

from the desk of

J. HAMILTON

Visionaries Thrive..

jhamilton@visionariesLab.com

310 923-0984

Greetings

Please find enclosed a summary of the Wealth Dynamics Wealth Profiling system. It is designed to help you discover the path of least resistance to financial wealth. You may access the [Wealth Profile](#) starter kit and [Recommended Resources](#) at the end of this paper.

Wealth Profiling is profound. It's based on a 5000 year old 'technology' called the I-Ching. (In fact, ALL psychometric testing is based on this. What Wealth Profiling uniquely does is to link some previously missing elements into the mix.)

Consider that the ancient Chinese philosophies show us that there are five natural "energies".

- **Dynamo:** Spring/wood - Energized, dynamic, creative, great at getting things started, but terrible at getting things finished.
- **Blaze:** Summer/Fire - Passionate, outgoing, great at networking and meeting new people, but easily distracted from task at hand.
- **Tempo:** Autumn/Earth - Compassionate, great team player and reliable at getting things done with the team. Will often seek direction from others.
- **Steel:** Winter/Metal - Orderly, systems oriented with a good eye for detail. Strong at completing, but finds it tough to start new things.
- **Wizard:** Transition/Water- Connected, tranquil and spiritual. Focused at the why behind everything.

Each of us has a mix of these energies that contribute to the whole of who we are. You'll see that reflected on the next page in the diagram with your wealth profile results. You'll find each of the "energies" above with a percentage value based on your questionnaire results. These relative percentages define which one of the eight wealth profiles is your profile, and which two other profiles are your secondary profiles.

Your wealth profile represents your greatest wealth opportunity. That's why it is very important that you **study and apply the 6 steps to wealth for your wealth profile** – these represent the rules for your wealth game. If you do not follow these 6 steps- in the right order- you will miss out on your wealth. Your two secondary profiles will *influence* how you create and leverage your wealth.

Your wealth profile results are on the next page, with the following 6(?) pages dedicated to describing your primary wealth profile and secondary profiles. We suggest you focus on your primary wealth profile to systematically build your wealth. As you focus on playing the game of wealth creation most suited to your profile, you will build mastery and will experience the effect of living life in the flow, attracting opportunities and finding that you enjoy what you're doing. Your financial wealth will follow automatically.

Oh, and by the way... the definition of wealth we use is this: wealth is what you have left... if you lose all your money. Now that's worth pondering (you might also take a look at Roger Hamilton's brilliant books on that called "Wealth Dynamics: Your Life, Your Legacy" and "Wink and Grow Rich", and some of the other resources (including live events) all listed for you at www.resultsfoundation.com/xlstore..

THE CREATOR

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Dynamo	Introvert / Extrovert	Intuitive

WEALTH CREATION KEY:

“Creating a better product”

PROFILE

The Creator comes in two forms. The introverted creator is an inventor: creative, artistic, and able to multi-task on many new ideas at the same time. The extroverted creator is a pioneer: innovative but focused, creating not just products, but the businesses and marketing plans that will drive those products to market. Both are visionaries and motivate others by their drive.

ROLE MODELS

Successful introverted creators can be found most visibly in the design, media and entertainment industries. But are also behind every new and innovative product that reaches the market from the most recent high tech phone to the latest kitchen blender. Successful extroverted creators are behind many start-ups and can be found at the head of high growth companies in high growth industries that require constant innovation to compete.

The highest profile creators out there include Bill Gates, Steve Jobs and Larry Ellison on the one hand, and George Lucas, Steven Spielberg and Norman Foster on the other hand.

STRENGTHS and WEAKNESSES

Creators are naturally intuitive, so tend to get involved in their own creativity, which can cause friction with others. They are big picture thinkers, which can often mean missing the details. Their drive gives them the momentum to spark their creativity, but this drive can also exhaust or disorientate others. As a result of this double edged sword, creators are often described by others as the best communicators and the worst communicators at the same time.

Creators are excellent at getting things started, but often terrible at completing. Hence the tendency to have many projects going at the same time, which can sometimes lead to distraction and lack of focus.

Those creators who have turned their back on their creativity have often done so as a result of others criticizing their lack of attention to detail, or their inability to complete the task at hand. Unsuccessful creators are those who either have seen their creativity as a distraction in the serious business of earning a living, or who have become a victim of their success – living the consequence of some creative idea they had in the past, whether it is a company they set up or a career path they have entrenched themselves in.

THE CREATOR

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You can be extremely productive when you are using your creativity but may invest little time in this area. Your biggest priority must be to build a team around you to support and execute the right ideas and plans. If you try and do it all yourself, you are not doing you, your team or your wealth any favours.

Focus on building your opportunists and financiers within your network to support your ideas, and align yourself with mechanics and deal makers who will provide you with the greatest leverage.

2. MOMENT OF WEALTH CREATION

You need to maximize the time invested dreaming up and creating new ideas, products and strategies. Yes, that's right, doing the things that are most fun. That means you must build your wealth foundation first to be successful. Then your main focus must be to understand the six criteria for assessing opportunities, as you need to refine your output to the product idea that will deliver the greatest value.

3. VALUE CREATION

The value creation activities that are important to you are maximizing the value differential you are creating by focusing on the product's unique selling points. This alone will multiply your returns. Also, identifying and building product niches that you can dominate, creating your strategy for execution and brainstorming your marketing plan. Everything else is dressing: Operations, systems – someone else can do it, and will do it better than you.

4. VALUE OWNERSHIP

Before leveraging, you need to own the product rights of whatever you have created. That means trade marking, copyrighting or patenting. You need to ensure you have originality in what you have created and that you own, or any cash flow you create will be very temporary.

5. LEVERAGE

Extro-creators are much more likely to start their own business to support their product innovations. Then leverage will come by multiplying reach and productivity through distribution networks and mass production, and magnifying the brand and goodwill through marketing and partnerships. Intro-creators need to leverage even more by securing licensing agreements with distributors: Hence the need to link with mechanics and dealmakers.

6. SECURE CASH FLOW

The world is full of creators who have not followed this strategy and so have never found their wealth. Many even find a way to leverage, but then miss the final key point: Getting paid their worth. Cash flow will come from patent royalties, license fees, or often from the business: company profits or equity sale. This means secure where the money is coming from and how and when it will be paid before rushing ahead and conquering the world

THE STAR

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Dynamo / Blaze	Extrovert	Intuitive

WEALTH CREATION KEY:

“Creating a unique identity”

PROFILE

The Star has natural talent that others notice when it is shown. A unique personality and attributes are reason enough for people to talk about a star. Naturally extroverted, stars will be happy around others and will be quite comfortable being the center of attention. As they also think more intuitively, they will have the ability to create the identity that suits them best.

ROLE MODELS

Stars, naturally, are the easiest of the profiles to spot. After all, the value is in the person. Obvious stars can be found in the sports, music, film and entertainment industries. However, the highest profile CEOs, salespeople and trainers also achieved their wealth by following their natural path as a star.

The highest profile stars are across different industries, including the three Michaels: Michael Jordan, Michael Schumacher and Michael Jackson, every pop star and movie star you could name, and outside of the entertainment industry stars include Richard Branson, Bill Clinton and Anthony Robbins.

STRENGTHS and WEAKNESSES

Stars are aware of the strength of their personality and often use this to their advantage, causing disharmony and alienation at times. As a star grows in stature, the value of their time grows, as does the demand on their time. To continue to shine brightly, however, they need to continue to deliver, which can lead to exhaustion and dissatisfaction if they have not learnt how to leverage effectively.

With the stress that comes with increased success, it is natural for a stars ego to often get the better of them. This can lead to them forgetting the winning formula that brought them their wealth, and it is all too easy to burn out or self-destruct.

Those stars who have ignored their path have often done so because of the bad experiences they have had being in the limelight, and the responsibility that goes with it. Fallen stars have fallen often because their moments of success in the distant past led to burn-out which they somehow took to be permanent. Others have been trained not to draw attention to their natural talents, much as they secretly enjoy it. And others simply lack confidence and knowledge, so tread a careful path incognito, blissfully unaware of the simple steps they could be taking to claim their wealth.

THE STAR

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You draw the admiration and curiosity of others, but may have failed to package this properly. Your first step must be to be honest with yourself on the value you can contribute to others, and then to commit yourself to your path. That means no more being shy or modest in your self promotion!

Focus on building your supporters and advocates within your network to support and promote you, and align yourself with creators and deal makers to give you the catalyst to the content and deals that will bring you your wealth.

2. MOMENT OF WEALTH CREATION

You need to focus as much of your efforts as possible on defining and refining your identity and then delivering against it. That's right – vanity rules! The biggest downfall of many a star is their failure to create a unique identity around themselves that people can relate to, so they just become another face in the crowd. All other activities should take second place until you have become fairly certain that when people talk about you, based on your branding strategy you have a pretty good idea what they would be saying.

3. VALUE CREATION

Your value creation activities will be in the efforts you apply to building your exposure, crystallizing your brand, and fine tuning your talents to fit your brand. Plus investing in your presentation and personal promotion skills.

4. VALUE OWNERSHIP

Most everyday stars deliver their value liberally with no ownership or leverage. Regardless of whether you are a doctor, salesman or network marketer, you need to create ownership of your identity, which means owning all intellectual property rights relating to your material, your brand, and image, and managing how others use this whether on a paid or promotional basis.

5. LEVERAGE

The biggest #1 area you need to leverage is your time. That means being ruthless about what is low value time that you should be delegating to others. The team you create will allow you to free up your time to accelerate the process of magnifying your brand. You will do this by leveraging on the media, marketing partnerships, and generating word-of-mouth. You must also create leverage through your packaging, duplication of content delivery and duplication of promotional material and vehicles.

6. SECURE CASH FLOW

Unlocking the cash flow when you are the product is a fine art. The most successful stars will negotiate their returns up front, and this will be linked to their pulling power, whether it is sales commissions, signing fees, brand royalties, service fees, license fees or endorsement fees.

THE SUPPORTER

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Blaze	Extrovert	Intuitive / Feeling

WEALTH CREATION KEY:

“Adding Value to a Wealth Creator in Time and Resources”

PROFILE

The Supporter is outgoing, loyal, reliable and a fantastic networker. With a blaze frequency, their value is in the heat of the moment – the relationships they create and the wealth of energy, enthusiasm and time they can offer. By linking this resource to a wealth creator, supporters can create much greater wealth than they could on their own.

ROLE MODELS

Successful supporters can be found around every very successful wealth creator, whether that profile is a creator, star, mechanic or deal maker. However, many supporters have found success without aligning solely with one wealth creator. As a result, there are many CEOs of well known, listed companies who are supporters. You can also find supporters successfully running businesses in support industries such as PR, recruitment and marketing. High profile supporters include Steve Ballmer and Michael Eisner.

STRENGTHS and WEAKNESSES

Supporters are both intuitive and sensory, which means that they often can act as the antenna for a more removed wealth creator. With strong interpersonal skills a supporter is more comfortable out meeting people than creating sustainable systems, and so it is easy for value to be lost as easily as it is being created. Also, in the excitement of new opportunities and relationships, distractions and diversions are aplenty.

An even bigger challenge is managing real and perceived value with the wealth creator: Their greatest value to the wealth creator is allowing that person to focus at creating more wealth. However, that focus needs to be balanced with a clear appreciation of just how much value the supporter is adding. This is exacerbated by a supporters total disinterest in any kind of strategic planning. After all, their best breaks have all seemed accidental...

Most failed supporters mistaken their profile as an employee doomed to a life of salaried income, often having tried to start a business or investment with limited success. Others might like the idea of finding a wealthy and dynamic money maker to team up with, but simply haven't gotten around to take any action – and never will. For nearly all supporters who are not on their path to success, what is missing is the understanding of how their role as a supporter can unlock great wealth. For those who learn the key to securing cash flow, a new motivation may just be awakened, to get out there and make it happen!

THE SUPPORTER

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You already know many people and are undoubtedly a popular person around town. But to create your foundation for wealth takes a clear strategy to connect what you already have, together with your natural talents and time, to one or more wealth creators. That means packaging what you have.

Focus on building your advisors and peers to give you the input and direction you need, and invest time in getting to know successful creators and mechanics, as your areas of greatest opportunities will come from an intuitive wealth creator seeking your strengths as well as your support.

2. MOMENT OF WEALTH CREATION

Maximize the time that you are investing in pinpointing and developing your areas of greatest contribution to the prospective or actual wealth creators you are going to support. That means spending time with them being clear on how you can add the most value – not just by where your strengths are, but where they are weakest and where they are still entrenched in lower value activities.

3. VALUE CREATION

The value creation activities you need to focus on are in building and nurturing the relationships with the wealth creator and with your network, including the team players working with you. Building trust and commitment are the two greatest areas of importance.

4. VALUE OWNERSHIP

For you, the value that you need to own is the relationships themselves. Most importantly, the relationship with the wealth creator or creators. Without this ownership, no matter how good you are, wealth creation will be limited. But note – ownership is not simply a contract (although that is important) and it is not about constant proximity. It is about unwavering trust and reliability.

5. LEVERAGE

How do you leverage when the value is in the relationship? By systematizing your time, your knowledge and your resource base to understand how you can magnify your areas of greatest contribution. That means that every great supporter needs to build his own support team!

6. SECURE CASH FLOW

Many supporters go through the entire process and then fall down on the final one. They end up delivering fantastic value but have nothing to show for it but their salary. Steve Ballmer didn't become wealthy from his salary. He became wealthy from his shares in Bill's company. Similarly, you must secure a cash flow linked to the success of the wealth creator.

That means, make sure you have an equity share or profit share of his company – and make sure it is a large enough share and he is a good enough wealth creator that the end result will be a worthwhile one!

THE DEAL MAKER

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Blaze / Tempo	Extrovert	Sensory

WEALTH CREATION KEY:

“Connecting the right people at the right time”

PROFILE

Successful Deal Makers tend to catch the imagination of the business world, with their sweeping gestures that make millions in a moment. Of all the profiles, the deal maker relies most on the relationships around them, as their wealth is created by the connections they make. With a sensory dynamic, deal makers are reactive, acting on the right opportunities as they happen.

ROLE MODELS

Deal Makers can be found across industries, and the highest profile ones can be seen moving into an industry as it moves past its summer phase, and the bargains can be found. As is happening now with the telco industry. Deal Makers can also be found wherever there exist assets with significant value differentials, such as in property, corporate mergers and acquisitions, and in the entertainment business brokering multi-million dollar brands.

The highest profile deal makers include Robert Kravis, Li Ka Shing, Donald Trump, David Geffen and more notoriously, Don King.

STRENGTHS and WEAKNESSES

Deal Makers are natural communicators, influencers and negotiators. They have a great sense of timing. So as a result, they can easily become intoxicated by their own success, looking for each deal to be bigger than the one before. This trend, however, is often the undoing of a good deal maker, who will go one deal to far and get burnt badly before they learn their limits.

As a result of their confident delivery, they can sometimes come across as somewhat overpowering (as in the case of certain used car salesmen). They may also overlook the details and mechanics that make good deals turn bad. Also, the sense of ease that some deal makers seem to make money lull other profiles into a false sense of confidence, and there are many creators, mechanics and stars who have made deals with their own equity only to pay dearly later for their lack of expertise.

Most failed deal makers are really deal-makers-in-waiting. They have never seen this as a credible way to create wealth and have never pursued this path. Or they have just never been aware that this was their main talent and would never do so unless they stumbled into it by chance. However, of all the profiles, when a deal maker finds his path, his wealth is one of the first to arrive!

THE DEAL MAKER

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

Your wealth is in your relationships, and the higher level your relationships, the higher level the deals will be that you do. The time it takes to do a deal that makes you \$100 isn't so different from the one that makes you \$1M. Build your relationships but set the level you want to play at!

Focus on building your managers and players to support the deals you can do, and align yourself with creators and mechanics as they will provide you with the assets with which to make deals happen.

2. MOMENT OF WEALTH CREATION

You need to maximize the time invested picking deals, finding the right people and managing negotiations. As a deal maker, you can act as an opportunist, seeking out value differentials to bring potential buyers and sellers together. You need to clear the decks to give you the time to do this job well, and with the right advisors around you, a fantastic deal could be just a month away.

3. VALUE CREATION

The value creation activities you must focus on is in building a team to seek out deals. This team becomes an appreciating asset, that grows in value with every new deal that you make, and you can fine tune the team as you go. Invest time in building relationships with financiers, advisors and other opportunists. Your internal value will be in developing your negotiating skills and tuning yourself in to whichever market you choose to focus on.

4. VALUE OWNERSHIP

Wealth comes from not just finding the deal, but controlling it. That means your ownership will come down to the relationships on either side of the deal, and the contract paperwork. You become the critical link without which the deal cannot take place, and that is where you capitalize on the value created.

5. LEVERAGE

You are magnifying your record, which means that you are building credibility as you go, and will need to be leveraging on someone else's credibility when you begin. Your leverage will also come over time as your team develops knowledge, your relationships build depth and your own knowledge increases. To begin with, leverage your time and other people's credibility.

6. SECURE CASH FLOW

Ensure you have determined your cash flow in advance to ensure no confusion. Too many deals have gone through in which the deal maker remembered everyone except himself. Your cash flow must come from the deal itself, as that is where you are delivering value. So although you may want some equity stake for your efforts, your focus must be on the front end commission, back end commission and auxiliary fees you are charging to make the deal happen. To really reach your wealth fast, the money you make should be in relation to the wealth created – not related to the time spent.

THE TRADER

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Tempo	Introvert / Extrovert	Sensory

WEALTH CREATION KEY:

“Buying low and selling high at the right time”

PROFILE

As a result of the popularity of online and retail trading, many people see themselves as a trader. Unfortunately, most are not which goes to explain why most lose their money. A real trader is someone who naturally looks for bargains for the fun of it. They love haggling or seeking out the lowest price with the satisfaction that they found it first, and then they are equally good at seeking out the buyer who will pay a higher price. As with the Creator, the trader can be both introverted and extroverted.

ROLE MODELS

Unlike deal makers, who make their money without ever owning the assets they are dealing in, traders will buy and sell the asset, and make their money from the spread. Extrovert traders will do this where they can influence the price through hard bargaining and can be found in import/export businesses, and the retail industry. Introvert traders are happy to trade through analysis rather than face-to-face bidding, and include all successful market traders.

STRENGTHS and WEAKNESSES

Traders are sensory, reacting to events as they take place. For this reason they are more likely to have a day-by-day action strategy than a three year plan. Their strength at operating at point blank range is also their weakness as they rarely plan ahead.

Traders are also emotionally drawn to the trading process, and this can become consuming. This can either impress others or baffle others, or both at the same time. As a result of their reactive nature and reliance on other events or other people, traders are not always proactive at grabbing hold of their future and ensuring their wealth is assured.

Many failed traders have never traded. As reliable and hard-working employees, they may see either the buy side or the sell side of a transaction within the company they work for, but often never the two together. Only when they are in control of both sides will a trader become aware of the natural talent that they have. Many traders may want to start their own business but lack the confidence to do so. Many may have tried some other vehicle in which they did not have to rely entirely on their own initiative, such as network marketing, real estate or insurance. However, until they take stock and follow their path, their true wealth will continue to elude them.

THE TRADER

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You need to fine tune your skills, which will only happen when you build the network to support you and allow you to leverage your time and expertise.

Focus on building your opportunists and advisors within your network to bring you the right opportunities and to accelerate your knowledge base. Align yourself with supporters and mechanics who will provide you the added confidence and systems you are going to need.

2. MOMENT OF WEALTH CREATION

Maximize the time that you invest in analyzing opportunities, trends, and the underlying and differential values of the assets that you are trading. Also maximize the time that you are investing in timing trades and connecting with the people who you will be trading with wherever that is relevant.

3. VALUE CREATION

The value you are creating are internal values, as all external values are locked into the trades, so are temporary by nature. The internal values that you are building are your depth of market knowledge – overall, of individual buyers, sellers and products – and also your sense of timing, which will continue to sharpen with experience and knowledge.

4. VALUE OWNERSHIP

You must own the timing in both buying and selling the trades. Strange as it may sound, if you are a stock market trader this is already a given. But if you decide to begin an import business and begin trading in motorcycles or wicker baskets, and suddenly you find you have a run on stock and a stop on orders, that loss of control in timing could be a loss of your entire business. So don't leverage until you know you have this ownership secure!

5. LEVERAGE

You can begin by leveraging your time, as your wealth will ultimately flow from your internal value. All successful traders find leverage first by multiplying, by the number of trades they process, then magnifying, by the size of each trade and the resource base they have to trade with.

6. SECURE CASH FLOW

The trader will always make their money from the spread. Whereas a deal maker relies more in his interpersonal skills, a trader will rely more on his system. And whereas a deal maker can do one deal with no upfront commitment and very high margin, a trader is more likely to have the upfront commitment and a much lower margin. That means that cash management becomes key. However, as you are making money from the spread, do not be limited by your buying power. Control the buying and selling, and then raise the capital and finance you need to do the deals that will make you the money

THE ACCUMULATOR

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Tempo / Steel	Introvert	Sensory

WEALTH CREATION KEY:

“Buying and Building Appreciating Assets”

PROFILE

The accumulator is the safest of the profiles, relying on a system of incremental growth to achieve wealth. The book “The Millionaire Next Door” is based on the accumulator profile, as it is one of the most fool-proof to follow. Many wealth seekers adopt the accumulator strategy but either lose patience or get itchy feet and move on. The real, successful accumulator is patient enough to stick with it, and disciplined enough to keep to their system.

ROLE MODELS

Accumulators come in to forms. The accidental accumulators are those who made their wealth elsewhere and are now reinvesting their wealth in property, stocks or other vehicles. These are not good role models as they are not the wealth profile of a real accumulator. The second are the ones who fit the profile and have made their wealth through their strategy. This includes everyone who has bought and held on to a set of assets over time, whether in company stock, property, land, or any kind of appreciating collectible.

The highest profile accumulator in the world would have to be Warren Buffet, and there are plenty of books to learn what he did and how he did it.

STRENGTHS and WEAKNESSES

Accumulators are patient, systematic, considered and prefer to play safe. However, others sometimes mistaken this for indecision and procrastination. While others may be ostentatious with their wealth, accumulators rarely are, which is why they often go unnoticed.

For the strengths that an accumulator has in seeking out appreciating assets, this is not always matched with the buying power to follow through, which is why many accumulators never even get started, and opt instead for an easy entry path even though it may not be their strength at all.

So most failing accumulators have never built the capital to get started, or understood the financing strategies to secure the capital and the refinancing strategies to release cash flow while retaining ownership. So as a result they have done nothing at all. Other accumulators have gotten involved in their own business, and have made the mistake in investing what money they have on appreciating assets which become depreciating assets. Either way, all accumulators should be assured by the fact that when you finally follow your path, the incremental nature of the path means your success is guaranteed.

THE ACCUMULATOR

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You are not naturally inclined to throw wild parties for the neighborhood, so the idea of building a wealth network may be far from your mind. But you need one to get to your wealth. If you don't have the money to invest, you need to know the people who do – and they need to know you.

Money will always follow talent, and when you follow your path, your talent will shine through. So garner support from financiers to finance and peers to lend you breadth of experience. Find a strong supporter to network on your behalf, and a great mechanic to put your systems together.

2. MOMENT OF WEALTH CREATION

You need to maximize the time invested in developing your selection system for the appreciating assets that you are focusing on. You also need to be freeing up your time to build your sensitivity and awareness of the right buying opportunities, and to time these opportunities to get the right purchase price.

3. VALUE CREATION

The value creation activities to focus on are internal values: Developing your market knowledge in terms of overall trends and where and when buying opportunities occur. Your ability to sense future trends, forecast and predict asset appreciation will also sharpen your purchasing skills.

4. VALUE OWNERSHIP

The ownership that you need, surprisingly perhaps, is not on the physical assets you are accumulating. You simply need ownership on the purchasing decision process, and on the rights of the asset – which means even though it may be part owned by the bank as a result of financing, or by a fund that you set up and that investors are receiving a return from, you hold the right to sell that asset should you choose to do so.

5. LEVERAGE

With this ownership, your leverage will come from the system that you create to identify and select the right purchases, together with your leverage on your purchasing power, through the financing that you can raise. It is on this critical point that your greatest leverage is your performance history, as ultimately investors like a safe pair of hands delivering reliable returns.

6. SECURE CASH FLOW

If you intend to hold on to the assets for the long term, the two ways to create liquidity back into your pocket is either by creating a fund or investment company that you pass the asset rights to and from which you sell shares, or by refinancing your assets as they appreciate, allowing you to take out the appreciation in cash in return for added gearing. Either way, you end up with cash, and with the rights to the assets still in your hands.

THE LORD

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Steel	Introvert	Intuitive / Sensory

WEALTH CREATION KEY:

“Controlling Cash Generating Assets”

PROFILE

The lord is the epitome of Stealth Wealth. Rarely seen but rolling in cash, the lords of the World control everything! They control the land, they control all the natural resources, they control all the man-made structures. They may not own them, but they don't have to. They are too busy counting their money!

ROLE MODELS

Successful lords are not seen, and they are not heard either. With the exception of perhaps the Sultan of Brunei and Saddam Hussein. But lords are everywhere in every country and in every economy. Lords can be found wherever there is a fixed asset that is generating cash, whether it is a rented property or a leased vehicle, whether it is a gold mine or an oil field.

If you are a Lord, yet have not yet become a successful one, make it your priority to find a mentor who has made it. You will be amazed at how simple the process can be and how fast wealth was created.

STRENGTHS and WEAKNESSES

Lords look at the entrepreneurs and stars of the world and in most cases believe they could never do what they do, and would never want to either. Lords are at home with themselves and don't believe you need to draw attention to yourself to create wealth. If you do, it seems a heavy price to pay.

Lords will be first to analyse a situation, and will not act unless they have some level of certainty about the results they can expect. This can often cause friction with others! If a Lord puts himself in a fast-paced, high-growth environment, they will often be seen by others as a counter balance to the chaos that surrounds them. However, this role will often put them out of reach of the river of wealth, as they are seen in a support role and could be replaced. And here lies the critical point.

Successful Lords not only know they can be replaced, they want to be replaced. With their assets working for them, they have the time freedom to do whatever they want for the rest of their lives. Most Lords who have not become successful are passing their wealth every day. They simply have not had the luck to stumble upon a Lord who can show them how, and it has not yet occurred to them that when you ask, you receive. When a lord-in-waiting realizes that few lords use much of their money at all to create their cash flow, then motivation suddenly takes the on-ramp onto the highway!

THE LORD

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You are happy enough on your own, and those that you are close to, but by being so you are closing the door to your wealth. You must, must, open your mind to the wealth waiting for you, and find the mentors who can help you.

Focus on building your financiers and managers within your network to finance and manage your acquisitions, and find yourself a supporter who will be your front man to a network of opportunities and resources. Also look for deal makers to seek out the best acquisitions for you.

2. MOMENT OF WEALTH CREATION

Your time has to be invested in selecting and financing the assets that will generate the cash flow you want. Internally, you need to invest in your ability to calculate and measure the cash flow that you will receive net of cost of financing given different scenarios with the market and interest rates. Invest time in learning the skill of seeking low asset prices from sellers that you can convert to high cash income from tenants or customers.

3. VALUE CREATION

The value that you want to create is largely internal, building predominantly your know-how of the financing industry, and understanding the supply and demand dynamics of the assets you are creating cash flow from.

4. VALUE OWNERSHIP

The key to the lord is clarity that he doesn't have to own the asset at all. He doesn't even need to own the right to that asset. He simply needs to own the right to the cash flow he is going to generate from his asset. This is most apparent to someone who chooses to start a licensing agency, or a photo library, where he is creating cash flow without owning the intellectual property rights of the assets he is leasing out.

5. LEVERAGE

You will create leverage by multiplying your assets through the same leasing system. The management you need will not grow at the same speed in which your car leasing or property rental company grows, and so you leverage on your knowledge, your history and your system. This, in turn, allows you to leverage further by financing more assets to create further cash flow.

6. SECURE CASH FLOW

Unlike other wealth profiles, your job is made simply in that what you own already is the cash flow, and so your cash flow is already secured. However, you do not have control over interest rates and future asset purchase prices, so control over cash flow also means the ability to control the amount that you are charging, whether it is the lease on the property or the overnight rental price from your video stores.

THE MECHANIC

DOMINANT WEALTH FREQUENCY	ACTION DYNAMIC	THINKING DYNAMIC
Steel / Dynamo	Introvert	Intuitive

WEALTH CREATION KEY:

Creating a better system

PROFILE

The Mechanic is an enigmatic character who has the ability to control and manage many people without needing to demonstrate any charismatic leadership qualities. His mix of intuitive thinking and systems focus together with a drive to grow and expand leads to the path of expansion through duplication and replication.

Whereas a star endears, a mechanic endures. For all successful mechanics, what they build tends to be built to last.

ROLE MODELS

Successful mechanics give creators a run for their money in the business celebrity stakes. Not only do mechanics often take over from creators as businesses mature, but they are also capable of starting global, system based businesses that take on a life of their own as they multiply around the world. Mechanics can be found behind most franchise and multi-chained businesses, and in all manufacturing, distribution, construction and logistics businesses where all creative focus is on the systems rather than the products. The highest profile creators out there include Sam Walton and Jeff Bezos.

STRENGTHS and WEAKNESSES

Mechanics like to take things apart and put them together again. They are up to the challenge of changing the wheels on a moving car, and as a result they are continually challenging the status quo on the way things are done. This can be very stimulating for some, and very frustrating for others.

Mechanics will sometimes follow their passion of tinkering without any particular wealth strategy in mind, and their tinkering can sometimes lead to unintended ends. For Mechanics who stay focused on the objective, however, the results can be startling.

For mechanics who have never quite gotten started, they are likely to have seen their sensitivity to systems as more of a curse than a talent, as they would always be the first to feel affected when things weren't going to plan, and they were often the first tasked to repair processes once the damage was done. For many mechanics that never found their wealth, they found the comfort of a large, structured MNC too inviting to resist, and became forever swallowed in a comfy armchair of middle income. For mechanics who follow their path, however, value-laden opportunities abound, and are simply waiting for the right person to come along and multiply!

THE MECHANIC

WEALTH CREATION STRATEGY

1. BUILDING WEALTH FOUNDATION

You are dynamic, yet with an introverted tendency, so are likely to pick your friends carefully. That's OK, because now it's time to also pick your wealth network carefully. The people you know will lead you to your wealth.

Focus on finding opportunists and financiers to open the doors for you and then fund you through. Your greatest catalysts to wealth will come from creators – looking for a mechanic to take their business further – and deal makers, who will bring you the opportunity of the day.

2. MOMENT OF WEALTH CREATION

You need to maximize the time invested innovating and creating the systems and processes in the business you have chosen to become involved in.

This includes the constant process of stress testing, refining and measuring performance, and continuously looking for ways to extract even more value from the system.

3. VALUE CREATION

The value creation activities that are important to you include the documentation of all systems and processes, and all checks and measures. This becomes imbedded value that endures not just with the venture you are involved in now, but the next one as well, and the one after that.

4. VALUE OWNERSHIP

Ownership is all around the systems that you create. If you approach a creator with a one outlet business, and you systematize the business, find the financing and multiply that business two five other outlets, the value you have creates is in that system. Make sure that you own that before you multiply.

5. LEVERAGE

You need to leverage through a system of your own creation. Whether it is a license, or a franchise, ensure that the leverage is at the lowest common denominator. The more idiot-proof the system is, the greater your ability to leverage will be.

6. SECURE CASH FLOW

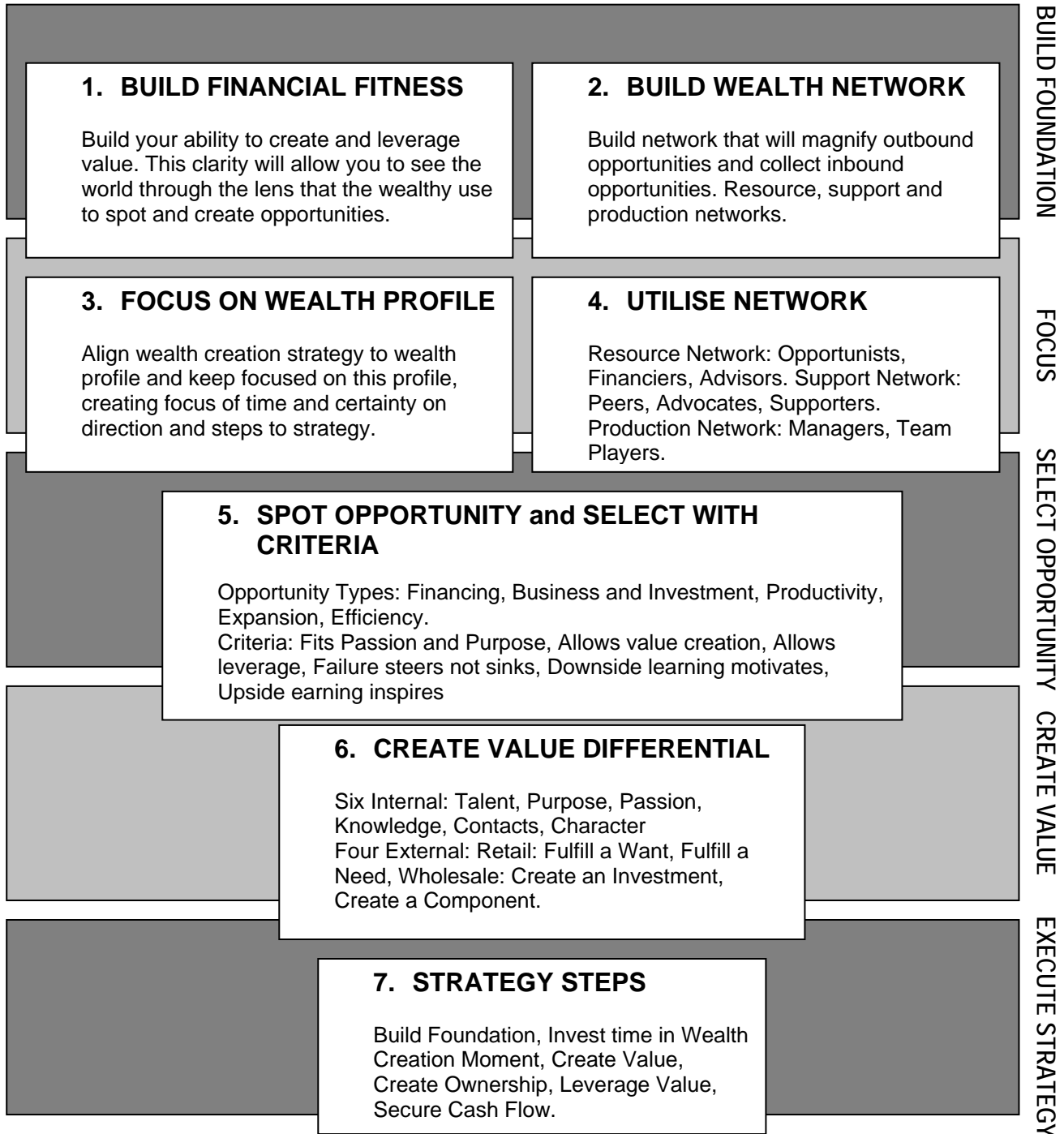
Your cash flow will come from the value you deliver with your system. That means ensure you have the right franchise fees or license fees in place that will allow you to create an ongoing source of cash flow from your system.

If you have set up a company that operates and multiplies your own systems, then cash flow will also come from profits and equity sale.

THE PATH TO WEALTH

*“Take the second step after the first step.
Then take the third step after the second.”*

- The Mountaineer



“The great aim of education is not knowledge but action.”

- Herbert Spencer

CREATOR PROFILE

Your Keys to Success

To truly make the most of your profile there are a few things you will need to focus on, improve, grow, master, and measure. The following are YOUR keys to success:

1. YOUR wealth network:

Make the people of greatest support your priority in building your wealth network. Make the greatest catalysts your priority to connect with to accelerate your ability to access your own wealth creation key.

Greatest Support	Greatest Catalysts	Why?
Opportunists and Financiers	Mechanic Deal Maker	Mechanic to support processes and Deal Maker to create liquidity in intellectual assets

2. YOUR wealth creation strategy:

1. Moment of Wealth Creation	Dreaming up and creating new ideas, products & strategies
2. Value Creation	Create product niche, strategy for execution, mktg plan
3. Value Ownership	Product Rights
4. Leverage	Mass production, distribution network, marketing brand/media
5. Secure Million Dollar Cashflow	Patent royalties, license fees, company profits, equity sale

3. YOUR profile measures:

How do you maximize value and leverage further? Track the key measures that relate to your profile. Focus on building these measures, and if, week by week they grow, the results will speak for themselves.

Profile	Value Measure	Leverage Measure
Creator	Product Demand	Product Reach

“Learning is not compulsory... neither is survival.”

- W. Edwards Deming

www.visionariesLab.com

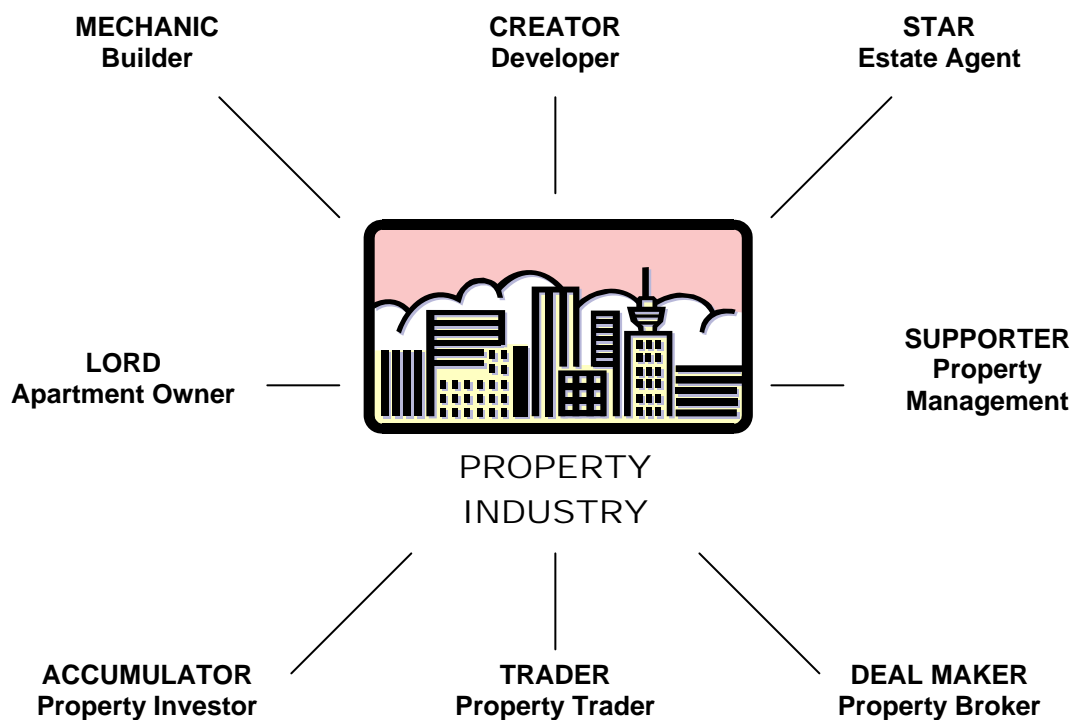
PROFILES vs INDUSTRIES

Your Wealth Profile is the story behind the story. It is your personal process to wealth creation regardless of the industry that you are in. In contrast to career paths, that link your destiny to a particular profession or industry, your wealth profile holds true no matter which industry you choose.

For this reason, many wealth creators who are clear on their wealth profile and have a strong wealth foundation find it relatively easy to cross from one industry to another without difficulty.

Your Wealth Profile does not dictate your industry, but may guide you to your most appropriate role within that industry. Take the property industry for example:

Example of multiple Profiles within the same Industry



“As we think, so shall we become.”

- Bruce Lee

WHAT IT IS AND WHAT IT IS NOT

YOUR WEALTH PROFILE IS

- Your path of least resistance
- A wealth creation profile that suits your personal strengths
- One of eight profiles each with its unique strategy
- A proven path that others have already followed
- A method for you to focus your time investment
- A route to clarity and certainty of your path
- A permanent foundation
- A way to distinguish your wealth creation process to the industry of profession that you are currently in
- A method to select the right role models
- A tool to gain clearer understanding of yourself
- A reference point for your learning and growth

YOUR WEALTH PROFILE IS NOT

- A fad
- Something you can change at whim
- A temporary foundation
- Your career path or profession
- Your only path to wealth (although others will take longer)
- A place to hang responsibility
- An excuse
- A label

“We do not change as we grow older; we just become more clearly ourselves.”

- Lynn Hall

www.visionariesLab.com

RESONANCE

“When you resonate, you accumulate.”

- The Musician

1. Your wealth profile is more than a strategy to focus you.
2. Your wealth profile is your opportunity to create resonance.
3. Resonance is the strongest form of leverage.
4. When you create resonance, you create an energy vibration at your own frequency.
5. At this frequency, you not only amplify what you transmit, but you amplify what you receive. You receive at your frequency.
6. Like a radio, when you tune in to your frequency, you tune in to a different reality. With resonance, not only do you tune in, but you also tune the world in to you.
7. Every successful wealth creator has experienced the magic of resonance. As you follow your natural path, you attract the most incredible people, opportunities and wealth that are aligned to your path and purpose.
8. Resonance is the clearest sign that you are on the right path!

“The most beautiful thing we can experience is the mysterious.”

- Albert Einstein

RECOMMENDED RESOURCES

There are four significant areas you can work on that we believe will act as catalysts to help you create your wealth faster.

These are:

1. Building a greater understanding of Wealth Dynamics
2. Improving your financial fitness
3. Enhancing your understanding of the power of networks, and your ability to build and capitalize on them
4. Studying and modeling successful entrepreneurs who share your same wealth profile. Reading autobiographies is a great start.

HIGHLY RECOMMENDED:

The most comprehensive Wealth Dynamics resource available:

[“Wealth Dynamics: Your Life: Your Legacy”](#) - An Entrepreneur Guide to Finding Your Flow by Roger Hamilton US\$24.95 plus postage and handling

[Wealth Dynamics Starter Kit](#). Wealth Profile test and above book. US\$114.95 Save \$10.00

Other Resources Include:

Wealth Dynamics Eguide: www.resultsfoundation.com/eguide

A comprehensive FREE guide to understanding “Wealth Dynamics”

Recommended Reading List:

A list of recommended reading for your profile: includes autobiographies of top entrepreneurs with the same profile as you – your role models.

<http://www.resultsfoundation.com/readinglist>

Articles and newsletters:

<http://www.resultsfoundation.com/content/view/59/157/>

CD and workbook sets:

[Financial Fitness Plan CD Set](#): US\$105 plus postage and handling

[Ultimate Investment Plan CD Set](#) (Networks): US\$105 plus postage and handling

[Wealth Dynamics CD Set](#): US\$105 plus postage and handling

Books:

[“Wink and Grow Rich”](#) by Roger Hamilton: US\$15 plus postage and handling

Events:

Wealth Dynamics Weekend

Entrepreneur Business School (Bali)

Special offers: XL Shop at www.resultsfoundation.com

Visit:

www.wealthdynamics.org/

www.resultsfoundation.com/xlstore/