

Guest Presenter

Word Count: 1826
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And now we come to the first guest presenter section for this month and today we'll hear the first of three sessions from Marcus de Maria. Marcus was recently a guest on The Achievers Edge and the feedback was just so positive that I decided to ask him if he would record some more of his ideas for us.

Marcus is the founder of Investment Mastery. A full-time investor during the week, Marcus devotes his weekends to helping beginners learning how to make money in stocks with outstanding results.

He has been trading the stock market since attending his first seminar on wealth way back in the nineties and since then he's attended many trading and investing courses available in the UK and the US in search of success strategies, investing many thousands of his own money in these courses.

This, together with one-on-one training with top investors in three continents and years of experience, means that Marcus always has practical ideas to share.

In this first session Marcus concentrates on getting our mindset in the right frame.

So let's go and hear Marcus now.

Hi this is Marcus de Maria and I'm delighted today to be on The Achievers Edge. I really want to talk to you about wealth and how to

create it. What we're going to do is we're going to have a bit of a 'wealth workout' so I do expect you to do some exercises as well.

Now having seen thousands of people in seminars and over 300 people in our interactive workshops, we found that people have similar aspirations but also beliefs and fears around wealth.

The bottom line is people have just not been taught about wealth psychology and basic financial concepts - not at school, not at university, not even by their parents. When was the last time when you were young at school and somebody said to you, "Look let's just put away all the books. We're not going to learn about home economics; we are actually going to teach you how to create a million pounds by the time you're thirty-five". It just didn't happen did it?

So what we're here to say is whatever your situation we have seen it before. You can learn these concepts and rapidly and radically change your situation.

So the first step in creating wealth is really what is holding us back and that is what today is all about - what is it that's holding us back?

I'd like you to imagine yourself as being a very big and proud tree and you see your branches and you see the fruit from the flowers. These are the physical results your houses, your cars, your boats. What you can't see which is deep beneath the ground - and did you know that the roots are as big as the tree that you see itself. These are really what need the water, the care and attention - in other words the mindset and psychology and beliefs that you have around wealth. They're the things that we really need to work on first.

Now an exercise that we do on our Wealth Workout, and I hope you'll take the time to do it as well, is to find out what does the word 'wealth' actually mean to you. If you go ahead and do that, what we've done is we've found

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Key Point

Work out what does the word 'wealth' actually mean to you.

that most people can't actually tell us what wealth means to them. They all want it of course but they don't know what it is and therefore they'll never actually achieve it. That's a very interesting exercise to do, so I do hope you'll take the time to do it.

So what is actually holding us back? Well the most obvious place to start is to look at our beliefs because our beliefs good or bad really do form our reality. So what are beliefs? Well, if you're really strongly convinced about something that's probably a belief. So for example if you think that rich people are greedy that's a belief that you have. Why is that so important? Well beliefs are the paradigm through which we see the world. Imagine a pair of glasses – if you put them on you will see everything in a certain way but if you borrow somebody else's glasses, put those on and suddenly you'll see everything in a very very different way won't you? And these beliefs form our reality.

So another exercise we do in our Wealth Workout - and I do again hope that you will

Key Point

What fears do you have about what it takes to make money.

take the time to do this a little bit later – is we ask people 'what beliefs do you have about money?' and also 'what fears do you have about what it takes to make money?' I'll just go ahead and repeat the last one, 'What fears do you have

about what it takes to make money?' Now do any of these sound familiar?

- Wealth is not for people like me. Sure it's for everybody else but just not for people like me.
- Also money changes people. I don't want to have money I might become greedy.
- I'm too busy it takes too long. In fact I'm so busy scratching away at a living that I'm too busy to create real wealth.
- I don't know where to start so I won't bother.
- And here's the one I really love: I'm not interested in money. No, money is just not important. People who say that are broke. They are completely and utterly broke. See

nobody said that money was the most important thing but I think you can't deny that money is pretty important.

- How about this? Rich people are all greedy, dishonest and of course bad parents. Of course they are because they are so busy looking at making more money that they're bad parents; they don't have time for their children.
- How about this? When I win someone else must be losing. How's that for a belief?
- How about this? I'm not good enough; I'm not intelligent enough; I'm not young/old enough; my nose is too big; I'm too tall; I'm too fat; I'm too...

Do you see where I'm going with this? They are all excuses aren't they? Anything to stop us from actually taking action. A couple more...

- A fear of losing which I absolutely understand. Some people might say I don't want to start because I might lose the money.
- But how about this? Fear of winning. I never understood this until I understood that some people might change when they make money and therefore their friends won't like them any more.
- Here's the final one and my absolute favourite: "But Marcus when I make it I might lose it". That really does make me laugh. They haven't even made it and they're already imagining losing it.

So, when you go home and you manage to do this exercise it will be interesting to hear what type of beliefs you come up with.

Now where did these beliefs actually come from in the first place? Well it's all about negative programming isn't it and some examples might be school. You know you

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have to sit down, shut up and listen and that's it. What about your friends who might want to keep you with them? They don't want to lose you so they don't really want you to earn more money than them. What

about your family? You know we find that the people that love you the most are the ones that could be holding you back the most as well. Did you ever go to your parents and ask them for money and they said, "Do you think money grows on trees?" Did you hear that one? Or what about this one? "Do you think I'm made of money?" What about this one? "What do you think I am a bank?" Now my father was a banker so you can imagine when he said that to me what that did to my brain!

And what about the media? You have TV, radio, newspapers and films. I especially love to watch films and I get really sucked in there hypnotised by these things. When my partner... actually she sort of nudges me and wants something, I can't answer because I'm completely sucked in by the film. And so when the film turns just a tiny little bit negative or goes and does some things which might be programming me in a negative way - for example the hero is the really poor person and the baddy is of course the rich conglomerate billionaire - I'm completely being programmed by this. Then there's religion and I really don't want to get into a religious discussion but there are some religions that teach you right from the beginning that you are just not even worthy of being wealthy. So with all of this programming happening throughout the years

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of our lives from a very early age, it's no wonder that we grow up with some beliefs that might not serve us.

One belief that I really think that a lot of people do have, and let's see whether you might have it, or let's put it this

way, you might know somebody who has it. This is the belief that it's just not our fault it's always someone else's fault; it's our mother's or our father's fault or our partner's fault or maybe even the children's fault. I actually hear people say to me, "I wanted to do this and I wanted to have a career but then the children came along". I've got news for you the children didn't come along; you actually did something and then they were born. Or perhaps we have a group of friends who console us every time something bad happens

so you ring them up and "You know it's this...." And they're saying to you, "Oh I know it's not your fault". Well to be honest they should really be saying to you, "You know what - stop whingeing just get up off your lazy behind and do something about it".

And I want to finish with this: We've heard it

Key Point

Give a man a fish and you feed him for a day, teach a man to fish and you feed him for life.

before - give a man a fish and you feed him for a day. You teach a man to fish and he eats for a lifetime. Teach a victim how to fish and they'll sit on the shore drinking all day and blame those fish for not leaping straight out at them.

So what we've covered in this first session are some ideas to question any negative beliefs about money. When you've completed the exercises I've suggested you will have created a firm platform from which you will jump to greater financial success by using the ideas I'll share with you in future issues of the Achievers Edge.

So for now from me, Marcus de Maria, invest with passion and profit.

Communication

Word Count: 1127

Reading time: 4 minutes 15 seconds

And now we come to the communications section of the month and today I'm going to start a series of ideas for you on the most underutilised and misunderstood aspect of verbal communication - the question.

This seemingly innocuous part of speech can be just so awesomely powerful in so many ways. As simple as getting agreement to an action you want someone to take to giving information, getting information, establishing credibility, setting the tone, mood, aspect or mode of thinking of the other person, in fact - almost, almost anything when it comes to communicating with another human being.

And isn't that how you and I achieve our successes in life - communicating with other people. As John Donne wrote in 1624 in his 17th meditation - no man is an island!

You'll use this series of ideas to dramatically improve your skills and subsequent results in all your communications whether that's in business, in your personal interactions or even in your self talk.

So let's get started...

There are two major factors we must consider before we get into the art and science of questioning skills.

Here they are:

First - there is little point asking any question, however elegantly, eloquently and skilfully phrased - if we don't bother to listen actively to the answers and if we don't have sensory acuity.

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So let's start with listening: We need to listen actively to the answers given in response to our questions. Soaking up not only the words but the tonality and... implications of the words used by the other person

Use the following technique to improve your listening skills. If you've seen me speak on stage or listened to any of my other works on communication you'll be aware of the method I call rapid repeat. Even if you've heard me discuss this idea before, it will be well worthwhile revisiting it.

Here it is: When another person is speaking to you... repeat what they say, silently, in your mind, a fraction of second after they've said it.

Isn't that simple: So it would sound like this! Almost as though there was a slight echo.

This does two remarkable things I've found.

One: Your concentration rises dramatically - you've given your active brain something to do - instead of wandering off - wondering when the next coffee break may be, or if you've locked your car!

Two: I've found that my recall of the information I've been given, when I used the rapid repeat technique, is far better. It's as though I've stored the facts in their right order in a filing system in my mind and can easily find them again.

Ok so, very, very important - when you've asked a question - use rapid repeat to listen to the answers.

Now let's examine the expression - sensory acuity. Sensory, the adjective, being connected with the physical senses of touch, smell, taste, hearing and seeing

Acuity - the ability to hear, see or think accurately and clearly.

So when we have sensory acuity - we are aware of what is happening around us generally - and in this connection aware of the responses given by others in their spoken and unspoken answers to our questions.

OK let me start to give you my thoughts on questioning skills.

Key Point

How you set up the question is as important as the question itself.

How you set up the question is as important as the question itself:

Here are my expressions for this part of the process.

It's what you say before you say what you mean to

say that makes the difference. And it's what you do before you do - what you mean to do - that also makes the difference.

So when we add these two expressions together we get:

It's what you say and do - before you say and do - what you mean to say and do - that really makes the difference!

OK let me explain:

It is the atmosphere in which your question is delivered that will play such a major part in determining the answer you are likely to receive.

Let me give you two simple examples:

If you wanted to ask someone a favour – it would probably be better to ask AFTER you've done them a favour – true? Yes – You've created the right atmosphere.

Or if you were talking to a child and wanted them to wear their coat when they went outside... it's highly likely that a 'yes' answer would be given if you prefixed your question: "Mary do you want your coat" with the words... "It's cold today – I've had to scrape so much ice of the windscreen!"

It's what you say – and do – before you say and do – what you mean to say and do – that makes the real difference. That makes sense doesn't it?

Good so let's end our first session on this oh so

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important part of verbal communication by looking at the **position** of the listener of your questions. This can significantly alter the way they answer.

There are three basic positions: One the listener is precisely that

– the listener. Two – the listener can be positioned as a 3rd party – a fly on the wall listening to a conversation and three – the listener can be positioned as the questioner.

Here are some examples:

The first position is the one in which most people find themselves in response to most questions. The question is asked: "How good are at cooking?" and they answer.

We can change their position to that of a third party by using this style of question: "Mary – I was talking to John the other day and he asked me how good you are at cooking... I told him... very good!"

You know what happens in Mary's mind at this point she answers the question even though it wasn't posed directly to her.

And to make the other person the questioner and the person answering... phrase the question like this:

"Mary – what would you say to yourself about your cooking skills?"

This change of position is often used on order forms particularly in direct mail and the Web – where the form starts with words such as:

Yes please rush me my product – or something similar.

Key Point

The listener or the reader has now become the author of the communication

The listener or reader has now become the author of the communication.

A very powerful process to use

So there we have it the start of some fascinating – and practical ideas that will enable you to

substantially improve the results you get in all your communications.

In the next issue of the Achievers Edge, I'll be continuing this series of questions and share with you ideas on the No question that gets a Yes, how to position yourself with credibility using questions and... how to get someone to remember more of what you say to them by the way in which you give them the information.

Now here's a question – that will be useful won't it?