About Les Brown

As one of the world’s most renowned motivational speakers, Les Brown is a dynamic personality and highly-sought-after resource in business and professional circles for Fortune 500 CEOs, small business owners, non-profit and community leaders from all sectors of society looking to expand opportunity. For three decades he has not only studied the science of achievement, he's mastered it by interviewing hundreds of successful business leaders and collaborating with them in the boardroom translating theory into bottom-line results for his clients.
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FINDING A NEW PATH

Everyone of us dreams of being financially free - no matter who you are, where you live, or what stage you’ve reached in your life.

Whether you dream of creating a nest egg for retirement, or just putting an end to the cycle of living pay check to pay check, or even buying a few more luxuries; those dreams are all possible when your financial future is secure.

It all begins with 7 steps to start you down the path to freedom.

My name is Les Brown, and as one of the world’s foremost motivational speakers, I want to remind you that only you are in control of your financial destiny.

Make these 7 steps a central part of your life.

It’s not enough to simply read them once, and then continue down the same path that you’re already on. Instead, I want to encourage you to come back to these steps after you’ve read them once and review them again. Then keep coming back to read and re-read this formula for success over and over again.

Why you might ask?

Well, most people actually see something different when they look at things with a fresh pair of eyes, or with a new perspective.

As you keep reviewing and re-reading these 7 steps to gain your financial freedom; you’ll find new meaning because you’re different each time you do this.
FINDING A NEW PATH - CONTINUED

Think of each of these steps as a movie that you’ve already seen. You notice those extra details that only come to light the second or third time you watch it. And just like that, as you keep coming back to these 7 steps, you’ll soon find yourself gaining even more and more from them.

You’ll find yourself saying, “Whoa, I didn’t notice that the first time!”

Learning these 7 steps is a process - one that we encourage you to review on a regular basis.

In fact, this is the same approach I recommend that you use to change your mindset, and to elevate the quality of your thinking.

It’s a multi-step approach — involving learning, working, and faith.

Faith comes by hearing and hearing and hearing this message, allowing it to open your heart.

By working and training your mind to serve you, opening your heart in faith, and by actively applying these 7 steps, you will be able to accelerate the possibility of actively creating wealth in your life, and achieving your goal of financial freedom!

You have greatness within you!

Les Brown

2016
I STEP 1

The Mindset to Financial Freedom (Millionaire Mindset)

So, let’s get started! The first step to control your financial destiny is a major one. You know what it is, and we’ve all heard it before because its power is so incredible – your mindset. **Specifically, the Millionaire Mindset.**

If you think like a millionaire, can you get rich? Well, I see it as *a process, a journey, more than a destination...* part of the ongoing, continual process of training your mind to think differently.

Now let’s get warmed up by working through a few questions. **Write down your answers;** putting pen to paper is a great tool to help you stay focused and identify your goals, which will help you achieve the mindset that you need to reach them.

**To begin, let’s think about your financial goals:**

1. **How much money do I want to create?** Not lots of it, or more than you have now – or even just “millions” or “billions”. Think of a real number – a figure that you can see in your mind.

2. **What am I going to do with this money?** What’s the purpose of it? Why is this goal around money important to you?

3. **What assets or skills do I have?** What can you bring to the marketplace? Remember, it needs to be something of value. What is it that you have? Now think about this: *What is it that you’re willing to exchange to have this money?*

**When thinking about money, don’t limit yourself.** Don’t be fooled into thinking that your worth is determined by what you are currently being paid - an hourly rate. Entrepreneur and professional development guru Jim Rohn said it best: “**You don’t get paid by the hour; you get paid for the value you bring to the hour.**”

To change your financial mindset, train your mind to serve you so that you can become more effective at solving your financial problems and stay focused on the things that will help you to achieve your new financial goals. **Remember, it is possible to change your habits, develop different attitudes about your financial goals, and change your life.**
HOW TO: TRAIN YOUR MIND

How do you engage in this process of training your mind?

Realize that you have a choice. What you think and how you view yourself, determine whether you will become the person who will achieve new goals. One of the fundamental elements you should practice is to harness the power of positivity.

I want to encourage you to do something I’ve done for years. Actually I still do it... Train yourself to read 30 to 40 pages of something positive each and every day.

By filling your mind with positive thoughts, you can actually train your brain to be more expansive and to consider more possibilities than you did before.

You up regulate the positive emotions in your brain that will help you to harness the energy of success.

You see, you can’t control the thoughts that come into your mind, but you can control the thoughts that you focus on, and the outlook that you bring to these brainstorms, so it’s important that you overpower any negative thoughts looking to creep in.

But even if you’re a positive person by nature, negative thoughts can still invade your subconscious. In fact, did you know psychologists believe that between 87–90% of our daily negative thoughts go undetected by our conscious mind?

Every one of us needs help with eliminating negativity from our mindset.

So, get on it. Read or listen to something positive, and train your brain to expand in this direction. One of my favorite books is Positivity by Barbara Fredrickson, PhD. Check out this link to learn more: https://www.positivityratio.com/
STEP 2

Accessing the Power of Information

Just as you can learn to train your mind to harness the power of positivity...

You can also learn to harness the power of information.

We’ve all heard the saying “Information is power.”

But that’s actually not true...

No, information that is applied in your life can become powerful.

Thankfully, most of us now have access to information that can help us build and design the kind of life that we want.

We’re living in a time where you can learn anything that can assist you in reaching your goal of true financial freedom.

In fact, in 2007, Time magazine honored the computer as its ‘person’ of the year! Why? Because for the first time in history, everyday people finally had access to the same quality and quantity of information that wealthy people had.

The computer and the Internet have been genuine game changers.

The ability to access information, and apply it to your life, really makes a world of difference. It levels the playing field and allows for the possibility of success and a future of financial freedom to be within your grasp.
STEP 3

Network

The next step to gaining financial freedom is to harness the value of networking.

Each contact in your network — whether friend, colleague, or associate — can add value to you, both personally and professionally.

Whatever path you’ve chosen, the power of networking can further advance your career. I believe in order to expand your life, you can choose to expand your network of people. Choose to build relationships with people whom you can learn from and grow your skills.

A network of colleagues is a valuable asset that you should consider spending time and energy to build. And start developing a network that both supports and reflects your financial goals.

In order to create the wealth, it’s important to form a network of friends that you can learn from and grow from. These are associates and partners that can help you to reach your potential, and tap into parts of yourself that you have yet to discover. Develop friends who have contacts, relationships, resources and skills that you don’t currently have.

Think of it as a two-way street.

These are people that you can learn and grow from, who can also learn and grow from you.

In a nutshell, according to best-selling author and business school professor Dr. Dennis Kimbro, “If you’re the smartest one in your group, you need to get a new group.”

My mother preached this same advice to me for years. She would say, “If you run around with nine broke people, I guarantee you, you’ll become number ten!”

Develop your network, foster new relationships, and seek out people who will challenge you, and are exhibiting both personal and financial goals that you want to reach. These are people who will bring value to your life, and stretch your own limits.
Dedication

No matter how positive your mindset, or how much information you’ve tapped into, or even how strong a network you’ve built, **there’s simply no substitute for dedication**. It is an absolutely essential muscle to build if you truly want to achieve your goals.

While it’s a hard truth to accept, if someone is casual about their ambitions and dreams, then they will never happen.

From my experience, it takes hard work, dedication and determination.

**You have to really want it.** You’ve got to be willing to dedicate yourself to do whatever is required to make it happen.

Ask yourself: **How badly do I want it?**

For me, finding out how you spend your time tells me about your own level of dedication. Rather than just working 9 to 5, then clocking out for the night, **do you work harder than everyone else?**

It reminds me of the quote by life coach A.L. Williams, “All you can do is all you can do, and all you can do is enough, but make sure you do, all you can do.”

There’s no getting around it... If you want to be successful in creating and controlling your financial destiny, it takes absolute ‘all you can do’ dedication.
Energy

Achieving this freedom and controlling your financial destiny is, undoubtedly, hard work.

It takes work, and work is fueled by energy - lots of it!

You’ve got to be fired up. You’ve got to be hungry for it. You’ve got to be willing to put forth whatever it takes.

You must be willing to do the things that the others won’t do in order to afford the life tomorrow that others won’t have. This requires an incredible amount of energy to make sure that the job gets done.

In order to be successful, the energy required must be above and beyond that which is commonly accepted.

It takes work to reach that level of performance, since many people try to get by with as little energy as possible.

It’s not that we don’t have that energy within us, but we don’t get the results we want because we are often inconsistent and unrealistic about what it will take.

Learn how to manage and expand your energy.

Energy is the raw material which allows you to develop a goal, work towards it, and sustain yourself even at times when you don’t feel like moving forward any more.
STEP 6

Time Management

The next step is managing your time.

We’re all working with a limited number of seconds, minutes and hours per day, week, month.

So, where are you spending your time?

How are you using your talents, abilities and skills? That’s important to know because whatever you’re doing with your time, that tells the world who you are.

There’s an old saying, “Time is money.” It’s crucial to prioritize what’s important to you because when you look back at the end of the day, you get to determine if you spend the time wisely.

What did you earn or learn? Did you achieve your daily goals?
STEP 7

Find a System for Success

The final step to gain financial freedom involves setting up a system for success.

Now it would be great if there was simply a well-kept secret that ensured success in any goal or venture. But there isn’t.

There’s no secret, but there is a system.

What you need to do is to learn it, master it and follow it every step of the way.

Think of this system for success like a game plan, a well-thought out strategy that takes you from point A to point B. But beware of excuses when the going gets tough.

“I can’t win at this game; I’m not a detail-oriented person.” Or...

“It’s impossible to do this. I’ve never worked for a major corporation!”

We have all given excuses and reasons for our shortcomings, or for not learning what needs to be learned. Thankfully, my mentor kept things real. He said, “Brownie, all of us are born the same way. Dumb, naked and speechless. You can learn.”

Financial freedom isn’t something you can achieve by winging it...

Nor is it something you can fake or bluff.

You need a plan, and a system in place that sets you up for success. That system is your path, which you follow to reach your goals.

Finding a system that supports your financial goals takes work and energy. It will mean reading and studying the path of others who have done what you haven’t been able to achieve. There are many ways to reach a single goal.

Be specific about what you want to achieve.
Take the time to study people, and learn from systems which have allowed individuals to reach financial goals such as saving for a major life event (having a child or college), investing, buying a home, getting out of debt.

One of my colleagues, Dave Ramsey, has built a life-long business helping others to get out of debt and create a new vision for what is possible.

Other colleagues are serial entrepreneurs who have been successful with one endeavor after another.

They have shown me that you can’t see the picture when you’re in the frame.

It is critical to follow steps for success, and walk the path to reach them. I’ve done this, and am telling you that by following my 7 steps, you will have started to build a system that leads to success.

Build friendships and a network that can get help you along the way.

By bringing together people around you who have the skills, the knowledge, and the ability to help sustain your energy and dedication that will allow you to create the wealth to control your financial future.
HOW TO: DAILY ACTION STEPS

Move in the direction of your dream.

When you get ready to go to sleep at night, **think about what it is you want to get out of the day that’s ahead**, the next day.

Most people are just trying to get through one day at a time, without thinking about the big picture. But if you want to get something out of the day, and ultimately out of your life, you should...

1. **List 7 things that you need to do that will move you closer to reaching your dream of financial freedom.** Write these down the night before and read them before going to sleep.

2. **When you get up the next morning, read your action steps. Then start working immediately on your actions to keep working toward your dream of financial freedom.**

Make it non-negotiable not to end the day unless you have done them. This will help to ensure that you’re **constantly in motion down the path to financial success.**

By focusing on my 7 steps of creating financial independence, you have a roadmap to reach your goal.

**Remember, you have something special, you have greatness within you.**

**That’s my story, and I’m sticking to it!**
7 Steps To Control Your Financial Destiny

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