

## **From Poverty to Prosperity: A 3-Step Formula for Accelerating Change**

Are you worried about your job? Worried about your home? Worried about your family? Worried about the future? In many ways I don't blame you. When you look out into the world right now it looks pretty darn bleak. It looks pretty messy. What is happening to the world? What is happening to the economy? What is happening to your future and mine?

I'm here to give you a solution. I'm calling this Operation YES. YES stands for *Your Economic Solution*. It's a three-step formula which I'm going to share with you right now in this recording to help you get back on your feet.

Now who am I and why am I doing this? My name is Dr. Joe Vitale. Maybe you saw me in the movie *The Secret* or in many other movies. Maybe you saw me on Larry King Live, Donny Deutsch on CNBC, ABC, CNN, and many other TV shows or other movies or other places. Maybe you've read my books. I wrote *The Attractor Factor*, *Zero Limits*, *Life's Missing Instruction Manual*, my latest book *Attract Money Now* and many more.

But who I am in terms of the person who can help you is a man who was once homeless. That's right, thirty some years ago I was homeless. I was in poverty. I know what it's like to starve. I know what it's like to struggle. It's no fun. I'm here to help you out of that maze. I'm here to reach down and pull you out of the quicksand.

So I'm reaching out with a helping hand to say "Here's the three step formula that'll pull you back up and back onto your feet. If you listen to me, if you do this, you will begin the process of your own economic salvation." I'm calling this formula Operation YES, YES meaning your Economic Solution, because that's exactly what this is. A solution to your financial and economic concerns. And, again, it's yours free. All you'd have to do is implement it. All you have to do is take action.

So what are the three steps? The first is you have to rebuild your self-esteem. Now why is that important? Because I was homeless once and I was in poverty once, I know that you feel worthless. You feel hopeless. You feel unloved, unlikeable, that nobody is concerned about you and nobody cares about you. I've been there. I know that feeling and I know that you can rebuild your self-image and your self-esteem. It begins there because if I tell you anything else afterwards, it'll just go in one ear and out the other because you won't have the foundation for success.

You must build your own internal foundation within your own psychological well-being. Well, how do you do that? You have to realize that at this point in time, because of what you've been through, because of what you've been worried about now and in the future, you don't feel like you have a whole lot of strength inside of yourself, a whole lot of courage, a whole lot of power to go out there and do something different. It's there though. It needs dusted off. It needs recharged, and I'm going to show you how to do that.

Now in my most recent book *Attract Money Now*, which you can read for free at [attractmoneynow.com](http://attractmoneynow.com), I say that one of the key beliefs that stops people from moving forward is the belief that they're not lovable. That's right. Deep down you feel that you're not lovable and I say that because it's true for everybody. Consciously you might disagree with that, consciously you might think, oh you are lovable. But deep down inside in your unconscious mind, if you're looking around at your life and comparing yourself to other people who are successful, part of you is saying, "You're not good enough. You don't deserve success. You're not likeable and you're not lovable." Well, we can fix that.

One way to fix that is with a method called *Emotional Freedom Technique*. EFT for short. EFT is a type of psychological acupuncture. Now acupuncture is where they put needles in your arms and back and face in order to open up the energy within you. You don't need those needles to make a difference in your life. What you need is to tap on energy points on your body to reopen that energy so it flows again.

Now, don't scoff because thousands of people have been doing this. Many books have been written about this. There's lots of material on the internet. You can go to the library and read about it. I've done some material on this. I have a website called [www.moneybeyondbelief.com](http://www.moneybeyondbelief.com) which explains how to do this to remove the issues you might have unconsciously concerning money.

But I want to take care of the fundamental belief. This is the first step in this formula to help you get back on your feet. I want to take care of the first step on helping you to love yourself again. So just assume for a minute that you do have the belief "I am not lovable." Just go with me. What you would do is tap on different parts of your body as you repeat that statement with an added few words. Now, I'll walk you through this.

You would take the left hand, your left hand, and at the base of it, which is where the karate point is on your hand. In other words if you were going to try to break a board with your left hand, you'd be trying to break it with the underside of the palm. So you would tap on that area and you would just tap and with your other hand you would just take a finger and tap on the bottom part of your hand and you would say, "Even though I feel unlovable, I deeply love, accept and forgive myself." Now, again, you're tapping onto your left hand and you're saying, "Even though I don't feel lovable, I love, accept and forgive myself." You repeat that two or three times. "Even though I don't feel lovable, I love, accept and forgive myself."

Then, you move the hand that's doing the tapping, probably your right hand, your first finger or so, to the top of your head, your crown chakra so to speak, and you tap up there as you repeat the statement "Unlovable."

Then you go above both eyes, on the center part of the eyebrows, right above the eyes and you tap there and say, "Unlovable."

Then you go to the far side of your eyes and you tap on both sides with both hands, "I am unlovable."

Then you go underneath the eyes, tap there saying, "I am unlovable."

Then go under your nose with that bridge right above your lip, you tap that saying, "I am unlovable."

Then you go under the lip right, the bottom lip right above the chin, the little clef there, and you tap saying, "I am unlovable."

Then you go to your left shoulder and on your chest between your throat and the shoulder itself on the armpit, you rub there and say, "Unlovable."

Then you return to your left hand and at the top of the hand between the thumb and first finger, you rub in there and say, "I am unlovable."

Now as you're saying this you might think, "I'm just reinforcing the belief that I'm unlovable." What you're actually doing is releasing the belief that "I am unlovable."

Now this is a very quick dumbed down version of how to do EFT. I strongly encourage you to type EFT into your computer, go to the library if you don't have a computer, get more information. Go to the website [www.moneybeyondbelief.com](http://www.moneybeyondbelief.com). Read more about it. Follow along there. You can learn how to do this.

So what you're doing in this first step of the formula is repairing the psychological part of your being. Now believe me, no matter where you're at, this is very important. You have to take care of the psychology before you start to deal with the material. You have to take care of the spiritual before you can start thinking about the materialistic side of life. So what you're doing in the first step is finding the beliefs that are holding you down and removing them.

Now, all I'm trying to do in this audio recording for you right now is to give you the introduction on how to do this. You have enough material on the how to do – go and run with it right now. Pick whatever belief comes to mind. The first one is "I am unlovable." Well, tap on that one until it is gone because you need to know you are lovable. You do deserve success. You are a human being having a spiritual experience and you can overcome anything because of the power within you. You need to be a cheerleader for your own life. That's the essence of this first step.

So let's go to the second step in Operation YES, which YES stands for Your Economic Solution, is to begin to think like an entrepreneur. Now this is really important because if you were like me, you were probably looking around and saying, "Where's my next job? Where's the next employer? Where should I go? Where should I move? Where should I look for a want ad? What should I do next? How do I get employment?"

And if you think about it, what you're doing is thinking like a victim. You're thinking like a person who's giving their power to the outside world. Now there's nothing wrong with

having a job or wanting a job. Nothing at all. But I'm encouraging you to expand your thinking and I'm encouraging you to empower yourself to do something bigger and more powerful and more majestic than maybe you ever thought of before.

See, most people who are just looking for a job have a bad attitude about jobs, about money, about themselves, about work hours, about pay, about supervisors. It goes on and on. Now, all of those feelings and beliefs can be tapped away with the Emotional Freedom Technique I taught you in the first step.

But in the second step, I'm getting you to think like an entrepreneur. Now, what is an entrepreneur? That is a person who looks for opportunities in the business world and turns them into businesses. An entrepreneur may have many businesses not just one and an entrepreneur often becomes a boss with their own business and gives work to a lot of other people. So if you really want to make a difference in the world, boy, start to attract money into your life now, become an entrepreneur, employ a lot of other people who need work and you're going to make a difference in your life, your family's lives, your community's life and on and on it goes.

So thinking like an entrepreneur means you're looking around in your world, the world you have right now, right in your current situation, and you ask yourself, "What are people complaining about?" You maybe even ask yourself, "What are you complaining about?" Because here's the million dollar tip of the day. What you're complaining about can be turned into a product or service. The problem could be a product.

Now, you have to sit with this for a second. For example, years ago I was on a diet and I actually entered a bodybuilding contest and I was very strict about what I was eating and what I was drinking, which meant I was eating and drinking almost nothing. And I was out with friends and they had gone to a bar and they were all drinking margaritas and I sat there thinking, "Boy, I wish I could have a margarita," but I couldn't. The average margarita has three hundred to a thousand calories in it, depending on the mix that the bartender used.

And I remember slamming my fist down on the table and jokingly telling everybody, "What we need is a bodybuilder's margarita mix." Well, everybody laughed but then I stopped and I realized that is a problem that is not isolated. I'm not the only person who has that problem. Anybody who's ever been on a diet, anybody who's ever been in a fitness contest, anybody who's ever been a bodybuilder or would be bodybuilder has sat there while other people ate and drank.

And what I realized is that here was a potential product. I thought about it. I then asked a few friends who knew somebody who was a nutritionist and who knew somebody who was a medical doctor. I found a couple of people and we invented Fit-a-rita. Fit-a-rita is the world's first all healthy margarita mix. It has no sugar. It has three calories. It has no carbs. Finally there was a solution to my problem but my problem was something shared with a whole other audience.

As a result of me creating Fit-a-rita, one company wanted to buy eleven million packets of it. Another company wanted to buy the mix so that they can supply it to the tequila companies out there. And I've had several more offers just in the last week of making this recording. So on it goes.

The greater lesson here is that whatever it is that you're complaining about is probably a potential product or service you can make money on. And if you don't notice yourself complaining about something in life, when you're standing in line someplace or your having a conversation with somebody, notice what they're complaining about.

Here's another example. I had heard about a woman who invented a unique kind of alarm clock. She had noticed that whenever her alarm clock went off she just ignored it or she would hit it for snooze and go back to sleep and then she'd end up being late for work and so forth. And then she found out many people have the same problem. You probably have been in the same experience. The alarm clock goes off and you ignore it.

She saw a potential product in this problem. She invented an alarm clock that rolls away from you. Now this is pretty ingenious. The alarm clock goes off and you reach over for it but it's moving away. It actually rolls off the table or the nightstand, it rolls down the floor and it will roll and keep rolling until you get out of bed and go over to it and physically pick it up and physically turn it off. So you have to wake up. You have to get out of bed.

Well, this woman, as I remember, she's a college student who realized there was a problem here that other people had. She turned that problem into a product and has been selling hundreds of thousands of them. I can go on and on with examples of people who think like an entrepreneur. What this means is expand your mind. Expand your world of possibilities. Look at what people complain about and consider "How can I turn it into a product or service?" Think like an entrepreneur.

I talk about this whole step two quite a bit in my new book *Attract Money Now* which, again, you can read for free. Just go to [attractmoneynow.com](http://attractmoneynow.com). But let me give you another thought. This is a quote I got from Arnold Patent who is a well known writer, a self-help guru, and he said, "The sole purpose of money is to express appreciation." Now let me repeat that. Arnold Patent said, "The sole purpose of money is to express appreciation."

Now, you may have to sit with that a little bit because what I'm doing in this whole audio recording is helping you change your mind. I want you to come up with a better attitude towards yourself, a better attitude towards being an entrepreneur, and a better attitude towards money itself. When you realize that money is just a useful tool and you can select where you direct where it goes, you can actually change your world and the rest of the world as you attract more money. Entrepreneurs know this.

As I've made more money in my life, I've been able to make a difference in other places. I just recently paid to build a school in Taiwan. I wasn't able to do that when I was

homeless. I had to learn how to attract money. I had to learn how to improve my self-esteem. I had to learn how to think like an entrepreneur and I had to learn that money is good. This is all part of Operation YES. This is all part of the three steps to change your mind so you have your own economic solution. So I want you to consider, meditate on, reflect on this quote, "The sole purpose of money is to express appreciation."

So let's go on to step three in our formula. To remind you, the first step is to improve your self-esteem and you can do that with the psychological tapping technique called EFT, *Emotional Freedom Technique*. And you can look up more about that online or go to the website [www.moneybeyondbelief.com](http://www.moneybeyondbelief.com).

Then the second step is to think like an entrepreneur and to reformat your brain so you have a better attitude towards money and to reconsider your own thoughts about the problems and complaints you're hearing because that could be a moneymaking opportunity in your life.

So what's the third step? The third step is to leverage the internet to help you make money night and day even when you're sleeping. Now certainly you've heard of the internet. Certainly I would hope that you're on the internet. If you don't have a computer you can go to the library, you can go and use their computer. You can go online now. I have learned that virtually everybody, including you, can make money online.

Now I was lucky because I was one of the first to go on the internet a long time ago shortly after it was called the internet. And I wrote one of the first books on internet marketing way back in 1995. So I'm considered an internet pioneer. I'm still using the internet. I love the internet and I say Godspeed to everybody out there in making money online with the internet.

So how do you do that? Well, remember the formula. First improve your own self esteem. Second, think like an entrepreneur. As you're doing those first two steps in the formula you'll start to come up with ideas. Those ideas could be put online. You can put up a website, you can write a sales letter, you can drive traffic to that website and you could be making money off of that website. Now, of course, that might sound overwhelming so let's break it down a little bit.

Going back to step two, think like an entrepreneur. This is where you're going to discover a product or service. Maybe it's something based on your education. Maybe it's based on your past experience. Maybe it's based on a hobby that you have, a pass time that you have, something that you're good at. And don't dismiss what you do because if you're a gardener, there are gardeners out there. If you're an amateur magician, there are amateur magicians out there. There would be fields of interest all across the internet. There are billions of people out there that could find you on the internet.

So the first thing you have to do in the step three of leveraging the internet to make money, is to come up with a product or service based on step two. Meaning, whenever you complained about something or you heard somebody else complain about something,

you looked for a way to resolve it or come up with a solution to it. Then you go to the internet and you put it there for sale.

You'll go to a place called Godaddy. That's [www.godaddy.com](http://www.godaddy.com) and you'll get a domain name which is the www. whatever name that you're going to get .com that'll be your place for your product or service to be sold. So if you have the gardening for dummies you might go to godaddy.com and see if [gardeningfordummies.com](http://gardeningfordummies.com) was available. Whatever the domain name is, you want to grab it, make it yours and if it's already taken, don't lose heart because you can always come up with variations to the name.

So you get a name at Godaddy. Now you need to create a website and host it someplace. I'm going to assume you don't know very much about internet marketing. I have many products and services out there but let's make this really simple and go to something I have nothing to do with. Go to [citymax.com](http://citymax.com). That's www.city, c-i-t-y max, m-a-x.com. And citymax is a one stop place for you to get your domain, put up a website, follow their tools, and get a website up and running virtually in an hour. You can certainly do it overnight.

And on that website you want to put up a sales page. Now, I've written lots about how to write sales copy but don't be intimidated by this because all you have to do is briefly and quickly tell the reader, the person who comes to your website, what your product is. Focus on how it solves their problem. Don't just put a website up that says, "I have a product." Put a website that says, "I have the solution to this particular complaint. I have the solution to this particular problem." That's what you want to put online because that's what's going to interest the people who go to your website.

Well, how do you get people to go to your website? There's lots of ways to do it but for me, the million dollar tip of the day is to use publicity. Now, I've been in marketing for thirty some years and I think publicity is the most underused tool that's available to all of us, including you, and the thing is, publicity is free. Publicity is when the newspapers or the internet or bloggers or television or radio write or talk or direct people to your website. They are looking for news. The media is starving for news.

When you go online, go to [Google.com](http://Google.com) and type in "publicity distribution services." Publicity distribution services. There will come up a listing of different places where you can send a news release out about your product, about your website. When the media runs the story about your website, they will drive traffic to your site. This is how you implement step three in the Operation YES formula. You use the internet to make money.

Now obviously there's a whole lot of depth that goes into all of these steps here. What I'm doing is introducing these to you but more than that, I'm giving you hope. I'm giving you inspiration. I'm giving you information. I believe in you. I believe that you can pull yourself up. You can survive and prosper no matter what the economics are doing out there in the rest of the world. I believe if you follow these three steps and implement these three steps, don't just think about this, don't just talk about this, but actually do these

steps, then you will begin to make a difference. Then you will begin to attract money now.

Now the three steps again and the first is improve your self-esteem. The second is think like an entrepreneur. The third is leverage the internet to make money even while you sleep. Now it doesn't stop there, of course. You can go to many other resources. I would suggest you go operationyes.com which is [www.operationyes.com](http://www.operationyes.com) to get an overview of what I'm doing to help end homelessness in this country.

I would also go to movethemountain.org which is [www.movethemountain.org](http://www.movethemountain.org) which is all about a movement to end poverty in this country. [Note updated url: [www.circlesusa.org](http://www.circlesusa.org)].

I would go to attractmoneynow.com which is [www.attractmoneynow.com](http://www.attractmoneynow.com) because that is my free book, you can read online for nothing, which has my seven-step formula which is proven to help people attract money now.

And if you want more check out miraclescoaching.com. Go to [www.miraclescoaching.com](http://www.miraclescoaching.com). This is the group that I have trained to help people break through their barriers and achieve success.

And finally, if you're really into learning on audios, DVDs and CDs, go get my program *The Secret to Attracting Money*. It's at [www.secrettoattractingmoney.com](http://www.secrettoattractingmoney.com)

Now, look, let me give you a brief reminder and a brief pep talk. I was homeless. Lots of people have been homeless. I have been in poverty. Lots of people have been in poverty. I've turned it around. Lots of people have turned it around. It doesn't matter where you are right now. In my one book *The Attractor Factor*, I say that this is simply current reality. This is your moment.

But this moment can change. This moment will change. But you can accelerate the change if you take action now. I'm known for saying that, "The universe likes speed." I also say, "Money likes speed." You have some things to do as a result of listening to this audio. You need to go do them. Get up, take action, do it now. And as I tell everybody, as I end all of my e-mails and my sales letters to people I say, "Expect miracles."

I'm Dr. Joe Vitale. Godspeed to you. I'll see you in the future.

Dr. Joe Vitale  
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## Dr. Joe Vitale

Dr. Joe Vitale is an author, speaker, musician, healer and movie star - is an authentic practitioner of modern day Ho'oponopono.

He's the author of way too many books to mention, including the bestsellers *The Attractor Factor*, *Life's Missing Instruction Manual* and many more,

including *Zero Limits*, the sequel *At Zero*, *The Awakening Course*, *Hypnotic Writing*, and *The Key*. (All published by J. Wiley).

His bestselling e-book, *Attract Money Now*, is free at <http://www.attractmoneynow.com>.

He is also a certified Reiki healer, certified Chi Kung practitioner, certified clinical hypnotherapist, certified NLP practitioner, ordained minister, and holds a Doctorate degree in Metaphysical Science.

Dr. Vitale is a standout star in the hit movies *The Secret*, *The Opus*, *The Compass*, *The Tapping Solution*, *Leap*, *Beyond Belief*, *The Meta-Secret* and *Openings*.

He has recorded numerous bestselling audio programs, such as *The Power of Outrageous Marketing*, *The Secret to Attracting Money*, *The Missing Secret*, *The Abundance Paradigm*, *Joe Vitale's Ultimate Law of Attraction Library* and his latest, *The Zero Point* (all published by Nightingale-Conant).

He's also an accomplished singer-songwriter musician, with seven albums to his credit so far, including *Strut!*, *The Healing Song*, *Sun Will Rise* and *Reflection*. Ten of his songs were nominated for the Posi Awards, the Grammys of positive music.

He's been on the following TV shows: *Larry King Live*, *The Big Idea with Donny Deutsch*, CNN, CNBC, CBS, ABC, *Fox News: Fox & Friends* and *Extra TV*. He's also been featured in *The New York Times* and *Newsweek* magazines.

He created a Miracles Coaching® program and helps people achieve their dreams by understanding the deeper aspects of the Law of Attraction and the Law of Right Action. This man was once homeless but today is a bestselling author who believes in magic and miracles.

He lives outside of Austin, Texas, with his wife, Nerissa, and their pets. His main website is

[www.JoeVitale.com](http://www.JoeVitale.com).