

JOE VITALE

Bestselling Author of *The Attractor Factor*

— *The* —
**AWAKENED
MILLIONAIRE**
—



A Manifesto for the
**Spiritual Wealth
Movement**

WILEY

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—Dan Kennedy, in his book *No B.S. Marketing to the Affluent*

“Just when you think you understand how the world works Joe Vitale comes along and takes you to a whole new place. He's engaging, entertaining, enlightening and—oh boy—does he ever stretch your thinking.”

—Ian Percy, Reg. Psych. and member of both the U.S. and Canadian Speaker Halls of Fame

“No one else I know of could help someone come up with a Barnum-like Big Idea and then help them take it to fruition, becoming a huge phenomenon, which means *big* money, fame, recognition, and unique world positioning. See Joe Vitale's outrageous list of accomplishments to know this is the real deal.”

—David Garfinkel, copywriter, author, consultant

The Awakened Millionaire

**A Manifesto for THE Spiritual Wealth
Movement**

Joe Vitale

WILEY

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DEDICATION

To you, the Awakened Millionaire

Fortune sides with him who dares.

—Virgil

PROMISE YOURSELF

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness, and prosperity to every person you meet.

To make all your friends feel that there is something worthwhile in them.

To look at the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best, and to expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful expression at all times and give a smile to every living creature you meet.

To give so much time to improving yourself that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

To think well of yourself and to proclaim this fact to the world, not in loud word, but in great deeds.

To live in the faith that the whole world is on your side, so long as you are true to the best that is in you.

—The original *Optimist Creed*, written by Christian D. Larson in his 1912 book, *Your Forces and How to Use Them*

THE AWAKENED MILLIONAIRE CREED

Awakened Millionaires are driven first by their passion, purpose, and mission.

The Awakened Millionaire uses money as a soulful tool to make a positive impact.

The Awakened Millionaire is persistently empowered, believing in themselves absolutely.

The Awakened Millionaire is committed to grow, improve, reinvent, and always discover.

The Awakened Millionaire is unshakably bold, takes risks, and does not hesitate.

The Awakened Millionaire is guided by the soulful resonance of their intuition.

The Awakened Millionaire knows wealth is everything they have, not just money.

The Awakened Millionaire holds a deep gratitude for all they have and achieve.

The Awakened Millionaire is permanently connected to Universal abundance.

The Awakened Millionaire is generous, ethical, and focuses on the good of others.

The Awakened Millionaire champions the win-win-win.

The Awakened Millionaire soulfully shares their entrepreneurial gifts.

The Awakened Millionaire leads by example as the catalyst for transformation in others.

WHATEVER may be said in praise of poverty, the fact remains that it is not possible to live a really complete or successful life unless one is rich. No man can rise to his greatest possible height in talent or soul development unless he has plenty of money; for to unfold the soul and to develop talent he must have many things to use, and he cannot have these things unless he has money to buy them with.

—Wallace Wattles, *The Science of Getting Rich*

FOREWORD

This is my opus. This manifesto is 30 years in the making. I've never felt more convinced about anything I've taught or shared before.

The Awakened Millionaire movement isn't just to build your future, rising up and succeeding both financially and spiritually. This is about all of our futures. What you can become as an Awakened Millionaire is beyond your own profound success. It's about what you can give back to the world, to a world that needs it. It's about you becoming a force for good, for change. It's about you making a difference. And to do that, you must succeed both financially and spiritually. That's how you will become the powerhouse that is an Awakened Millionaire. You must thrive, for all our sakes.

The world needs you to succeed.

The vision is far-reaching, the call to action is strong, and the stakes are high. So I want to make it crystal clear why you should listen to me—for every success I've had, every challenge I've overcome, and every dream I've achieved has led me to this moment, here, with you.

I wasn't born with a silver spoon in my mouth. In fact, during my time living on the streets of Dallas, Texas, a silver spoon would've been my salvation. Instead, I lived in poverty for 10 years. Every challenge to your own success I've likely experienced. And in the depths of my poverty, the challenges we all face are amplified to a deafening level.

Today, I've built a lifestyle that transcends what my homeless self would've considered possible. I am a multimillionaire blessed with the level of wealth and freedom I want for you. But I'm also deep on my own

spiritual path, devoted to growing more, experiencing more, and awakening more. It is a life-long journey. I love every moment.

It's taken decades to get to where I am today. And I'm genuinely proud of the accomplishments I've achieved. I'm sharing these not to brag, but simply to prove that I walk what I talk and I live what I teach.

Whether it's flying out to Kuwait as a guest of a princess, paid six figures to speak at her event, or whether it's the son of the man who produced the Beatles wanting me in a movie and television show he's producing...

Whether it's the almost 50 books I've written, including international best-sellers such as *The Attractor Factor* or *The Secret Prayer*...or it's the record-breaking self-help programs sold by publishers like the famous Nightingale-Conant...

Whether it's pioneering Internet marketing, writing one of the first books ever published about it, using the Internet to outsell a Harry Potter book...or selling a high-ticket training program making half a million dollars in three days...

Whether it's traveling around the world, speaking in countries as diverse as Russia, Peru, or Poland...Or being a keynote speaker at major events in the United States for the National Speakers Associations and megawealth events with Donald Trump and Tony Robbins on the same bill...

Whether it's inventing *Hypnotic Writing*, *Hypnotic Marketing*, *Buying Trances*, *The Secret Mirror*, *The Secret Reflection*, *Miracles Coaching*®, *Wealth Trigger*, *Hyper-Wealth*, and much more...or simply knowing how to generate ideas, package them, and market them to the masses...

Whether it's attracting national media exposure being on everything from *Larry King Live* (twice) to Donny Deutsch's *Big Idea* TV show, to being on ABC, Fox, CNN, CNBC, and

more...or being in 15 movies, with *The Secret* being the most famous...

Whether it's bringing the spiritual healing system called *ho'oponopono* to the world, through my books *Zero Limits* and *AT Zero*, reaching an estimated 5 million people...or following the spiritual urge near the age of 60 to myself as a musician recording 15 albums at last count...

Whether it's developing a spiritual approach to wealth, ignoring cutthroat methods and always focusing on a balanced, healthy approach to success, based on passion and purpose...or knowing how to create win-win-win negotiations and conduct business from the heart...

Whether it's listening to virtually anyone for about 20 minutes and seeing or creating a unique money-making idea specific to them...or creating *Operation YES*, a movement to end homelessness, raising funds for those in poverty, or teaching those who struggle with homelessness to think big, confront limitations, and go for their highest ideals...

Whether it's discovering a “missing secret” in self-development, the idea of *counterintentions* and teaching others how anyone can overcome and accelerate their results...or becoming an expert on the Law of Attraction, knowing how to use it, teach it, and go beyond it....

I have achieved financial success. I have tasted spiritual awakening. And I've taught millions of people the path to get there. This is the next level.

These successes have become my legacy. But I tell you them to earn your trust, as the path ahead will require it.

I have something to teach you. I want to inspire you to go for and achieve your dreams. And I want you to do it by following your passion. When you learn how to turn your passion into profit, and to make a difference in the world by

expressing the uniqueness that is you, your life will become miraculous. You will have discovered Spiritual Wealth.

And, at that point, you will become an Awakened Millionaire.

This manifesto is my tool to accomplish that noble dream for you.

As you'll see, the book itself is slightly unorthodox. But it serves a specific strategy: to awaken your logical and emotional selves, two sides that must unite as you start your path to becoming an Awakened Millionaire.

This manifesto is a rallying cry for you to join a movement.

Please read it, absorb it, reflect on it, and put it into action.

I'm on a mission to help elevate the world from the needless struggles we face. It begins by helping you transform and achieve the financial and spiritual dreams you hold.

This is for you. This is for us.

Will you join me?

Joe Vitale
Austin, Texas

www.awakenedmillionaireacademy.com/begin

INTRODUCTION

Vishen Lakhiani

I've been a Joe Vitale fan for as long as I can remember. I first discovered Joe's books when I was a college student at the University of Michigan and his books opened my eyes to the idea that I didn't have to go through the traditional path: get good grades, graduate, find a 9-to-5 job, earn a living. Rather, his books opened me up to the idea that there was more to life than just this path that everyone else goes on. This is why I'm honored to be writing this preface.

Joe's particular book *The Awakened Millionaire* serves an important purpose because it's a manifesto for the globe. It's about profiting; it's a wake up call to save people from going down a traditional path in life that is the path of working hard to get a job, to slave away from 9:00 to 5:00, to get some money so you can pay the bills, so you can survive. Most people are in survival mode when what we should be is in thriving mode. So this book could very well save you and shift you to a path where you are actually living a life of meaning.

See, the problem with the education system is that we ask people, "What do you want to be when you grown up?" And the nature of that question, and the nature of the idea itself, suggests that we grow up to take on a particular career, to earn money, to pay the bills, to survive.

But a better question might be, "What do you really enjoy doing that you might be able to turn into a gift for the world?" This is the question that this book has you answer. It's about spiritual wealth. It's about making peace with money. Not seeing money as something you have to slog to

earn, but money as a reward for you doing good deeds for the world and fulfilling your mission.

And there's something amazing that happens when you work on something that you feel is a mission. It drives you. It inspires you. It motivates you. Life doesn't feel like an uphill climb. It almost feels as if you have the wind behind your back as you move towards this mission. When you do this, work dissolves. Work ceases to exist in your vocabulary because when you're working on your mission, nothing makes you happier. The money is just a beautiful side effect.

This book is the best of Joe's work so far—perhaps his greatest work out of 30 years and 50 books. It is designed to inspire people to stretch, to grow, to serve, to awaken. The first part of the book talks from a “we perspective” to help you realize that we are all one and because we are all one, what could be more important than creating a mission that serves a collective humanity?

The second part of the book is about you...it's from a “you perspective” to address your own personal call to action. It helps you identify your mission, how to make sure the mission is right, how to monetize your mission.

Just as few books in history have actually changed the course of history, this book, the manifesto, is designed to do the same for a new generation. Your generation. My generation. The time is now. The book is here.

Thank you.

Vishen Lakhiani
Founder, Mindvalley
Author, *Code of the Extraordinary Mind*

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Where do I begin? I have many people to thank. Without Mitch Van Dusen's enthusiasm, persistence, dedication, and passion, this book may have remained an idea that never hatched into being. He and his wife, Paloma Mele, were directly responsible for creating the foundation for this manifesto. Matt Holt and my friends at John Wiley & Sons, Elizabeth Gildea and Shannon Vargo, saw the value of this book and quickly offered to publish it. Dawn Kilgore at Wiley provided excellent editorial feedback. The Statbrook Group, consisting of Frank Mangano, Steve G. Jones, Paul Mascetta, and Glenn Cucurullo, always support my product ideas; together we have created an online product and a movement around this book at www.awakenedmillionaireacademy.com/begin. Suzanne Burns and Zion Chatelle have been with me a long time, as friends and assistants, without whom few of my projects would get done. Achieve Today, who run my Miracles Coaching® program, are all beautiful souls who help carry my work into the world. And of course, Nerissa, my love, is always there for me. I love you all and thank you all.

PROLOGUE

A bizarre, schizophrenic battle is raging in your head.

You are at the front lines, a gun in your blister-stained hands, as you fire fanatically and continuously into a blinding haze of fog.

You cannot see beyond it.

But the enemy is there, menacing, a rabid dog. Occasionally you see a shadow shimmering through the haze —a flash of movement without a shape to define it. You want to say you see faces, bodies, and trees, but nothing is clear except the battle. The battle is a behemoth impossible to miss. The enemy must be a behemoth as well.

But all you really know of the enemy is the fog that hides it. The fog that never flees. It is as persistent as you are.

To your left and right, you see long lines of others, men and women, engaged with the same compulsion and vigor. Some yell ferociously, spraying waves of bullets into the fog. Some simply keep firing on, stoically committed.

No one looks like a hardened soldier or a trained fighter. You are all just people. Everyone looks hardened by exhaustion.

You are tired, your bones weary and your soul sagging. Callouses stain your hands. Dirt has woven itself into the threads of your clothes. Your shoulders are tense and contorted, the look of someone permanently embracing a rifle.

Still, no one dares rest. The enemy is there. The war is real. The stakes are desperately high. That's all you must know.

You don't remember when this war started.

You don't remember the face of the enemy you fight.

You don't remember the last time you laid down.

Doubts have tugged at you, but your soulful conviction has never left you.

You do not indulge the doubts. You are fighting for good. You are fighting for what's right. You are fighting for your own survival.

That's all you must remember, so you never let it go.

You must stay true and press on. So you do.

You pause a moment and rest your eyes. And then you feel the warm hand rest on your shoulder.

You would've startled with shot nerves, but the soft touch is kind and disarming.

"Come with me. You must see something." The woman's voice is soft.

She is dressed in plain clothes. No fatigues. No weapons. But you see the old callouses on her trigger hand. They are not like yours. They've softened.

There is something quietly compelling about her. She seems...good. A good person. Calm and collected. Her posture is sure, yet soft.

Why is she here?

You shake your head. You cannot abandon the cause. You cannot retreat from your post.

Yet you stand.

You lay your weapon down, step away from your bunker, and quietly follow. Your fellow fighters turn and stare with venom in their eyes.

Your body is still buzzing from the vibrations of your gun, your arms uncomfortable and awkward with no weapon to hold.

Guilt and rage flash to your face as the blood drains to your feet.

You feel traitorous and treacherous.

But she walks, and you follow.

Muscle spasms and weak knees...you are uncomfortable. You don't remember how long it's been since you've walked.

But she keeps walking, and you keep following.

As you walk by your fellow soldiers hard at war, you see a futility you've never acknowledged before.

We are not soldiers, you say to yourself. We are not soldiers.

You've lost yourself in your head before you realize you've reached the end of the ranks. Your guide has climbed up and out of the trench, and begun walking, without fear....

Why are we going towards the enemy lines?

Your pains and curiosities are replaced by dread and confusion. But you don't stop.

The fear rushes blood into your cheeks. You feel lightheaded. But you say nothing. You are petrified. But you keep walking.

Where is she taking you?

And then she stops. She points to a small hill to your right and gestures to it with an open hand.

You quietly climb the hill ahead of her. She walks beside you, comfortably walking at your strained pace. It feels kind and compassionate.

At the summit you turn around.

There it is. The battlefield. As you'd never imagined.

On the left, you see the sparkling light of muzzle flashes shrouded in fog, the guns of your fellow soldiers cracking with furious desperation.

On the right, you finally see beyond the fog.

There's nothing there.

No enemies, no gargantuan war machines, no frightful beasts.

Only a small forest of trees riddled with aimless bullets.

The involuntary gasp that escapes surprises you nearly as much as the site in front of you.

Every muscle in your body rattles with horror.

Your wide eyes pressed urgently against their sockets.

There is nothing there!

You grab her hand out of quick impulse and squeeze with ferocious confusion.

You mean to scream it out, but all that emerges is a strained whisper, "What have we been fighting for?"

She turns her head to you, with kindness in her eyes.

"For the love of money."

SECTION ONE
WE

1

THE TRUTH

Money is not required to buy one necessity of the soul.

—Henry David Thoreau

True or false:

Money is the root of all evil.

Money is the great destroyer.

Money can't buy happiness.

Money can't buy peace of mind.

Money corrupts absolutely.

Money hardens the heart.

Money is our madness.

Money is our prison.

Money controls us.

Money changes us.

Money makes us greedy.

Money makes us poor.

We are at war with money. We don't know when it started, or even why. But it feels right. It is the right war to wage, because we are more important than money. Our souls are in danger. Money should have no power over us. But it does. So we sing the battle cry.

We curse it. We curse it with pleasure, with anger, with spite, with venom.

Our souls rail against it as if it is all that's rotten with humanity.

We hate the wicked control it commands over us.

We resent its spiteful disregard for the stress it breeds.

We scorn the greed it births.

We brood over the sly way it eats away at our health, our longevity, and our happiness.

We spite it for making us helpless victims to its power.

We whine like spoiled children for its gift of misery.

We would burn it gleefully, bill by bill, if we didn't love it so much.

Yes, we are in love with money.

Whatever this fabricated war might be, it can't touch this insatiable desire to have it, hold it, covet it and cherish it.

We dream of bulging pockets and oversized paychecks.

We lust for this magical money freedom.

We revere it with blatant disregard for the consequences.

We're convinced we need it to buy our happiness.

We're jealous of those that have it.

We moan when we lose it.

We rejoice when we gain it.

We beg for it, plead for it, fight for it, cry for it.

We would violently curse a man who gleefully burned it, bill by bill.

What madness! What a twisted way to move through life!

If we had the same kind of relationship with our lovers, it would be dysfunctional and emotionally abusive. *I love you,*