

## *Beach Money Chapter 3*

# *It Rained on My Dreams That Day*

I was severely depressed. I was not going to do anything drastic, but I was feeling lost and without purpose. It was a drizzly winter night in Tempe, Arizona. Over the years, I had read every self-help book I could get my hands on and none of them helped. That rainy night I was reflecting on my years of struggle. I could not seem to get ahead financially. Every personal relationship I was in seemed to end in a disappointing breakup. Most of all, I'd had big expectations for my life by the time I hit thirty, and so far I was a complete failure. Nothing seemed to be going right.

I threw on a sweatshirt and stepped out into my backyard. It was overcast, cold, and wet. The ground was soggy. I walked about a hundred yards to the railroad tracks that cut across the back of the property. I started walking along the tracks in the rain, contemplating my life's purpose. This was not a positive environment for getting inspired. The night was misty and gray. A wet, cold wind was blowing in from the west cutting across my path. I walked the tracks for about five miles as the rain came down and the wind swirled between the buildings and homes.

As I listened to my thoughts about why I could not get my life together, I reflected on the self-help books I had read over the years. Many of them suggested that I write down my life dreams in a journal. The most successful authors would say that if you want to create something great in your life, you must first write it down like an architect writes out his plans to build a building. I had read this idea many times over the years, but I had never done it. The authors all said that by putting my dreams in writing, on paper, I would be asking the universe to bring me those things that I desire. They suggested I write my dreams in the present tense, as if they had already happened. But for some reason I had never done that exercise.

After getting home and drying off, I decided I would finally apply some of this advice.

The next day I went to the store and bought a journal and a felt-tip pen, and I headed for the airport. I worked for an airline then, and I had flight benefits, so I jumped on a small airplane to the Grand Canyon. I had lived in Arizona for about five years and had never visited the canyon. As I deplaned, I noticed the air was fresh and cool. There were pine trees everywhere. I jumped on a shuttle bus that dropped me in a small parking lot close to the rim of the canyon. No postcard or photo could ever capture the beauty of the Grand Canyon. After embracing the breathtaking views, I decided to walk out into the forest. I found a quiet place under an old oak tree that stood about three miles into the woods. I sat on the ground and leaned back against the trunk of the tree. I grabbed my new journal and pen and began to write the story of my life as if it had already happened. I wrote in the present tense, and I wrote vividly and clearly. My descriptions were alive and vibrant. For the next few hours, I set aside all of my doubts, fears, and apprehensions about what was possible. I simply wrote from a place of complete honesty and possibility. My descriptions included the people, places, and things that are important to me. I wrote about my personal life, my business life, my dreams and desires. I described myself physically, mentally, spiritually, and emotionally.

About two hours into my writing, the weather began to change. In Arizona, in the mountains, the weather can change very rapidly. The wind began to blow and the temperature dropped about twenty degrees. All of a sudden some heavy gray cumulus clouds formed over the top of the mountain where I sat and the temperature dropped another ten degrees. I realized that I should probably begin my journey back because I sensed that it might start raining. I was right. Within a few seconds, it started to rain. The rain was cold and the wind continued to blow.

I did my best to hold my journal close to my body to keep it dry, but the pages got soggy. I walked quickly back toward the edge of the canyon as the temperature dropped to about thirty-five degrees. The rain turned into sleet just as I entered the Bright Angel Lodge. I opened my journal. Some of the ink had run down the damp pages.

The warmth from the fire burning in the huge fireplace across the room was inviting and filled the room. I sat down on some colorful cushions next to the fire and continued to write the story of my life. For the next few hours, I lost myself in my future life, but as I wrote it, I began to live it in my mind as if it had already happened. Later I would realize that this was the most important moment on the whole journey.

I got back on the plane and headed for Phoenix. Just as the self-help gurus suggested, I placed my journal next to my bed on my nightstand, which was two cinder blocks and a piece of wood. Every night for the next year I would read one or two pages from it. Each time I read, I got more and more excited. I anxiously awaited my new life.

A year had gone by, and nothing from my journal had come true. Not one thing. I felt duped! Once again, I had failed. What was wrong with me? I took that little journal and threw it in a box in my closet and forgot about it.

Seven years later...I smile at my girlfriend as we continue to unload my new cabin furniture into the living room of my dream home in the forest. My new home is a

beautiful log-sided mountain retreat with a huge wraparound deck and cathedral ceilings. It backs up to national forest land, and I have pine trees growing up through the wooden decks. The air is fresh and clean. When a breeze blows, the trees sound just like the ocean. The air is so clean that when you breathe it almost hurts your lungs! At night, the Milky Way looks like a streak of smoke cutting across the sky. It's pure heaven.

As I am opening boxes, I notice a journal on top of a pile of books. It was the journal that I had written at the Grand Canyon seven years earlier. I opened the journal, read the first two pages, and started to cry. Everything in this journal had come true in my life. I now had the home of my dreams. I was driving the car of my dreams. I was physically fit and happy. I had an amazing girlfriend who has become my lifetime friend and I had a passive residual Beach Money income of over \$30,000 per month that allowed me to travel the beaches of the world. I had found my dream life.

I really don't know why this works. I am not a psychologist or metaphysicist. But I do know that if you grab a pen and notebook and find a quiet, inspiring place where you can write for a few hours, you can do the exact same thing that I did and continue to do each year of my life. Consider writing the story of your future life in the present tense, as if it had already happened. Set aside all your fears, doubts, and apprehensions about what's possible, and just write as if you were a child again, dreaming from your heart. Write until you have your entire life exactly how you want it. Then read one or two pages a night for about a year and then throw it in a box.

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## *Beach Money Chapter 10*

# *How a Minor Shift in My Thinking Transformed My Bank Account*

People often ask me, “How do you accomplish so much in so little time?” I’ve learned that even the most complicated things can usually be broken down into three easy steps. That single lesson made my life infinitely more manageable and expanded my bank deposits beyond my wildest dreams. In fact, my Beach Money lifestyle kicked in when I began breaking down my projects, goals, and dreams into three easy steps. A Beach Money lifestyle is a few months away for you, too, if you will apply this simple concept.

Some people say it’s easier said than done, but I say it’s easy to say and easy to do. The biggest challenge is stripping away all the extra stuff we add to make ourselves feel important and smart! Here are a few examples:

If you are learning to fly an airplane, you’ll need to learn to do three things:

- 1      Take off
- 2      Fly
- 3      Land

Once you have mastered these three things, you can fly safely and successfully.

If you are an architect, you need to learn to do three things:

- 1 Assess clients' needs
- 2 Create designs
- 3 Communicate specs so designs can be built

That's it. When you've become really great at these three things, you will have become a masterful architect!

Of course, there is always more you could learn about being a pilot or an architect. Simplifying the steps involved makes achieving your dreams, goals, projects, or tasks manageable, which lowers your stress level and makes you much more productive.

I'd like to share a story about two guys, Jason and Roger. Both of them would like to lose weight and get in shape. Jason is well-educated and prides himself on his ability to do extensive research and absorb a lot of information. Roger is more practical by nature and usually looks for the quickest path to success.

Jason decides to learn everything he can about losing weight and getting fit. For the next three months, Jason checks out every book he can find on health and fitness at the library. He registers for a class at the community college and even buys the *Encyclopedia of Health* at the local bookstore. For at least an hour a night, Jason reads, highlights, and takes notes as if he were studying for a law degree.

Roger understands the principle of leverage and is results driven. He writes down three basic steps for getting fit:

- 1 Sweat every day
- 2 Stretch every day
- 3 Eat 70 percent natural, unprocessed and un packaged food (fruits and vegetables) every day

After three months, who do you think has lost the most weight? Who is most fit? Obviously, Roger. Who knows more about health and fitness? Probably Jason, but his results stink. Is this starting to make sense?

Remember, duplication and leverage are keys to a huge Beach Money income and a Beach Money lifestyle. Anything hard to figure out or implement will slow down or stop duplication and leverage. Keeping it simple is critical. I like to do the "8-year-old test": if an 8-year-old can't do it or explain it, I don't do it either.

## **A REAL-LIFE THREE-STEP PLAN IN ACTION**

Someone once asked me to write down three things that I wanted to accomplish in the next three months and post the list where I would see it every day. I made my list and looked at it daily, even though I was not sure how I would actually achieve my three

goals. But after three months I had accomplished all three. Here's the game plan for getting what you want in record time:

## **Step One**

Write down three things you want to buy or do in the next three months (this is the most important step).

### **EXAMPLES:**

Register your kids in a private school.

Go back to school yourself.

Make some repairs on your home (things that have been bugging you!).

Buy front-row seats to a concert or play that you have always wanted to see.

Hire a housekeeper.

Donate \$500 to your church or to a family in need.

Drive up the California coast and stay in seaside lodges along the way.

Take a hot-air balloon ride.

Take a weekend getaway in the woods.

Take a trip to Las Vegas.

Rent a condo on the beach.

Open a college fund for your kids.

Upgrade the sound system in your car.

Buy a swing set for the kids.

Attend a four-day Tony Robbins event.

Buy a second car.

Put a down payment on a house.

Buy a new bedroom set.

Buy some new appliances.

Take a three-day vacation at the beach.

### **Ground rules:**

- 1 Your three goals have to get you really excited.
- 2 You must be able to do or schedule each item on your list within three months.
- 3 Don't be practical; you have permission to splurge.
- 4 Limit the list to just three items. You may have four or five goals you really want to accomplish, but pick your top three for now. After you've accomplished those first three, you can add three more to the list.

Here's something to consider as you undertake this exercise: Answer this question: Do dogs like bones? Most people would say, "Yes, dogs do like bones." But if I place a steak and a bone on the ground and let the dog choose, which is he more likely go for? He would probably go for the steak! Dogs don't like bones. Dogs settle for bones, but they salivate over steaks. As you make your list, go for the steak.

One training seminar I attended suggested that your dreams don't really count until they're on your calendar. In the past, I had hopes and dreams that dragged on for years. I talked about taking a cruise to the Virgin Islands for 15 years! Then I did something very simple: I put it on my calendar. Three months later, I was on the cruise and enjoying one of the best weeks of my life!

## **Step Two**

What actions will you take right away to begin to move you toward these things you will be getting in the next three months? Limit your actions to three things. What three things can you do in the next three months to move you toward accomplishing your three dreams?

- 1
- 2
- 3

## **Step Three**

Expect and allow the universe to provide you with all the resources you need to attain the three things you have written down. This is not a "To Do" step. It's a "Releasing" step. It's a "Letting Go" step. Simply do steps one and two, and then let go of the outcome. Expect good things to happen.

My Beach Money lifestyle comes from breaking down my projects and goals into three simple steps. I just do this over and over. I teach three simple steps. I keep it so simple that an 8-year-old can do it and teach it. You will love this, because for the first time in your life, everything will become so simple and doable.

# *The Day Momentum Hit*

**A**fter years of getting in and out of network marketing companies, I decided I would give it one more shot. I signed up with my twelfth company in ten years and heard about an opportunity meeting. I was told I could bring guests. I had five confirmed guests. I showed up for the meeting about an hour early. The company leaders had told me over and over again that if I wanted my guests to be at the meeting, I should pick them up. They also said that if I asked my guests to meet me at the event, there was almost a 100 percent chance they would not show up. I have since learned that this is true.

The meeting was scheduled to start at 7:30 in the evening. At 6:30 I was the only one there. I had told my guests to meet me at 6:45, and at 7:15 I was still waiting for them. One of my guests finally showed up at 7:20. We sat in the back of the room. Groups of people started arriving and lining up at the door. The room vibrated with conversation and energy. Everyone seemed to be excited. There was lots of talk about the charismatic speaker who knew how to make money. I felt the excitement in the room build as the crowd's energy grew to a feverish pitch. At 7:30, the crowd became silent and then jumped to its feet and roared with applause as the famous Al Thomas was introduced.

I felt distressed. Al was so good. He was fun. He was funny. He knew how to make money. And here I was sitting with my one single guest while Al had a room full of over 200 people! How did he do it? I had worked so hard to invite five people and only one had showed up. I decided once again that I would never make it in this business. I thought to myself, "I could never be as good as Al!"

About thirty minutes into the meeting, Al had a few of the people in the front row stand up. He introduced them as his guests. In that moment, I realized that Al had only three guests at the meeting. Al did not have 200 people at the meeting. Al had just three. I had one person. The distributor next to me had no one with her. A distributor named Sandy had two guests. David had one guest and Kari had invited ten guests but no one showed up to meet her. The room was filled with about 150 distributors. Some of them had a few guests and many had none. I then began to understand the magic of momentum.

## THE MAGIC OF MOMENTUM

What is momentum and what does it feel like? When does momentum begin? Can momentum be created, or does it just happen? How much luck is involved? I had heard about the big leaders who had 1,000, 2,000, and even 5,000 people joining their teams every month. It seemed almost surreal. How could they attract such large groups of people? Were they doing mass recruiting? Were they using some secret system that they weren't telling us about to grow such big teams so quickly? Did they work long hours to generate this kind of supernatural growth? Were they using an elaborate Internet-based recruiting approach?

There has always been a big mystery around how this much growth could happen for some people and not for others. In this chapter, I will solve the mystery of momentum and unveil the secrets of creating momentum. You will know exactly what momentum is, how it feels, and how to create it. You will begin to redefine momentum in a way that will make it real for you. Momentum is a buzzword that is thrown around this profession. But it's not what it seems.

I don't know when momentum started for me. It might have started when I signed up my first "business builder," or when I decided to be a leader, or the day that ten people joined my team, or when my monthly check exceeded \$10,000 for the first time. Or it may have happened when I was recognized for having a monthly pay increase of \$3,000, or when my annual income exceeded \$1 million.

I learned something the night I heard Al speak in Scottsdale, Arizona. I learned that Al only had three guests at the meeting. But Al's team had a total of about thirty guests. Not one person had more than three guests. If half of Al's guests signed up that night, his team would add about fifteen new distributors. And Al had meetings like this going on all across the country. He was only at one of the meetings, but leaders on his team were conducting similar meetings in Chicago, Los Angeles, Columbus, Miami, Des Moines, and Sacramento on the same night. If fifteen new distributors joined Al's team in each of the six additional cities, that would add an additional ninety new distributors to Al's team.

By the way, Al also had 150 distributors in other cities across the country who did not make it to the meeting that night, but they did meet with some of their friends at their homes. Twenty-six of those 150 distributors also signed up new distributors. Al's team signed up 131 distributors that night. How many did Al sign up? Al signed up just one. Over the course of a month, he would do two or three of these meetings per week, but he had hundreds of these meetings going on around the country. He would have over 2,000 new distributors join his team each month, but he would only bring in three to five each month himself. Al never brought in lots of people on his own. In fact, I learned that no one ever brought in lots of people. However, lots of people each bringing in a few every month appears as momentum.

Imagine having a group of 20,000 people on your team. If just 10 percent of them

bring in one person a month, you will have added 2,000 new distributors to your team. That's momentum. It will produce some very large five- and six-figure monthly checks! If you are unable to envision having 20,000 distributors in your group, then maybe you need to hear this story. I had never successfully built a group of even two people. I was sitting at the basketball stadium in Phoenix watching the Phoenix Suns play the Dallas Mavericks. For a few seconds, I imagined sitting in the stadium all by myself. There were about 20,000 empty seats in the stadium. I could never imagine building a team large enough to fill all 20,000 seats, but I could definitely fill the seat to my left and the seat to my right! What if I were to do just that? I then wondered if the three of us could fill the ten seats immediately surrounding the seats we were sitting in. That sounded reasonable.

Now I have ten people sitting in my little group, but the entire stadium is still completely empty. How could ten of us even think of filling a stadium of 20,000 seats? I wondered if our little group of ten could get one or two people each and thereby grow our section to thirty people. Of course that was possible! Doesn't it then make sense that we could grow our thirty distributors to one hundred new distributors? Could one hundred of us each invite a few and eventually fill five hundred seats? Of course! Can you begin to see how five hundred full seats could turn to 1,000 and then eventually 5,000? How long would it take us to fill 20,000 seats if we started with 5,000?

I have been around the networking profession for years and I have never seen any one person build a large team on his or her own. I have seen many people find a few people and over time turn that group into thousands. When thousands of people each set out to find one or two people each month that can create substantial growth and income!

## **TIMELINES AND GROWTH**

The amount of time it takes someone to bring another person onto the team does not speed up as the team grows. As more and more people join a team, it just appears that growth speeds up. If I have one person on my team and it takes that person two weeks to bring another on board, then growth appears to be rather slow. Let's assume that eighteen months from now, I have 1,000 people on my team, and fifty of them show the business to a potential partner that month. Each prospect takes two weeks on average to join. Over the course of the month, fifty new people join my team. That's nearly two people per day, but I did very little actual work myself. Although the time it takes for someone to come into the business (two weeks) has not changed, the sheer numbers make it feel like the growth is speeding up.

## **THE APPEARANCE OF MOMENTUM IN NATURE**

A seed turns into a plant, a plant turns into a stand, and a stand turns into a forest. This all happens as a result of cell division, and the more cells there are, the faster the rate of growth! The cells don't divide faster and faster. There are just more of them, so more cells are dividing in a shorter period of time! In the beginning there are fewer cells, so there are fewer cells dividing. In the beginning there are fewer plants, so there are fewer plants dividing.

A human being starts with a cell. A family starts with a couple. A community starts with a few families. The baby boom was an example of lots of families making babies all during the same twenty-year period. Was the boom caused by momentum? Or was momentum caused by lots of individual families having one or two babies each? Have you ever noticed how fast children grow once they hit a certain age? As they grow, they have more cells dividing and therefore they seem to grow even faster!

Think about how the common cold spreads. It starts with a few people getting sick. It appears that people are getting sicker faster as the cold spreads, but in actuality there are just more people spreading the cold to others.

## **AN EXAMPLE OF WHAT MOMENTUM LOOKS LIKE IN A NETWORKING BUSINESS**

**Month 1:** You bring in one to five people. **Month 2:** You bring in one to five people. No one does anything. You've spent \$1,000 and have earned \$300.

**Month 3:** You bring in one to five people. One person brings in one and then doesn't do anything more. You earn about \$100.

**Month 4:** You bring in one to five people. Your group adds three distributors for the month and you get your first promotion. You earn another \$200 but you have spent another \$500.

**Month 5:** You bring in one to five people. Your group adds ten distributors and you get your second promotion. You earn about \$500 but you've spent another \$500.

**Month 6:** You bring in one to five people. Your group adds another ten distributors and this is your first profitable month. You earn about \$700 and spend about \$200. You are tired and overworked and have lost money overall. You want to quit. You question whether it's worth it. Your friends and family ridicule you for working so hard for so little.

**Month 7:** You bring in one to five people. Your group is now adding three people per week. You're not sure if this will work. This is the most critical time; 95 percent quit here.

**Month 8:** You bring in one to five people. Your group starts adding one distributor per day and you make \$1,500. **Month 9:** You bring in one to five

people. Your group starts adding two distributors per day and you make \$2,500.

**Month 10:** You bring in one to five people. Your group starts adding three distributors per day and you make \$4,000.

**Month 11:** You bring in one to five people. Your group starts adding six distributors per day and you make \$6,500.

**Month 12:** You bring in one to five people. Your group starts adding ten people per day and you make over \$10,000.

You have now cracked the code of momentum. You now know what momentum feels like. You understand the dynamics of the system. You have positioned yourself to earn \$30,000 to \$50,000 per month within two to three years. You start to get excited about your Beach Money future.

You will never meet 99 percent of the people coming into your organization. They don't live in your city. Your business begins to take on a life of its own. Your group adds 200 to 500 new distributors per month. Your residuals grow each month. You have 4,000 distributors in your entire group. You are a hero in your company. People want to know your secret. You are asked to speak at the company convention, although you have never done anything like this before. People want your autograph. You start thinking about writing your first book.

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**Jordan Adler** has created a seven-figure income in his current network marketing enterprise and has personally inspired thousands of people to achieve remarkable success through network marketing. He currently travels the U.S. and Canada motivating his team to reach their personal and financial dreams and training distributors on the simplicity of growing a successful business. Jordan splits his time between Chicago, Illinois and Phoenix, Arizona. He also regularly finds time for the mountains and the beach of course. His hobbies include running, world travel, music and real estate investing.

To learn more about Jordan and to purchase his new book, Beach Money, please visit:  
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