

The Wealth Effect / No Right or Wrong, No Good or Bad,
No Ethical Bias, No Ego Involvement.

Prosperity / War is Over if You Want It

Prosperity.

War is Over if You Want It.

The subhead “War is Over if You Want It” is, of course, a quote from John Lennon's now institutionalized Christmas song, Happy Christmas (War is Over), but what has this got to do with prosperity?

Everything!

In one part or another of our program, I state that, “*The role of marketing is to create the right conditions for a listing or sale to take place: to create product awareness and facilitate desire without getting in the way,*” and that, “*The role of selling is to create the right conditions for a purchase to take place: to facilitate the buying process without getting in the way.*”

The entire focus of the Real Estate Professionals' listing and sales program is the creating of conditions for these, listing and sales, to occur with ease by the natural result of our program (the conditions), but this “*getting in the way*” thing can still block prosperity if our attitude about the work is turbulent and disoriented.

To expand and/or renew an experience of prosperity, whichever you are seeking, it is only necessary to set up a condition that allows prosperity to be your experience. The condition which permits prosperity to be your experience is very simple: no war.

Prosperity will abound when you rest from defending yourself against it.

We, in America, are always fighting wars: we are concurrently engaged in a *War on Drugs*, a *War on Cancer*, a *War on Crime*, a *War on Homelessness*, a *War on Illiteracy* and, even, a *War on Obesity* for gosh sakes. There are many more and I haven't even mentioned the military. Possibly, the worst among our warring efforts is the *War on Poverty* for it affects everything else.

Each of these wars have only exacerbated the conditions they sought to eliminate. Confrontation is never one faceted, it is never offense only; war is as much a defensive proposition as it is an offensive one because it creates its own counterbalance or counterfield of resistance: an opposing team with both a defense and offense all its own, you might say. The result of which, in war, is never a winning/losing proposition like in sports, but always lose/lose.

Lesson 30 of the *Tao Te Ching* states that, “*Thorns and weeds grow wherever an army goes,*” and, “*Lean years follow a great war.*”

To create P/E (prosperity experience) we must step away from confrontation with it – *Our Own Personal War on Poverty* – and instead make peace with, as an economist would say, the supply-side by being

a supply-sider: one believing-in and acting-on the premise that we are immersed in an expanding economy that seeks to embellish our experience with prosperity (profusion, wealth, influx). Make peace with that and never fight the other.

Yes, this is attitudinal, but the things you think and the things you experience at some time, now or future, become one and the same.

From this point on, or at least today as a trial, I'd like to suggest that you quit trying to make prosperity appear, that's *War on Poverty*, but instead try a softer approach by stepping away from mental blocks you have placed in its way. Say to yourself something like this, “Today I forget all my dark expectations and look for signs of light (prosperity) in all my surroundings that shines on me wherever I go. This pencil, for example, is prosperity and so is this desk and so are my shoes, my socks, this cup, my car, this house, these streets, these buildings, this restaurant, etc., to infinity. Because I seek nothing else, I find and experience prosperity everywhere I go and everywhere I look today.”

By doing this you become one with it – prosperity – and not an opposition seeing/seeking strategizer: a war making general.

If you have ever played *Where's Waldo?*, you know how selective your vision can be, that's what the

game is about. Your mind, when it has a single purpose, can block out everything except the thing sought.

To be completely thorough, though, you will need to really put the blinders on. By this I mean that you will need to “not” immerse yourself in other people’s problems or of those of the state, nation or world, or of the state of the economy, the real estate business, the financial markets, statistical real estate sales information, comparative analysis (you versus them), etc.

To do this you will need to “not” read the daily paper, BLOGS or news feeds to your computer, tablet or phone; you’ll need to “not” listen to the radio and its constant stream of negative ads and news bites; you’ll need to “not” watch TV, or at least the news or invidious sitcoms and soaps that dominate the air waves.

There is never an instant when you are not using your ability to focus on what you seek. If negative news, dark entertainment, etc. is the aim of your focus, well, the things you think and the things you experience at some time, now or future, become one and the same.

If the aim of your focus is light (prosperity) and all that it implies, well, the things you think and the things you experience at some time, now or future, become one and the same.

To intellectualize, analyze or attack evidences of lack is *War on Poverty*, to do that is paramount to collecting it. Merely overlook them as you would seaweed along a shore if looking for shells.

Practice this and a moment will come, and stay, when it seems that all things work in your favor toward

a desired end, prosperity, for the things you think and the things you experience at some time, now or future, become one and the same.

“*Make Love Not War*,” an anti-war slogan commonly associated with the American counterculture of the 1960s, seems a good motto for prosperity seeking adventurers as well, but “*Not War*” is an attack. The motto should read “*Make Love*” and end there.

War is over if you want it.

The Wealth Effect.

Driving up Crown Valley Parkway recently, a thoroughfare near my home, a man in a yellow Z06 (a 500 horse power Corvette) zoomed by and changed lanes to the front of me. I’ve had a couple Corvettes past and, watching him, I thought to myself how much he is enjoying his ride.

Then I thought to myself that the Corvette is The Wealth Effect of some success experience he has had or is experiencing now that has led to his having and driving that car.

There is no right or wrong about it, no good or bad, no ethical bias, no ego involvement, though most think there is, it is just The Wealth Effect on display.

The Wealth Effect for some manifests as the shiny object syndrome: gold watches, silver necklaces, twinkling diamonds, chrome wheels. All good, again, no right or wrong, good or bad, no ethical bias, no ego involvement, though most think there is, it is just The Wealth Effect on display.

And again, for some The Wealth Effect manifests in the form of investments: stocks and bonds, interest bearing CDs, investments in

high risk REITs (real estate investment trusts), real estate both residential and commercial, an extravagant residence, vacation home, time share, etc. All good, again, no right or wrong, good or bad, no ethical bias, no ego involvement, though most think there is, it is just The Wealth Effect on display.

The Wealth Effect, really, is what we all work for and aspire to whether we have ever thought of it that way or not. So, for the moment, let’s think of it that way.

What would you do right now, today, this week at the latest, if I were to hand you a certified check for \$240,000 made out to you personally. No catch. You can deposit it or, if bold enough, take it to my bank and walk out with a suitcase full of money. It is yours to do with as you wish.

Would you buy a car, a boat or yacht or plane, a watch, mixed jewelry, wheels, a new wardrobe, give some away, invest it; would you buy a house, a vacation home, land, a time share, take a trip, what? What would you do with it?

Whatever you decide to do is The Wealth Effect on display for someone watching, and there’s always someone watching.

Let’s be clear about our work ethic, we are always working, whether we admit or not, to experience The Wealth Effect.

So how do we get that \$240,000 check, not just once, but again and again and again? That’s the million-dollar question and the object of The Wealth Agenda.

The Wealth Agenda.

The Wealth Agenda is not a business plan.

A business plan is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals.

It may also contain background information about the organization or team attempting to reach those goals.

Business plans may also target changes in perception and branding by the customer, client or larger community.

When the existing business is to undergo a major change or when planning a new venture, a 3 to 5 year business plan is required because investors, if the plan involves investors, will look for their annual return in that time frame.

A business plan is all about the future and, specifically, not about the present. If I, and I am thinking, you, want to experience The Wealth Effect now, we have to be thinking about now and not then (the future).

But plans lead to the future you want to experience, I know, is the comeback. Why would you poo poo a good plan, the planning process or a person making plans, you might think or ask?

Here's why: A good, well thought-out business plan is the root cause of procrastination.

I, for example, have a self-justifying ego and think I am smart.

When I make the effort to create a well thought-out business plan I know the finished product is the full culmination of my wit and intelligence. I then conceive a timetable (future plan) for its implementation: next week, this year, over the next five years, etc.

When the time comes to begin, I pull the plan out, look it over and realize that I (in this context, I and

my ego are one and the same) am smarter now than I was then – at the time I made the plan – and that some parts of the plan must now be rethought, rewritten, re-planned and rescheduled. After doing that I conceive a timetable (future plan) for its implementation: next week, this year, over the next five years, etc. and organize for beginning again.

This can go on for years. An agenda, on the other hand, is all about now.

An agenda is a list of activities in the order in which they are to be taken up and completed, sometimes within specific times. It is a list or outline of things to be considered and done and may also be called a docket.

An agenda, which is basically just a To Do List, sidetracks the ego and its desire to reflect, plan and project by its present moment, task oriented requirement of completion.

So back to the question, “How do we get that \$240,000 check, not just once, but again and again and again?”

Here's the answer.

Get one \$240,000 check in the Real Estate Professionals' listing and sales program by having an agenda – to be started today – to do these things.

(1) Select one \$4/Million expired listing to list from among the thousands available within the nine-month window (per the parameters of our program) provided weekly by broker, Al Lewis (2) Knock on its front door with marketing card and the Seller Services Portfolio in hand to meet the owner to begin the process of manufacturing a relationship that will lead to a program look over per the *Program Introduction, The Power of One* (3) Follow-up with

biweekly marketing cards and occasional visits per the plan to effect the relationship building process (4) When appropriate schedule a program look over with the seller, yourself and your Marketing Partner, Al Lewis, if in southern California (5) List the house at the full standard fee of 6% of the sales price (6) Sell the house for \$4/Million cash to a buyer with means and close escrow in a timely fashion.

These steps, this agenda, will earn a whopping, single commission in the amount of \$240,000 paid out of escrow at escrow's closing.

There are, of course, some splits involved, but you get the picture.

Do this, then, again and again. It is a very simple plan, oops, agenda, that will get you to where you want to go in real estate and life: an experience of prosperity by means of a wealth agenda that will lead to The Wealth Effect.

I look forward to seeing you zoom by me someday in some fantastic car like the guy driving the Z06. I will say to myself, ah, there goes so and so, nice car, hmm, that's The Wealth Effect in action.

All good, no right or wrong, good or bad, no ethical bias, no ego involvement, though most think there is, it is just The Wealth Effect, your wealth effect on display.

Best wishes.

Al Lewis



**Real Estate Professionals
Allstate Marketing**

TheRealEstateFellowship.com

714-744-0617

Copyright 2013 Al Lewis
