



latest word

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Money is the root of ?

“Money won’t make you happy but everybody wants to find out for themselves.”

Every result you have in your life, your level of health, the quality of your relationships, the money in your bank account, the quality of your career or business is an outcome of your collective actions and behaviours. Only actions and behaviours drive results.

However, your actions and behaviours are an outcome of how and what you think. What you believe about yourself and the world will determine what you do and consequently the results in your life right down to the money in your bank account right now.



We see ourselves and the world, not necessarily how they are but in how we are conditioned to see it.

You ask a child what they want to be, do or have now or when they grow up and they may tell you that they want to live in a house with two swimming pools and go to work on the space shuttle.

What do parents do? Maybe not immediately, but little by little, they teach their children to be more realistic. They may not even realise it but

step by step they edit their children’s dreams to conform with their realistic view of the world. It’s not just parents who do the conditioning, but teachers, the media, society and they condition themselves through experiences and self talk.

So what am I saying?

Bottom line, our conditioning governs how we think, what we believe, how we interpret the world and this in turn drives our actions and behaviours which in turn determines our outcomes in life.

So what has all this got to do with the money in your bank account?

Well the money in your bank account is absolutely connected with your beliefs about money, your beliefs

about people with money and your beliefs about what money means or represents.

For example, phrases like:

- ▲ *Money is the root of evil.*
- ▲ *It’s easier for a camel to get through an eye of a needle than a rich man*
- ▲ *Filthy rich*
- ▲ *Blood Money*
- ▲ *A quick buck*
- ▲ *Money doesn’t grow on trees*
- ▲ *Do you think I’m made of money*

- ▲ *Gold Digger*
- ▲ *Grease the palm*
- ▲ *A king's ransom*
- ▲ *Penny pincher*
- ▲ *Raking in the money*
- ▲ *Rolling in dough*
- ▲ *Born with a silver spoon in his mouth*

Create unconscious negative associations about money or people with money.

So if deep down you have these negative associations, well do you think that might unconsciously relate with the amount of money you have?

If you view someone with money as being unsavoury, dishonest or exploitative in some way, do you think that might unconsciously relate to your financial success?

It does.

Do you think your deeply held views about money might relate to your prices in your business, how you manage your credit control and your bottom line P&L?

It does.

Look I'm not naively saying that people have not done dishonest, exploitative or unsavoury things to acquire money but that's some people, not all people. Just like in all facets of life, there's good and there's bad. Money is no different.

At the end of the day, money is nothing more than a mechanism to exchange value. In the past, I gave you the wool from my sheep in exchange for wheat from your field. That's all that's still happening.

Money is a measure of the value you have provided.



I recently bought my daughter a box set of the Harry Potter books, and I was struck that the life's work of the author J.K. Rowling was the words written on these pages in a box not any bigger than a shoe box. Those words, those ideas, those stories resulted in sales of more than 400 million books and made the author one of the wealthiest people in the world. The scale of value she provided to so many, has resulted in her wealth. It's just a simple exchange. It's a measure of her service.

It's not about the money. It's not about collecting pieces of paper or metal. It's about what that can bring you. Security. Choice. Freedom.

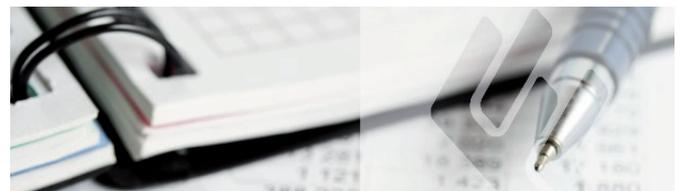
So what's the morale of this story? :-)

Be careful how you think about money and people with money. If you have deep negative views, then that's very likely to have a deep negative impact on your bank balance.

Celebrate others success and financial success. The vast majority will have earned it and I say well done to them.

So for you? Find a way to serve and serve more. The measure of your service will be reflected in your bank account.

If it isn't, you will have to reflect on how you think about money and change your conditioning, before you'll ever change your bank balance.



Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

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