

## THE SEVEN PRINCIPLES OF PROSPERITY

### 1. Think:

Owning a prosperity mind-set eliminates poverty; scarcity thinking keeps you stuck.

### 2. See:

Increase your prosperity by adopting a “big picture” perspective in which you can see how each one of your economic decisions affects all the others. Avoid financial “tunnel vision”.

### 3. Measure:

Always measure your opportunity costs – what your dollars could earn if you did not spend or commit them elsewhere. Awareness of opportunity costs enables you to recover them. Ignore this at your peril.

### 4. Flow:

The true measure of prosperity is cash flow. Don't focus on net worth alone.

### 5. Control:

Those with the gold make the rules. Stay in control of your money rather than relinquishing control to others.

### 6. Move:

The velocity of money is the movement of dollars through assets. Movement accelerates prosperity; accumulation slows it down. Avoid stagnation in assets where dollars accumulate but are not put to use.

### 7. Multiply:

Prosperity comes readily when your money “multiplies” – meaning that one dollar does many jobs. Your money is disabled when each dollar performs only one or two jobs.

