

Attainment from page 2

What must you do to ensure success?

- You will find the answer in Les Brown's poem, "If you only want a thing bad enough..."

How do I figure out how to become the person that deserves what I desire?

- Read these two books:
 - o *Think and Grow Rich* by Napoleon Hill

- o *6 Months to 6 Figures* by Peter Voogd

All the questions that you are left with after reading *Think and Grow Rich* are answered in Peter Voogd's book, pointedly, *How to Reverse Engineer a Goal*.

Our Next Meeting:

THURSDAY, October 8th, 2015

Meeting Place and Time:

Sarasota Association of Realtors
2320 Cattlemen Road
Sarasota, FL

Doors Open: 6:30 pm

West Florida REIA Members: FREE

Guests: \$20.00

*In the Port Charlotte/North Port/
Englewood area?*

Our Port Charlotte Sub-Group meets every Thursday night at 6:30. Bring your deals, your questions, your experience. Pick up a new trick and talk shop with fellow investors.

Luigi's Restaurant
3883 Tamiami Trail
Port Charlotte, FL

\$5 per meeting for non-members.

FREE to West Florida REIA members.

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VOLUNTEERS NEEDED

We can always use a helping hand!

We're looking for people who can help check in members, assist with coffee set up and break down and putting together our newsletter.

If you'd like to help, please email us at

info@WestFloridaREIA.com

Seminar: Jay's Applied Paper Today

Saturday, October 24th we are holding a one-day seminar:

Jay's Applied Paper Today.

Paper is all around you - it's every bill you pay, every check you write and... a huge component of every real estate deal.

Understanding the time value of money is your lever to creating cash flows to you and cutting amounts you may owe.

You can use paper to pull cash out of your real estate deals, to create sandwiches that feed your bank account, and to eventually build your own paper portfolio.

Jay teaches how to use paper to make your real estate deals **GO!** It allows you to be more creative with your deals and therefore make **more** deals. Don't miss this seminar!

The seminar is \$150 for non-members; \$125 for paid annual members of West Florida REIA. \$185 at the door.

Saturday, October 24th
AmericInn
5931 Fruitville Road, Sarasota

Seating is limited. To pre-register: www.westfloridareia.com/paper

Expensive from page 1

cleaning service, carpet cleaner, and handyman and pay them around \$40/hour, I'd probably do it myself and "save" all that money.

However, if I would take my \$100/hour time and spend it thinking about more efficient property management, or better marketing, or my next vacation, or reading one of John Schaub's real estate books, or analyzing three possible real estate deals, or planning ways to make money buying discounted paper, or any number of other money-making things, I would be a heck of a lot better off.

Besides, I don't like cleaning bathroom mirrors or fixing holes in walls, or scrubbing carpets. So, I usually put it off until I can do it to get out of doing something else I hate even more which usually postpones getting the apartment cleaned and repaired and costs me at least a month's rent because I don't get it back on the market sooner.

Moral: Hire people to do the things they do well. Hire Abu. He's always available and willing to work for a fair price. Abu is Anybody But You. Let Abu do the grunt work. You spend your \$100/hour time turning your thoughts into gold.


 The image shows the letters "I.O.U." in a large, bold, serif font, enclosed within a thin blue rectangular border. The letters are slightly shadowed, giving them a three-dimensional appearance.

Moral: Hire people to do the things they do well.

Attainment from page 1

What is the benefit of knowing this? Well, now it is not a question of, “How do I earn a million dollars?” Rather, “What kind of **character traits** must I have in order to deserve a million dollars?” Once you become the person who deserves a million dollars, or whatever it is that you desire, it is only a matter of time before the money simply falls in your lap.

“Almost every possible goal a person can have requires that person to change themselves to achieve that goal.”

The remainder of this text is dedicated to explaining the guidelines involved in **attaining your desire**. The people who are successful in life, that is, work towards and reach their goals, are explicitly conscious of two concepts that everyone else fails to even consider.

1: PEOPLE WHO ARE SUCCESSFUL DECIDE PRECISELY WHAT THEIR GOAL IS.

They know every single detail about their goal. If they want money, they know the exact amount. If they want a house, they know what color it is, how many rooms it has, what kind of flooring it has. Because they know everything there is to know about their goal, they can then begin to work on figuring out what they must do, and who they must become to reach their goal. As Earl Nightingale said, “A ship without a destination has nowhere to go, and no real direction to head.”

2: PEOPLE WHO ARE SUCCESSFUL HAVE PRINCIPLE.

Principle is and are the guidelines that you follow on your path to your goal. They “guide” every action you make. If you do not have a long term goal, then your principle leads you to take any action that immediately has the effect of self-gratification. That is, short term happiness and enjoyment, a goal every person inherently has.

There are two kinds of principle:

Effort Principle - how hard are you willing to push yourself to reach your goal?

Moral Principle - what are your moral constraints? What are you not willing to do to achieve your goal?

If you have a goal, say to have a healthy body, you will figure out what it takes to achieve that goal. You know you want to be healthy, and that being healthy requires not eating high amounts of sugar. Healthy eating is a part of your **EFFORT PRINCIPLE**. That is, what you must be willing to do. Now you will eat healthy, unless the only way to obtain food is through stealing, which you refuse to do. Your refusal to steal in order to achieve your goal is the **MORAL PRINCIPLE**. If one has the moral principle not to steal, then that is then added into the equation of how they go about reaching their good health goal. So they will eat only low sugar foods, only if they can attain their low sugar foods through a method that does not require stealing.

To phrase it in another form, your goal is your criteria, and your principle is your constraints. What do you want? And what are you willing and unwilling to do in order to achieve it? (Continued on Page 4)

“...he may have looked like a tramp, but his thoughts were those of a King!”

- Napoleon Hill



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Law of Attainment

By McKenzie Klasing

Chances are that you have a goal that you desire to achieve.

INSIDE THIS ISSUE

- 1 Law of Attainment
- 1 The Most Expensive Worker: YOU!
- 3 Jay's Applied Paper Seminar
- 4 West Florida REIA Information

Although that goal is different for each of us, there is a **common ground** between all of our goals. That is the process by which we go about attaining them.

Almost every possible goal a person can have requires that person to **change themselves** to achieve that goal. So although your goal may be monetary, in achieving that goal, your net worth is not the only part of you that will change. What exactly will change? To utterly simplify it, the difference between where you are now and where you desire to be, is that you do not yet deserve to be there.

What will change is that you will transform from a person who does not deserve your goal, into a person who does.

Please see *Attainment* on page 2

The Most Expensive Worker: YOU!

By John M. Alexander

Learn to value your time properly.

Say you want to earn \$200,000 a year. Well, “earn” is not the right word. It implies that you have to work to get the money. Smart landlords (unlike me) have learned to let others work so they can make money without working.

If the average person works 40 hours a week and works for 50 weeks out of every year, that's 2,000 hours a year. Divide your \$200,000 income by 2,000 and you get \$100/hour.

Now, supposed you have a vacant apartment or house that needs to be cleaned out and a few things have to be fixed. Want to hire someone to do that for you and pay them \$100/hour? I probably would. I'd probably hire Me to do the work. Instead of paying a

Please see *Expensive* on page 3