wallet, my bank accounts by using the power of my brain through meditation and faith. And, boy, the money I spend certainly does come back to me ten fold. I am now making in one week what I used to make in one month. Plus, my work week consists of three days a week between 5-6 hours each time. I just continue to ask the empowering question: "How specifically can I make more money and have more free time for myself?" Now I am making money and enjoying what I do at the same time. Bart, thank you again for sharing your knowledge and wisdom in your book "Success Secrets of the Rich & Happy". One more success testimony... I SUCCESSFULLY completed my G.E.D. at age thirty. Reading your book, Bart, gave me the tools for attaining the power and confidence to do so."

-Daryl S. Rembisz

Dallas, Texas, USA

"Really, your book The Success Secrets of the Rich and Happy is a blast. It is very inspiring and helpful ... Giving me exactly the steps to take or the things to change. I now feel more confident to produce my own happiness and success in life. The clear and comprehensive information has saved hours of wasted time and encouraged me to explore and exploit the knowledge I have accumulated over the last two months."

-Tatiana Velitchkov, owner/co-publisher

The Netherlands <http://www.takeyourfortune.com/>

"Bart, After I got home from meeting you, I started to read your newest marvel, Success Secrets of the Rich and Happy. I must say that after utilizing the exercises in the first few chapters, that I feel 20 times better already. After meeting you, I now know that this book is written from your own success! This book is a marvel, a blueprint for complete and total wealth, success, and most importantly, HAPPINESS. I eagerly await the completion of reading your book, just so I can read it again. I have already shown this book to people I know, and to my amazement, they are already asking to read it themselves. Thank you, Bart!"

- Kelly Wilkins CGA, MGA, Handwriting Expert/Analyst, Houston, TX

P.S. Just when I thought that you had it all in your Deluxe Handwriting Course, you come up with this book! Wow! Tony Robbins...watch out! Your successor is here!

***Universal Truth #5***

***The Emotions You Value The Most  
Are The Compass Which Reveals  
The Direction Your Life Is Headed.***

## Chapter 4

### The Secret To True Fulfillment And Effortless Motivation

Have you ever wondered how some people accomplish so many amazing things in their lifetime? I think most people would love to make a difference or be a hero. I don't think they go through life not doing it because they are morally corrupt. No. I think it is much simpler than that.

Answer this question. If the New York Times ran an article about your life, after you have died, which life summary would you prefer to have in print to summarize your life?

1. You are an individual who freed the nation from the bounds of slavery. Without you, thousands of children would have needlessly died of hunger. People will be free for generations to come thanks to your leadership and fight for justice.
2. You spent your days in a dead-end job working just hard enough not to get fired. You spent most of your free time sitting on the couch eating moonpies watching television re-runs and sports events.

*Hmmm. Which History Would You Choose?*

Now I admit that I have chosen two extreme opposites along the spectrum of contributing to society, but I have a point to make here. I imagine most people reading this book would want to claim #1 as his or her biography, even though many of you could relate more to #2. Then why don't we all become heroes? There is a very simple reason. We don't know how. We all know how to sit on the couch, watch TV, and eat junk food. But how do you feed hungry children or free a country? If you could ask Gandhi or Martin Luther King if they knew *how* they were going to accomplish the great missions they did, I would guess they would admit to having a rather foggy plan, if they had a plan at all. But, they were very clear on one aspect of their mission. They knew why.

*He Who Has A Why To Live  
Can Bear Almost Any How  
- Nietzsche*

### **Get A Big Why**

The secret to learning **HOW** to do anything is to create a big enough why.

Before I tell you how to set up your brain and your nervous system to automatically "wire " in a compelling **WHY**, please imagine taking this test.

### **The \$100 Test**

This is one of my favorite demonstrations in a live seminar. I ask who would like to win \$100 cash? Imagine you raised your hand and came up to the front of the room.

Here are the rules of the game:

You must hold your arm and hand in front of your body, palm facing down, for 90 seconds without moving it. That is how you win the \$100. Are you willing to play? Good. Ready?

Hold out your arm and start the timer. 89 seconds. As the seconds tick away, imagine I then pull from my pocket a large cigarette lighter. I light the lighter and a 4-inch flame rises from the top of the tiny butane tank. I then start moving slowly toward your hand. With each inch I get closer, I ask, "Are you sure you

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want the \$100?" 55 seconds to go. Remember you can move your hand at anytime. When you move your hand away, you forfeit the cash. The flame moves closer. The lighter now sits 12 inches under your open palm. 30 seconds to go. You can feel the heat rising from the flame. The lighter now moves up toward your palm. The heat is now a focused beam of flame searing your tender flesh. 25 seconds. You can handle the pain. It hurts, it hurts. 20 seconds. Sometime between 20 seconds and 19 seconds your brain decides the pain of the flame is greater than the pleasure of the \$100 cash. You move your hand.

So, the secret to motivation is having a large enough *why*. What if you were going to win \$1 million dollars? I would burn my hand for \$1 million bucks, no hesitation. When your *why* gets compelling enough, you are willing to go through larger amounts of pain to accomplish your goals.

### Pain Vs. Pleasure

Your life is motivated by a constant assessment of *pain vs. pleasure*. You might not be aware of it at the conscious level, but almost every decision you make is designed to move you either away from *pain* or closer to *pleasure*. When you understand this basic truth of the mammalian brain, your life is easy to direct. Think about a dog. How many times does a dog have to get shocked by an electric fence before he learns new boundaries? These boundaries are taught by the simple principles of pain or pleasure. He rolls over for a doggy bone repeatedly. (Pleasure)

Almost all the personality traits or "roadblocks" to success you will learn about in chapter 7 were formed as a result of a painful experience early in life. Being embarrassed at age 6 could result in the *fear of ridicule*. Being told you were stupid at age 10 could result in a *low self-esteem*. Being alienated for being the smartest kid in the class could have resulted in the *fear of success* rather than in a strong sense of self-worth. Our emotions are very serious and important to whom we become. Our early experiences create links between certain actions and specific emotions. Most of these early decisions are made completely outside of our awareness. The class clown learned early on that being loud and funny brought him pleasure. While, the shy girl sitting next to him learned that speaking her mind brought her embarrassment (pain). Etc. Etc. So, when you learn to analyze yourself and your friends' personality traits in chapter 6 and 7, please have empathy. Even the really dysfunctional personality traits like dishonesty or temper are based on a child's innate need to avoid pain and move toward pleasure.

Our brain actually makes new neuro-associations with each new experience. Biologically, a new neuro-pathway is actually created in your brain. In non-medical terms, this means that a new cellular "road" is formed to assist in having that specific thought or feeling. The more often you feel a specific emotion, the bigger and stronger that cellular road becomes. Eventually, that road becomes a habit. So, your hundreds of cellular roads are what make up your personality. Your brain opts to take those big paved highways, because it is much easier than creating a new road across untamed land.

However, in order to form new personality traits and create new habits, you must force your brain to build new cellular roads. Most of the exercises, including all the grapho-therapy based handwriting suggestions in chapter 7, are designed to "build new cellular high-ways" in your brain. When you do these, change can happen faster.

Your own perceptions of what equals pain and what equals pleasure are the driving forces behind your life. By the way, very few people have the exact same definition as someone else. For some people, giving public speeches represents positive emotions like acknowledgment, respect, and contribution. However, for most of the world, giving a speech sparks emotions such as humiliation, embarrassment, failure, etc. So, which one is real? They are both real to each person.

*There Is More To Life Than Increasing It's Speed.*  
—Mahatma Gandhi

One of the most important steps to discovering how to live in a state of wealth and happiness is to establish how much you value specific emotional states. By understanding how much you value each emotion, you

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can then determine what has been stopping you. You can also create an extremely compelling mission that works with your values.

Take this simple test:

Which of these emotions do you value most? (Security, adventure, success, peace, fun, love, trust)

No, you do not value them all the same. One pops out as being the most rewarding. And, one probably stands out as being the least important. Take a moment and rank them in order of your preference. #1 being the most desired emotion and #7 being the least important emotion to feel.

The above seven words are actually just labels to describe an emotional experience. Whether that label is #1 or #7 is really the amount of value you have assigned to this emotional experience. Your brain has already assigned a VALUE to almost every possible experience. The problem is, you don't know what value it has assigned. In many cases it assigned a value to some experience when you were seven years old. Today, your brain still perceives that emotion as a #1 value, when in fact you want it to be #7. For instance, when I was a kid, my parents got divorced. At the time, I associated marriage with emotional pain.

Although my mom's second marriage has been 20 years of love and bliss, whenever I got into serious relationships, my brain still remembered the pain of the divorce. So even though I wanted love, I spent my twenties valuing freedom over marriage. Most people have conflicting values that make them feel stuck or pull them in two different directions: security vs. adventure, love vs. freedom.

The seven-word test above was a simple learning tool. There are probably hundreds of words you can think of that describe your emotional states. Let's explore which of your values move you *toward* pleasure. I encourage you to take a few minutes and really answer the following questions as completely as possible. First, answer them in your own words. If you get stuck, I have provided a list of common values a few pages away. Use your own words. They contain more emotional juice than words you choose from a list. You can choose values that pertain to your whole life. Or you can be more specific and elicit your values about being in a relationship. If you are really serious about making all areas of your life work, I suggest answering the question five times- once for each category; Life, Career, Relationship, Health and Family.

### How To Elicit Your "Moving Toward" Values

What has been most important to you in life?

Or, another way to phrase this question:

What's most important to me in \_\_\_\_\_?  
(Life, Career, Relationship, Health, Family, etc)

What else is most important to me in \_\_\_\_\_?  
(Same category as above)

Now, this question will guide you to rank the value of each emotion from highest to lowest.

What has been most important to you, \_\_\_\_\_ or \_\_\_\_\_?

In order to get the proper values, you must be careful to choose the actual "ends value" and not the "means value." I'll explain.

Have you ever heard the Machiavellian phrase that says, "The ends justifies the means?" Essentially, words like money, family, relationship are means to experience specific emotions. The emotions are the ends values. For example, having *money* gets me the emotion of freedom, security, and peace of mind. Having family gets me the emotions of love, passion, and contribution.



## Some Common "Moving Toward" Values

(Feel free to add your own in the blank spaces provided)

Achieving	Adventure	Career
Comfort	Contribution	Creativity
Freedom	Friendship	Fun
Happiness	Investment	Making Money
Health	Helping Others	Honesty
Intimacy	Knowledge	Love
Learning	Growing	Making a difference
Passion	Power	Respect
Security	Spirituality	Strength/vitality
Success	Wealth	

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

*Do not read on until you have elicited your major values for the above questions.*

The above two questions elicited values that you are drawn *toward*. These tend to be positive emotions that you want more of in your life. Remember the test I did with the \$100 bill and lighter? Which one was a more quick and compelling motivator... the flame or the cash? (Pain or pleasure?) That's right. Pain tends to get our attention quicker. And most people will work harder to avoid pain than to gain pleasure. How urgent do you get to earn \$200? Is the motivation more when you want to buy a new dress or when you have an eviction notice stapled to your door? Many people live in a state of *drama* and *urgency* because pain is the only motivational strategy that gets them to take action.

Therefore, it is equally important to know what emotional states your brain is currently programmed to avoid at all costs. What we want most and also what we fear most shape our lives.

Example: if you really want success, but you are programmed to avoid the pain of rejection, you will have trouble succeeding in a sales job. People struggle with value conflicts all the time and don't know why they feel torn or stuck.

## How To Elicit Your "Moving Away From" Values

So take a moment to answer this question. The resulting list will be your primary "moving away from" values.

What have been the feelings or emotions you would do almost anything to avoid having to feel?

Once you have your list, rank them in order.

Would you do more to avoid feeling \_\_\_\_\_ or \_\_\_\_\_ ?

(Which would you do more to avoid having to feel?)

Keep asking the above question until you have ranked them in order of highest rank to lowest rank.

Here are some common moving away from values: Frustration, anger, depression, humiliation, embarrassment and physical pain.

## What Did You Learn?

Now, look at both of your lists in ranking order. Do you see any conflicts? Ideally, your "moving away from" values will push you toward your goals, and your "moving toward" values will pull you toward your goals.

If you know a person's value, you can predict a person's direction in life. Your values are like the walls of a pinball machine. They "bounce" you from one direction to another. Some "push" you in a direction and others "suck" you into another direction. If all your values are "pushing" you back and forth, you might begin to feel like a pinball. Moving very fast, but not getting very far.

Just as your goals can change, so can your values. If values are merely the ranking you give to the value of the emotional experience, your values will change with your level of experience. Don't despair if you find a value conflict. Just be grateful it has come to your attention, and you can begin to change yourself so that success will come easier than before.

### EXAMPLE #1:

If you are a 21-year old virgin, the value of "sexual stimulation" might be ranked #1. But, after that same person has been married for 20 years, the value of "sexual stimulation" might rank lower on the value scale than love, connection, commitment, etc. We tend to change our value of something given the rarity or the abundance of that experience.

*Some People Die At Twenty-Five And Aren't Buried  
Until They Are Seventy-Five.  
—Benjamin Franklin*

### EXAMPLE #2 BOB AND NANCY:

I once knew a guy named Bob. Bob had a self-confessed fear of commitment. His girlfriend, Nancy, was getting impatient with his resistance to getting married. Upon eliciting Bob's values, it was clear why Bob had such a difficult time making the long-term pledge of his love.

Bob's #1 Toward value was **freedom**.

Bob's #2 Toward value was **love**.

Bob's #1 Moving away from value was **loneliness**.

Bob's #2 Moving away from value was **being controlled**.

You can imagine the inner struggles Bob was having. Bob desperately wanted to avoid feeling the emotion of loneliness but was ranking freedom as the #1 positive value he thought he needed to feel in order to be happy. Once this ranking came to his awareness, he was able to work through why he felt being married was a sacrifice to his freedom. When he realized that in order to keep his version of freedom he must sacrifice his love and feel lonely, he felt pulled in two different directions. From his past both freedom and love had been very deep and important, and he associated pleasure with it. So, with his new awareness of his values, Bob began to reassess his rules about having freedom. When he began looking, he found the evidence.

Bob had unconsciously adopted a rule that marriage = no freedom. Hmm. Bad rule for Nancy. She had a belief that marriage = freedom (freedom to express, to be authentic, to be vulnerable, etc.) Bob began to look for married people who experience freedom and asked them how they did that. He began to look for evidence to dislodge his limiting beliefs regarding marriage and freedom.

So, both people wanted love and freedom. But, they had different rules about how to achieve these states. Bob eventually decided that love was a more compelling and rewarding emotion than this old version of

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freedom. Then, he and Nancy discussed all the ways he could feel free within a committed relationship. Once Nancy agreed to those rules, Bob felt comfortable moving forward with the engagement.

### EXAMPLE #3: 40-YEAR-OLD MAN

Here is an example of the values chart of a 40-year-old man who wants to be more financially successful. The first chart is how his values appeared to him after taking the above quiz. The second chart is how we "designed" them from out of his own power of choice. I have included only the top six values. Your chart may include 10 - 15 values.

#### OLD VALUE RANKING:

##### Toward Pleasure Values

Love  
Fun  
Freedom  
Security  
Adventure  
Success

##### Away From Pain Values

Failing  
Loneliness  
Being Controlled  
Physical Pain  
Risk  
Being Bored

*What changes would you suggest?*

#### NEW VALUE RANKING:

For example, here are the newly designed values from this 40-year-old:

##### Toward Pleasure Values

Love  
Success  
Fun  
Adventure  
Freedom  
Security

##### Away From Pain Values

Being Bored  
Physical Pain  
Loneliness  
Being Controlled  
Risk  
Failing

For this demonstration only, I rearranged all six values. In your life, you don't have to keep any values you don't want to. In the above example, I would most likely suggest he put fear of failing at the very bottom of his list of twelve *moving away from* values and put new values such as "being mediocre" or "feeling broke" near the top of his *moving away from* values.

Do you think he will find achieving success much easier now than before?

Notice how his life will change. First, I didn't suggest he rearrange his #1 life value of "love". His wife might not appreciate that. So, he kept Love as #1, but we moved "loneliness" from #2 down to #3 moving away. This slight change will make it okay to spend more time working and less time with his wife in order to be successful. (If that is okay with her.)

Second, we moved "fun and freedom" down on the list so "success" could rank higher. He obviously had a habit of choosing the short term "fun" instead of working toward a long-term success. Fun is still in the top three, but now he has balance.

Third, we moved "freedom" down to #5 so he has the choice to work for a company that pays him big money, if he so chooses. For many people that have "freedom" so high on the scale, they avoid any type of career or opportunity that compromises their freedom. He might choose to work a high paying corporate job for three years and earn four times the salary. He now has that option.

Fourth, we moved "security" down to the bottom of the *moving towards* list. This would be a difficult transition if it was #1, but since it was #3...it could be accomplished. Now, the concept of "security" is less attractive and he is free to take more risk.

Fifth, we adjusted the moving away from values so he isn't so fearful of risk or failure.

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This isn't the ideal value structure. It is just an example. I was tempted to include the value structures of self-made millionaires and other successful and/or happy people. But, out of respect for your individual mission, I will not do so. You might be tempted to "program" their values with the assumption that will make you happy. Nope. You have to choose your own value chain based on your own desired outcomes. I will give you hints throughout the book to which #1 or #2 values tend to make people the most happy.

I will relay this piece of advice that I learned from Dr. Tad James many years ago when I was struggling financially. Tad assisted us in eliciting the values of the participants in the workshop. He specifically asked us what was important in a career? Therefore, we were eliciting the emotions that made us most satisfied in a working environment. He then ask people to raise their hand if they ranked the value of "making money " or a similar phrase in the top three career values? As we looked around the room, only a few raised their hands. He said, "In my experience talking to thousands of people, the people that have "making money" in the top three values always do well financially." And, it makes sense. If you value "freedom, teamwork, or fun more than making money... you will consistently choose those values before you grab the cash. You don't have to make it #1, but if you work to earn money, then put that value at #1, #2, or #3. Why? Because you make decisions based on what you value most. When you put making money that high in your value chain, you begin to sort opportunities with "cash flow" as a priority and not as a hope. You will choose which business people to spend time with based on your financial best interest. If you are serious about making money in your career - consider moving around some values to make your work pay off.

### How To Change Your Values

Changing your values can be as complicated or as easy as you make it. The awareness of where your values are today is the first step to effectively changing them. On a daily basis, being aware of the decisions you make is a good place to practice living within your chosen value structure. Now, I will share with you an easy and effective way to move values higher on your list.

For this demonstration, let's use "Money" as the value you would like to move higher on your list. Many people see money as merely a means-value. They feel money is merely the means (the path) to a more important value found in the end. That's okay. They don't particularly get much emotional satisfaction in earning money. They do it to get the other values.

Other people experience a strong positive emotional charge when they earn money. These people feel money is an ends-value. Because of this emotional charge attached to money, they often have an easier time earning money. If you want yourself to experience a more positive emotional charge to money, all you have to do is associate the same positive emotions of your top three values with the act of making money. This mental conditioning will train your brain to feel the same good feeling when you earn money as you get from your other top values. Essentially, this process changes the way you value money.

*When You Place A High Value On Money,  
You Begin To Naturally Attract Money.*

All you have to do is begin seeing "money" using the same mental processes as you are currently seeing your #1 value. You do this by eliciting your submodalities. Submo-what-alities? Submodalities is one of those big scientific words that took me awhile to fully understand and to grasp the level of significance they can play in effecting the quality of my life. Now that I do understand the incredible power of submodalities, I have more direct control over all my emotions and internal thoughts. Submodalities are the fastest method to re-ranking values and changing anyone's emotions related to any past or future event.

Submodalities are the various ways your brain forms memories and emotions (loud or soft, in color or black & white, bright or dim, big or small, moving or still, fuzzy or clear, textured or smooth, panoramic or bordered, rectangular or square, you see yourself in the memory vs. seeing the event through your own eyes, etc.) Submodalities exist in every thought, memory, or emotion you already have. If you were to close your eyes right now and imagine yourself eating last night's dinner - that memory will have submodalities to it separate from other memories: you may see yourself at the table or see through your own eyes all the

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food on the table; you may hear voices of people you were talking to or music in the background; you may feel the chair you were sitting in or sensations in your stomach; you may even smell the food and taste it in your mouth as if you were eating it right now.

Research shows that by simply shifting these submodalities, you can have a dramatic effect on the emotional charge of that memory. I encourage you to elicit the submodalities you currently have relating to your lover, your ex-lovers, your job, your daily chores, and your dreams. Shifting the size, color, or location of that image or sound can have a profound effect on the emotion you feel. This simple concept has applications in every area of your life. Now you will learn how to elicit submodalities relating to values and change them.

### Common Submodalities

#### Visual

- Location In Space
- Quantity Of Images
- Distance
- Crisp & Clear/ Fuzzy Or Blurry
- Bordered/ Panoramic
- Color/ Black & White
- Moving / Still
- Speed
- Shape
- Size
- Horizontal & Vertical Perspective
- See Event Through Your Own Eyes (Associated)
- See Event From Outside Yourself Watching Event (Dis-Associated)
- 3D Or Flat
- Brightness/ Dullness
- Foreground Background Contrast

#### Kinesthetic

- Temperature
- Intensity
- Pressure
- Vibration
- Expanding/ Contracting
- Spinning
- Still/ Moving (Where To Where)
- Location Inside Body
- Moisture/ Dryness
- Texture
- Rhythm
- Smell
- Taste

#### Auditory

- Quantity Of Sounds/ Sources
- Distance/ Location In Space
- Style: Music/ Noise/ Voice
- Rhythm & Cadence
- Mono/ Stereo / Surround Sound
- Speed
- Clarity & Intelligibility
- Pitch
- Volume (Loud, Soft)
- Echo /Reverb

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- Tinniness
- Bass/ Treble

*See chapter 11 for more information on submodalities.*

### 3 Steps To Moving Values

The process of moving the value up the hierarchy of values has three steps. First you must discover the submodalities that are present with your #1 value. Second, you must discover the submodalities that are present with your "making money" value. Third, you must adjust your "money" value to exactly match the submodalities of your own #1 value. When you do this, you will instantly feel that making money can be an easy and efficient way to feel your #1 value.

Here is an example of the actual questioning process that I would have taken a seminar participant through. You will want to ask and answer the same questions for yourself. I have chosen the name Susan as an example.

Bart: "Hi Susan. What you told me you wanted is to make more money. Is it okay with you to change the relationship of money in your hierarchy of values?"

Susan: "Sure. Anything to make more money. Let's do it!"

Bart: "Okay, I will guide you through a simple exercise so you can feel for yourself the changes. You can always put them back in the original order if you choose. You are in control."

Susan: "Great. What do I do?"

Bart: "I am just going to ask you a few questions based on the hierarchy of values we just created. Ready?"

Susan: "Yes."

Bart: "You have on your list that being happy is your #1 value. When you think about being happy... is it a picture?"

Susan: "Yep."

Bart: "Is it black and white or in color?"

Susan: "Color"

Bart: "Is it bright or dim?"

Susan: "Bright."

Bart: "That's nice. Does it have a special location in your mind?"

Susan points to the front and says, "I haven't really thought about it before, but yes. It's up and off center to the right. Over there."

Bart: "Nice job. Does that image have a border around it or not?"

Susan: "Yes. A small border."

Bart: "What color is the border?"

Susan: "Black Border."

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Bart: "Is the picture still or in motion?"

Susan: "It's moving."

Bart: "Is it focused or blurry?"

Susan: "It's crisp and clear."

Bart: "Good job. I think I can now see why "being happy" is so compelling to you. You have painted a great picture of how you see it."

### **STEP #2: DISCOVER THE CURRENT SUBMODALITIES OF THE "MONEY" VALUE.**

Bart: "Okay, Susan. Put that image aside for a few minutes while we talk about something different. Can you clear your internal screen? Are you ready to move on? "

Susan: "Sure."

Bart: "Okay, now I want you to again think about what is important to you in a career. Think about your value of making money. On your list here you have it listed at #8. What do you think about money?"

Susan: "Okay. I'm not getting a clear image of it."

Bart: "Really. What are you getting?"

Susan: "I am just getting a foggy dark feeling that it isn't fun."

Bart: "That makes sense. I realize your not exactly sure what image you see, but if could guess. What image would be there regarding making money?"

Susan: "It is me cashing a check."

Bart: "Good job. Is that a still picture or moving image?"

Susan: "Still. I think."

Bart: "Okay, is this image bright or dull?"

Susan: "It's about medium. Not as bright as my being happy image."

Bart: "Where, inside your mind, is the making money image located?"

Susan: "It's a bit lower and to the left. The entire image is also smaller."

Bart: "Good job. Now what I am going to ask you to do is simply take the image of you cashing that check and view it using the same features as you told me the being happy image was in. So, when you think of money now... I want you to have the same process occur as you did before. I will guide you based on what you told me earlier."

Susan: "Okay."

Bart: "First, move the making money image up and to the right."

Susan: "Done."

Bart: "Make the image big and bright."

Susan: "Nice. It feels better."

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Bart: "Put a nice black frame around the motion picture image of you cashing that check."

Susan: "Okay. Interesting."

Bart: "Now, make the image crisp and clear."

Susan: "Wow. It looks like money could really help make me happy."

Bart: "Exactly. Nice job. You might want to continue tweaking the features until you get totally excited about making money."

Susan: "This is fun. Can I do that with all my internal images, feelings, and voices about making money? Just think about them using features of a value that is naturally compelling."

Bart: "That is the idea."

This simple visualization exercise will literally force the "money" value to be moved to #2 directly under your #1 value. You will feel that now "making money" will be more compelling to assist you in feeling the other top 5 values. The concept of submodalities are the key to making this work properly. If you want to learn even more about submodalities, check out the NLP book called *Using Your Brain for a Change* by Richard Bandler or The Tad James book *Time-Line and the Basis of Personality*. I reviewed both books while writing this section.

*The Emotions You Value Most Are The Key To Unconscious  
Sustained Motivation.*



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***Universal Truth #6***

***You Change - Reality Changes***

***Your World Is A Reflection  
Of Who You Are.***

***Reality Is A Mirror Of Your Soul.***

***As You Change, So Does The World Around You.***

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## Double Your Income Time Line / NLP / Hypnosis Audio Course by Bart Baggett

"Bart, I have only completed the first track so far. However, let me say this section alone is worth it's weight in Gold. Why? Just using two powerful concepts I learned was enough to increase my income. Using these concepts I booked a Stage Hypnosis Show that I performed last weekend in Minneapolis, MN and was paid the highest fee I've ever earned for such an engagement. I can't wait to see what happens when I complete the rest of these powerhouse audios."  
—Jona McKee, Washington DC.



The 2 CD Double Your Income Set is pictured above with two of Bart's New VHS videos - sold separately. You can buy the entire "Abundance Course Live Seminar" that includes all this and six live cassette tapes. Visit the catalog page at [www.bartbaggett.com](http://www.bartbaggett.com)

This is one of the most amazing courses I have ever published or been a part of. Literally within hours or days of using this program, people get immediate results measurable in cold hard cash. Even I "magically" create more money after I listen to this program using the closed eye process that you are led through on this on this audio soundtrack.

This breakthrough mental programming audio product will open your mind to new ways of thinking about money while attracting wealth and abundance in every area of your life. It doesn't matter what career or job you have now or how much (or how little) money you are making currently. Your mind has the power to open new doors and find ways to create wealth. This mental imagery programming tape unlocks those doors and breaks down limiting beliefs using the power of NLP, Hypnosis, and Time Line Guided Mental Imagery.

The Double Your Income is a two-part program. The first part is a discussion/ lecture about wealth and the belief systems that surround money and abundance. You will learn how you can overcome a lifetime of limiting programming using just your own mind. Part two of the Double Your Income Program is a closed eye process where you use your own internal "Time Line" to install new events and future earnings into your own unconscious mind.

The mental imagery technique called TIME LINE is an advanced technique that is very powerful and effective if performed properly. To insure you follow along properly in your mind's eye... please listen to the two introductory soundtracks that completely explain and assist you in eliciting your own internal time line. After you have listened to both of these soundtracks, then you can listen to the guided mental imagery section of the Double Your Income Course.

As a bonus, you can listen to the audio "Discovering Your Internal Time Machine -Session" anytime in the future to install ANY goal or desire into your unconscious mind. And, you don't have to wait for shipping. This entire course is now available via Real Audio from the comfort of your own computer just seconds after you place your on-line order.

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