

CHRISTOPHER  
HOWARD

# INSTANT WEALTH

WAKE UP  
RICH!

DISCOVER THE  
SECRET OF THE NEW  
ENTREPRENEURIAL  
MIND



**Praise for**  
***Instant Wealth—Wake Up Rich!***

“Chris Howard has the right attitude for success both on and off the mat. If you’re committed to performing at peak levels in business and in life, you must experience Chris’s teachings!”

**—Grandmaster Rorion Gracie**  
*World’s #1 self-defense expert;*  
*Founder of the Ultimate Fighting Championship*

“Christopher Howard Training gave me the keys to living a rich life on every level. Just in terms of finances, it helped me to bring the turnover of my mortgage business from \$7,000 per month to an average of \$40,000 to \$50,000 per month.”

**—Leah Barton**  
*Director, Mint Finance*

“Chris is like a stimulant that gets you jump-started into the things you have always wanted to do or achieve. We all have the power to succeed. Chris helps you realize your potential.”

**—Sinjin Smith**  
*World Championship volleyball player*

“Chris Howard is among the brightest young talents today! You can’t afford to miss experiencing his approach to accelerated change and having people live truly rich and fulfilling lives.”

**—Judy Rybak**  
**former Supervising Producer**  
*The Dr. Phil Show*

“In the past three years, thanks to the tools and sciences Chris has shared with me, I have generated over \$22 million in sales! I now know what it means to live a wealthy life.”

**—Matt Olaes**  
**Founder and Director**  
**Peak Performance International**

“Thanks to the mindset that I was able to develop from Chris’s teachings, I attracted Rhonda Byrne of *The Secret* last summer and was chosen to be the PR company behind *The Secret* around the world. That led to a mass media frenzy and to the realization of my dream to take a client (*The Secret*) to the *Oprah Winfrey Show*.”

—*John Stellar*

**President, Stellar Communications, [www.e-pr.com](http://www.e-pr.com)**

“Chris makes the keys to creating a successful life easy to understand. When I read his book, I was unable to put it down, thinking . . . *I can do this*.”

—*Keylee Sanders*

**TV host and former Miss Teen USA**

“I was a struggling artist with a limited psychology and a personal debt of £30,000. Having studied the same methods you are about to learn in this book, I now have a net worth of over £2 million and own over 25 properties.”

—*Rob Moore*

**Founder and CEO, Progressive Property**

“With the strategies I learned from Christopher Howard Training, within one year I negotiated a deal that netted me \$600,000 in a single day. That was a minor breakthrough compared to how spectacular my life has now become. My net worth has increased by millions, I now own over 20 fitness centers, and I was actually able to retire at the age of 38. This stuff works, if you work it!”

—*Phil Anderson*

**Former Mr. Australia;**

**CEO of Life Corp. Pty Ltd**

“Wow, what an amazing life experience! Thanks to all that I’ve learned from Chris, I’m finally creating true wealth in my life. I’ve purchased 25 investment properties in Australia and abroad, I balance my life with yoga and meditation daily, and I fulfilled my dream holiday of skiing in Canada for eight weeks—I plan to do this *every* year now!”

—*Anthony La Frenais*

**Real Estate Investor**

“Christopher Howard provides you with the tools for taking you personally into the mindset of total abundance.”

—*Renee O’Conner*

Actor—*Gabrielle, Xena Warrior Princess*

“We have built the UK’s leading property networking event, the Berkshire Property Meet, which, from a standing start, became the biggest and best in less than six months. Our accelerated success owes a huge thanks to the methods taught by Chris and his team. We pushed ourselves beyond boundaries we never thought would be possible to now having a net worth of over £2 million, including 12 properties—and we’re still growing our wealth!”

—**Juswant and Sylvia Rai**

**Founders, Co-Hosts, and Directors  
Berkshire Property Meet, UK**

“If you really want to create enormous wealth and an extraordinary lifestyle, you’ve come to the right place! After adopting the psychology and tools in *Instant Wealth*, I closed a \$2 million deal in a single month and made a net profit of over half a million dollars in the same amount of time. I wish I had learned these things years ago!”

—*Lisa Garr*

Media personality/CEO, *The Aware Show*



**INSTANT WEALTH**  
WAKE UP RICH!



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DISCOVER THE SECRET OF THE NEW  
ENTREPRENEURIAL MIND

CHRISTOPHER HOWARD



WILEY

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*If I Can Dream*

Words and Music by W. Earl Brown

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If I have missed anyone, please forgive me. Know that I am infinitely grateful for all of those who have helped to guide my life, and to guide this information into the hands of everybody on the planet!

You have truly made a difference, and the world is a better place because of it!



## About the Author

Internationally acclaimed lifestyle and wealth strategist, Christopher Howard is a best-selling author, a prominent speaker, and the owner of Christopher Howard Training. For almost two decades, Chris has researched the success strategies of the world's greatest business, philanthropic, and spiritual minds. His extensive knowledge is shared through his books, home study courses, and public seminars worldwide. As a result, Chris Howard has helped hundreds of thousands of individuals create the wealth and engineer the lifestyle they truly desire. With operations in the United States, England, Ireland, Australia, New Zealand, and China, and further expansion scheduled for Europe, Canada, and Southeast Asia, Christopher Howard Training has become one of the fastest-growing personal development training companies in the world.

As a social entrepreneur, Chris Howard has made a philanthropic impact in developing nations worldwide. His endeavors include building a high school in the Huilloq Community in Peru, where previously education stopped after the primary school level. He brought a group of 30 coaches and mentors to work with hundreds of students at CIDA, the first free university in South Africa, supported by the likes of Oprah Winfrey, Nelson Mandela, and Richard Branson. In Cambodia, Chris helps raise awareness for the campaigns of social enterprise Friends International by sharing its messages throughout his global network. In addition to his own contributions to the Lotus Children's Centre in Mongolia, Chris also continues to share information about its sponsor-a-child campaign so others can follow.



Chris is also a master faculty member for Humanity Unites Brilliance (HUB), which is committed to making poverty history by creating opportunities through hundreds of millions of micro-loans.

Chris travels the world extensively with his wife Lauren, as they share the gift of transformation through education and entrepreneurial means.

**INSTANT WEALTH**  
WAKE UP RICH!



# 1

CHAPTER

## The Hidden Secret to Living a Life of Untold Riches and Wealth

*“Our deepest fear is not that we are inadequate.  
Our deepest fear is that we are powerful beyond  
measure. It is our light, not our darkness, that  
most frightens us.*

*We ask ourselves: Who am I to be brilliant,  
gorgeous, talented, and fabulous?*

*Actually, who are you not to be?*

*Your playing small does not serve the world.  
There’s nothing enlightened about shrinking so  
that other people won’t feel insecure around you.*

*As we let our own light shine, we  
unconsciously give other people permission to do  
the same.*

*As we are liberated from our own fear, our  
presence automatically liberates others.”*

—Marianne Williamson

*What are your dreams? What are your big dreams? What are the huge dreams that you want to bring to life?*

*I know you have dreams like that. We all have them—so right now I want you to think very clearly about those dreams of yours. Because in the pages that follow I tell you exactly what tools you'll need to realize your dreams, and then I'm going to give you those tools.*

*Are you ready to receive them? Please prepare yourself.*

*Even more important, prepare to use those dream-building tools, starting right away. Be prepared to put them into action—for yourself, for those you love, and ultimately for the world as a whole.*

*I think you're ready. I know you are.*

*Let's get started...*

## How to Make All Your Dreams a Reality

At the foundation of every dream lies a desire. Something you want to do. Or create. Or accomplish. But to achieve it, you've first got to believe it—and for many people that gets to be the hard part.

Dreams can appear so implausible. So *impossible*.

But how dreams *appear* and what they *are* can be two different things. In this book I show you how to wake up—not *from* your dreams, but *to* your dreams, and to the *Instant Wealth* that waking up brings. Dreams (and remember: within every dream is a desire) really *can* become realities. But true inspiration and deep commitment have to come into the mix—and that's up to you. With an inspiring dream and an extraordinary level of commitment, you can create even those things that most people would consider impossible.

You can turn visions and intentions into real world results. Many people have done it. Martin Luther King Jr. had a vision of the future that lived beyond his abbreviated time on the earth. His unwavering commitment brought his vision to America and forever transformed the nation.

So what's holding you back? What's keeping you asleep? What's separating you from the realization of your deepest desires? What's keeping you from being fully present and engaged in every moment?

This is a very important question, and there's more than one answer. Finding those answers requires insight, and facing them head

on can take courage. If you're like most people, part of you *doesn't want* to achieve your dreams. Whether it's guilt or fear, or a profound inertia that builds up over the years, you may feel that you shouldn't really get what you want from life—that in some basic way your desires are wrong.

This self-restricting impulse is a huge barrier, so let's get it out of the way before it sabotages everything you're about to learn.

Think about the word *desire*.

De-sire: to me, it means “of the father.” Sire is a term of fatherly respect. This is how we address a parent. This is how we speak to God.

Your heart's desire and God's will are one and the same. Follow your heart's desire, and you are following a divine inner intention. The moment you make a commitment to follow your inner voice, your life becomes the expression of the real purpose of your soul. You become the person you were meant to be. Every moment of every day becomes a moment spent in the embrace of God. There's nothing selfish or guilt-worthy about that.

The moment you make the decision to follow your heart and you cut yourself off from any other possibility, your experience of life becomes emotionally textured and rich, and this is the first key to *Instant Wealth*; this is the first key to living a truly rich life. A rich life can be yours in a matter of seconds. Financial prosperity will come second; *wealth* is something you experience right now. You can gain in the chapters that follow the power to achieve both a truly rich life right now as well as financial abundance beyond most people's wildest dreams.

So go for it! Picture this:

You have all the wealth in the world. You have the ability to create any experience of life you want. What will you do? What will your life be like? You can create any dream. What is it going to be?

Can you really believe what you've just read? Is it as real to you as the book you're holding in your hands? Be honest!

If you're not quite ready to believe it yet, let's see what's behind that hesitation.

## The Only Thing Stopping You from Realizing All Your Dreams

What stops most people from following their heart, living their dreams, and creating a truly rich life is *fear*.

Answer these questions:

- Has fear led you to have a comfortable life—but at the price of your soul’s true purpose?
- You may have lived this long by just playing it safe and you prefer to stay there, because it’s comfortable. Do you play it safe? Do you play it safe by not pursuing your dreams?
- Do you play it safe in your career, by staying in a job that’s going nowhere fast?
- Do you compromise in your relationships, by not really going after what you really want or by not realizing your true worth?
- At a level of consciousness that you often choose to ignore, are you afraid of actualizing your dreams?

Please hear this loud and clear. Every time you have an opportunity to broaden your life mentally, emotionally, spiritually, or financially, *and you don’t do it because of fear*, you strengthen that fear and keep yourself trapped in mediocrity. You keep yourself in a comatose sleep, oblivious to your true potential, and oblivious to the rich and expansive life that you really could live.

Personal and professional growth starts to happen when you extend yourself to your personal edge every single day—and then go *beyond* that edge. You must lean just over your edge every day to live your dreams, and you also must lean just beyond your edge every day to really live your life full out.

Sustaining that “edge mentality” is *a major component of creating ever-expanding wealth*, financially and otherwise. You need the courage to push yourself beyond your own fears. You need to embrace your fears in order to make your life everything it was meant to be.

## How I Conquered My Own Fear (And Why You Can, Too)

By the way, are you curious about my qualifications to speak so confidently about dreams, fears, and other immensely important life issues? Well, my qualifications are the same as everyone else’s. I know fear from the inside out. I still confront fear every day of my life. On that

score, the only difference between you and me might be *what* evokes our fears, not how strongly we feel them.

In other words, what frightens you might not frighten me, and vice versa. Which reminds me of a story. . . .

Not long ago I was in Europe finishing up my **Wealth Propulsion Intensive** seminar on a stage in front of thousands of people. I've led these kinds of events throughout the United States, Australia, New Zealand, England, Ireland, Hong Kong, South Africa, and many other countries. I've experienced the phenomenal pleasure of helping human beings wake up to their potential and live their greatest dreams. I've trained thousands upon thousands of entrepreneurs, executives, celebrities, public figures, psychologists, psychiatrists, artists, educators, and parents—and I've loved every minute of it. It has been my greatest passion to deliver the profound levels of transformation that people receive in the **Wealth Propulsion Intensive** weekends. This is what I've always wanted to do, and I was doing it!

As I approached the microphone standing on stage looking out across a sea of thousands of faces in the audience, I was ecstatic as I was about to live my greatest childhood dream. But I was also about to confront my all-time greatest fear.

What was that fear? I'll tell you a little further on.

That day my thoughts were focused on these people who were learning how to turn their grandest visions and intentions into real-world results. I said to myself, "They have obstacles preventing them from achieving their full potential, just like I've had. They have to confront those obstacles—just like I have to confront one of my own right now!"

Of one thing I was absolutely certain. I knew within myself that if I helped others wake up to their dreams, I could live my dreams as well. If I made my entire life's focus unleashing the potential in others, my potential would also be unleashed.

I thought of all the people who had told me of the extreme transformations they had experienced since getting involved with **Christopher Howard Training**, in which we teach the concepts that *you* may be discovering for the first time in *Instant Wealth—Wake Up Rich!*

I thought of the man who had stood up in the audience at one of our live events and emotionally shared the fact that he had already been



a multimillionaire, but a year and a half after learning the information you will be presented within this book, he was able to increase his net worth to 57 million British pounds. . . .

I thought of Phil Anderson, from Australia, who when we first met had been stuck managing a health club, with no real prospect of freeing himself from the day-to-day operations. Phil diligently applied the secrets you can learn here and then expanded his mind so much so that he bought 20 health clubs, retired at age 38, started a television show, and was now buying up to 200 houses a year. He was truly living his dreams. . . .

I thought of the woman who had turned her struggling company into a dream business with \$10,000,000 in sales, within just one year after she began to implement what you can learn in *Instant Wealth—Wake Up Rich!*

I thought of the man who had built a \$200-million company who came up and hugged me. With tears streaming down his face, he said that although he had made a lot of money, he had never lived a *rich* life. He had always been gripped by fear and constant anger, but after studying with us, he at last felt wealthy beyond belief. He said we had helped him find the secret to genuine riches. . . .

I thought of the young woman in South Africa who, during one of our programs, had finally realized that she could let go of the emotional baggage she had carried for years after losing her parents to HIV and AIDS. She could be free to live a rich life and to make a divinely inspired difference in the lives of others. . . .

All these transformations were truly awe-inspiring, and over the years there had been many, many more.

As I stood looking at all the smiling, supportive men and women in front of me, they began to cheer. They rose to their feet, shouting and whistling and applauding. It was an incredible feeling to know that I had succeeded in my mission. I had developed a training team with the unquestionable abilities, tools, and strategies to help every one of those people wake up to *Instant Wealth*.

All this was true, and it was wonderful. Yet, it was not easy to bring myself to the microphone that day. However, I knew in my heart and soul that there was no other choice. For years, I had taught the concept

that as entrepreneurs, our true business should be the expression of our soul's purpose—and to do that, it's necessary to live beyond your edge.

Now I had put myself in a position to practice what I preached. Although I was always too afraid to even admit it, my greatest dream had always been *to sing on stage for a huge crowd of people*.

Well, it was now or never . . .

When I was young, I was very much a social phobic. In school, I used to hide at recess and lunch, just to avoid having to interact with other people. Now, within just a few years, I had gone from being \$70,000 in debt to making more than \$22,000,000 in global sales in a single year. I had traveled the world (which is one of my greatest passions), staying in the magical overwater bungalows of Bora Bora, swimming in the pale, crystal blue waters of the Maldives, riding horseback through the rolling green hills of Mongolia, zipping through the vibrant streets of Cambodia in motorcycle-driven carriages, training in Brazilian jujitsu in the captivating city of Rio De Janeiro, trekking in safari Jeeps through spectacular reserves throughout South Africa, hiking the incredible waterfalls in Hawaii, and adventuring in many other places. I also had the opportunity to train with the best teachers in the world in martial arts and other activities that I loved. I often did all this and more in a single year!

I was truly living my dreams. But I knew that I had one more dream to go. One more fear to conquer. *One thing I didn't really believe I could do*. But if I avoided the things that I didn't believe I could do, I wouldn't be walking my talk. I wouldn't be practicing what I preach in my trainings. How could I look at a crowd of people and assure them they could do anything if I wasn't living at *my own* entrepreneurial edge and stepping up and going for it?

A little background. In 1968, music producer Steve Binder challenged the songwriter W. Earl Brown to compose “the greatest song he would ever write.” This was in response to the assassinations of Robert Kennedy and Martin Luther King Jr. On a tight deadline, Brown created “If I Can Dream,” which was indeed his greatest work. The song contained direct quotes from Dr. King's awe-inspiring *I Have a Dream* speech given in 1963. When Elvis Presley first heard the song, he was so moved that he said, “*I'm never going to sing another song I don't believe in.*”

As the music began and I gripped the microphone, I thought of the people in the audience who didn't really believe that they could wake up to riches in their lives. I was totally determined, through living example, to reach into those people's very souls and give them my very best. My goal was to help awaken the inspiration for them to step up and live their edge, so that they would actually take the steps they were afraid to take.

I couldn't make any excuses. I *had* to do it.

As the crowd stood cheering wildly in front of me, I was terrified and exhilarated by what I was about to do. These people had experienced so many breakthroughs during the weekend. They had demolished so many of their previous limitations. They screamed their support as I got ready to break through limits of my own.

From there on, it was spectacular. All I remember is prowling the stage and belting "If I Can Dream," which I had chosen for the profound impact of its message and the inspiration that it stirred within me. Singing live in front of all those people was definitely facing my biggest fear head on. Yet the thought that I was able to truly express myself through the business I had built—while at the same time making a positive difference in people's lives—was beyond exhilarating.

Throughout the song, the crowd gave me their wild support and ecstatic cheers. How I was performing didn't really matter. They were supporting a fellow human being in the accomplishment of a lifelong dream. I was living a rich life in the truest sense, and my newfound friends and family in the crowd were there with me.

As I drew to a close, cheers and screams engulfed me as I was whisked off the stage. People were grabbing at me for autographs. Autographs? Mine? I was completely astonished by what was happening.

My staff hurried me down the stairs to my dressing room where I collapsed into a chair, having accomplished my greatest dream of all time. And just as if I'd come off an incredible ride at an amusement park, I thought, "*This is just the beginning!—I'm doing that again!!!*" I'm sure my performance was *far* from perfect, but I did it!

Lauren, my beautiful fiancée (and now my wife), was waiting for me backstage. She threw her arms around me and said, "You did it! I am *so* proud of you!!" Her eyes were wide and her smile was from ear to ear. My assistant, Sally, came backstage and said, "Chris, people

are going crazy out there! They loved it!” Johnnie, one of our trainers, entered the room and said, “They’re saying that you having the guts to do that has really inspired them to stop playing small themselves.” It was exactly the effect that I had wanted, hoped for, dreamed of.

At that moment I thought, “My life is truly rich. This is wealth! I’ve really got everything I’ve always dreamed of. Rich relationships. A multimillion-dollar international company. A charitable foundation creating an impact in countries around the globe. I travel the world following my passions. I’ve done a best-selling book. I’m stretching myself toward ever-expansive riches and abundance and my business has really become the platform upon which I express my every heart’s desire. And the best part of everything is that I’m making a profound and positive difference in the lives of thousands and thousands of people. I’m truly living my dream life!”

This was greater—much, much greater—than anything I had ever imagined.

## Why Anybody—including You—Can Be Rich

As I settled into the limousine and we drove back toward the hotel, I gazed out the window in contemplation and deep gratitude. I thought of how truly blessed I felt, and how truly amazed I was, that I had come this far.

It was hard to believe that not that long ago I had been living in the very worst part of town. The police were there every night to stop fights or to chase away the criminals who hung out on doorsteps. I was rationing myself to only \$2 a day for food. I was \$70,000 in debt in those days, with no real money coming in. My bills were piled up, and I had signed on with a consumer credit management service so I could avoid bankruptcy. Although I had the idea of launching my own business, the thought was very scary because I bore the scars of a previous entrepreneurial failure.

I had driven my first business into the ground so deep that I wound up living in a house that was being torn down *while* I lived in it. The gas had been shut off because I hadn’t paid the bills in months. I was microwaving water one glass at a time to fill up a bucket so I could

wash my hair. On the plus side, I was trying to keep a good attitude by reading books on how to “feel wealthy and abundant,” and I was passionate about the path of living my dreams. I had discovered one component of *Instant Wealth*, but I was still broke financially and going nowhere fast. I was missing pieces of the puzzle. I was eating only every third day because I had *no money* at all.

At that point, out of desperation, I decided to go back into the workforce pool to learn more skills. I figured that if my life wasn’t working, there must be something further I needed to learn. I made a strategic plan to work for a company that would increase my skills and the ability to live my dreams.

Specifically, I was committed to becoming a master of communication. I’ve always believed that this is the key foundation of personal success in life. Communication has two components: how you communicate with yourself by your thoughts, and how you communicate with others through words and actions. A person who creates truly amazing results in the world is someone who can get 10, 20, 30, or even a thousand people or more working together to achieve the success of a dream. That’s called leverage, and communication mastery is the first step.

As my career path began to develop, I became recognized as one of the leading experts in leadership, communication, hypnosis, and neurolinguistic programming, or NLP, which is sometimes called the “psychology of excellence.” Anthony Robbins had popularized NLP in the 1980s. He was a resource of inspiration and information as I began transforming my life. Whereas most psychological models study what’s wrong, NLP focuses on what’s right and how to replicate that. It’s also known for its focus on the subjective experience of reality. How can you change your experience of the world? If you want to go from an experience of poverty to riches, or poor relationships to great relationships, or poor physical health to great physical health, what needs to be done? The answer is, *you must change your psychology*. NLP provides powerful tools for making those changes. I set out to master these tools, and **Christopher Howard Training** eventually became the largest school in the world teaching them.

I often point out in my seminars that the Dalai Lama and Donald Trump have two completely different psychologies, which give them

two totally different life experiences—both of which deserve respect. But do you think that their psychologies have something to do with the amount of money they make? Of course! If you don't value money, you probably won't make much money. Your values are one of the major components that make up your personality. With the tools of NLP, we learn how to change the basis of personality to change the tangible results that you produce in the world. The same thing can be done with hypnosis. They are simply different modalities, different tools in the toolbox of change.

I sought out the best of the best of these tools. I was inspired by people like Dale Carnegie, Stephen Covey, and Napoleon Hill. I trained with every expert I could find. I worked for Dale Carnegie Training—phenomenal people—where I learned outstanding communication and leadership skills. I trained with psychologists and cutting-edge performance coaches throughout the country. I worked for the largest schools of clinical hypnosis and neurolinguistic programming in the world. I began to teach for them, and every weekend I was in a different city all across North America. I became very well known for my dynamic teaching style and also for my coaching.

## The New Entrepreneurial Mind: The Secret to Creating Anything You Want in Life

Even though I was doing what I loved and learning a tremendous amount through teaching, I was still drowning in debt. Owing \$70,000, I felt like I couldn't breathe. Every penny I made was going right out the window. When I realized that doing what I loved didn't necessarily mean "that the money would follow," I had no clue how I would go on.

At one point, I found myself on the floor of my apartment in tears. The worst part about everything at that time was that I had read hundreds of books on personal development. I had attended seminar after seminar after seminar, yet my life still wasn't working. I had studied how to "*think and grow rich*," but *my* thinking had only amounted to a bunch of fantasies. I was still broke and deep in debt. I had learned from all the motivational "gurus," and I was motivated, but for some reason I just still wasn't able to make my life work.

For the time being, I wasn't able to apply all that great knowledge to my life. I hadn't yet discovered the one thing that would change everything. I had yet to gain an understanding of what would become the secret to my success.

I was frustrated and under a tremendous amount of pressure. Pressure however, is what it takes to transform carbon into diamond. And once the pressure has taken place, a diamond will never revert to its original form. In much the same way, I knew at the core of my being that I could no longer let scars of entrepreneurial failure stand in my way. I vowed to not be another statistic of business failure. I had to change and I had to change *now!*

It was at this extreme emotional low point that I made a decision that would change my life forever. I committed myself to not just making money, but to creating true wealth. I decided to use this emotional breaking point as the moment when I would finally wake up to enormous wealth.

At the time I had been reading Robert Kiyosaki's book, *Rich Dad Poor Dad*, and he had espoused the power of moving from the employee mindset to the **business owner and investor mindset**. He had adeptly taught how real financial opulence could *only* be created with this new mindset. This one concept gave me a **target**. I had to shift my thinking dramatically. I was fortunate to have already become an expert in the most powerful tools in the world for **Subconscious Reprogramming**; the most powerful tools for literally changing the basis of personality. It was time to put them to work! It was time to propel myself into a new realm of financial success by **installing the mindsets of the world's greatest business owners and investors**. For me, simply shifting to the **business owner and investor mindset** wasn't good enough. I needed to totally upgrade the wealth "software" of my mind. I got really serious about my approach to wealth creation. I mentioned earlier that I had been living in the worst part of town—but now I made a deliberate **decision** to do that so I could save the \$5,000 necessary to launch my new business. I made a similar **choice** to spend two dollars a day for food as a way to save every penny I had for what would become my entrepreneurial path—my path to wealth in real financial terms.

I decided to become like the phoenix that rises from its own ashes. I had to change my life drastically, and I knew that the way

to do it was to use every psychological skill I had learned over the years to totally replace my limiting financial psychology. In its place I would install a brand *New Entrepreneurial Mind*, I would **install the psychology of the wealthiest entrepreneurs in the world**. I would use hypnosis, NLP, and all of the other psychological disciplines I had been mastering. Whatever it took! I committed to the fact that my life would never be the same again.

In that moment of decision, I said to myself, “You must make the commitment to develop yourself and learn whatever is necessary to be the best! To polish up every weakness in your entrepreneurial game until it becomes your greatest strength!”

I would have to learn the right skills, strategies, and tactics to put a strong foundation underneath my dreams. My focus entirely shifted at that point, and I was more committed to this vision of the future than anything I had ever committed to before in my life. There was no doubt that I would accomplish it. Failure was *not* an option.

This commitment enabled me to go from \$70,000 in debt to making that much money in a single day! That same commitment allowed me to do \$3 million in sales in 24 hours! And in my mind, we hadn’t even started: The best was yet to come. I don’t say this to impress you. I want you to believe that you can do everything I’ve done and much more!

Just like all the great minds that have shaped the world, you have the potential to choose the extraordinary. It’s up to you. In committing to *Instant Wealth: Wake Up Rich!*, and to *The New Entrepreneurial Mind* that underlies it, you are embarking on the journey to kick your financial evolution into high gear while simultaneously living every dream you’ve ever had. I came from a place where I knew nothing about business. Believe me: If I can do it, you can do it.

## How Society Is Stopping You from Being Rich

For the most part, people in our society walk around in a state of disempowerment. They have been conditioned and programmed for scarcity, or even poverty, and to live lives that are devoid of real fulfillment.



In the movie *The Matrix*, the character named Morpheus explains to Neo that the world as he knew it was nothing more than an elaborate façade created by machines. The virtual reality of the Matrix gave humans the impression that they were living in a wonderful world, while hiding the truth that they were born into slavery for the survival of the machines. Once unplugged from the Matrix, one saw that the world really was in ruins. Humans appeared in their true condition, as withering bodies soon to be discarded by the machines once their energy had been depleted. In one scene, Morpheus holds out two pills to Neo. Morpheus tells Neo that if he takes the blue pill, he will go back to sleep and continue life as he had known it. Or Neo can take the red pill and wake up and learn the truth.

Similarly, a film called *The Island* is set in the future; the year is 2019. Most of the earth at this time has supposedly been rendered uninhabitable. Lincoln and Jordan are living in a confined, indoor, domelike community where they are encouraged to remain healthy, work menial jobs, and live mundane lives. The residents all hope to one day win the lottery and go to “the island,” a beautiful paradise on earth, one of the last places capable of sustaining human life. But when Jordan wins the lottery to this island paradise, Lincoln stumbles upon the truth behind the Utopian prize. In reality, all the residents of their world are clones. They’re harvested only to provide replacement organs and body parts to the residents of the world, which was never really incapable of sustaining human life. It was all a ruse. The promise of the island was fabricated to keep them happy and docile until they were required for harvesting.

Many people today, as a result of programming and conditioning, have a very inhibited and impoverished way of life. It’s a disempowering social hypnosis in which they’ve been conditioned to believe that everything is “good enough.” They are sleepwalking through life. Most people are taught to get a job, exchange their time for money, and spend 70 percent of their life in work they are by no means passionate about. They are taught to sell out on their dreams, to live in scarcity, and one day they will “win the lottery” of retirement. As in *The Matrix*, many are content to choose the blue pill, satisfied with the almost sheeplike existence that most of the population lives in.

But you’re not satisfied with that. You’ve chosen the red pill, and that’s obvious by your reading this book. Just as a diamond can never

be changed back to its earlier form, “*A mind once stretched to a new dimension can never return to its original shape again.*” Don’t continue reading unless you are committed to *Instant Wealth!*

## Why You Haven’t Realized All the Riches You Want in Life

In *The Selfish Gene* (1976), the evolutionary biologist Richard Dawkins introduced the word *meme*. He defined it as a basic building block of our minds and culture, in the same way that genes are the basic building blocks of biological life. Memes are the fabric of the social hypnosis we live in. Like the DNA of human society, they influence every aspect of the mind, behavior, and culture. Too often, we allow ourselves to be hypnotized into believing that our dreams are not possible, or are unreal. I see this time and again in my seminars all over the world.

Consider these two contrasting life experiences to better understand how memes, the thought viruses of social hypnosis, can affect your choices in life:

Once there was a small boy whose mother always told him that he could be, do, have, and create anything that he wanted in life. She also taught him to follow his heart, be a nonconformist, and to do what really brought him the most joy. His mother and other family members nurtured his competitive spirit: they would sometimes even give him money to take on various physical challenges. Throughout his childhood, he was brought up with an appreciation for determination and unlimited thinking. I think you’ll agree that when Richard Branson puts his mind to something—anything—he will find a way to achieve it.

Kim Browning, in contrast, was always told to get “her head out of the clouds” and to “get a real job where she would make real money.” What’s more, this was modeled by everyone around her as she grew up. Kim eventually found herself in a job she hated, and she stayed there for 10 long years because she was too afraid to leave. I first met Kim in one of our seminar programs on her thirty-fifth birthday, when she shared her story with me. Fortunately, she found the courage to believe in her dreams again and to wake up from her social hypnosis. She doubled her income in a matter of months, pursuing a path that

she absolutely loves. Today, she owns her own business and says she'd never live another way.

Kim's story, for the first part of her life, is not an isolated event. I've heard similar stories countless times, and it breaks my heart to know that so many people have bought into disempowering social hypnosis. They have sold out on their dreams, sold their time for money, and allowed themselves to be robbed of the true joy and fulfillment they were really meant to have.

## 5 Little Known Ways Others Stop You from Having What You Want

Five major dichotomous ways of thinking create the social hypnosis that many people live with. These black-or-white, either-or beliefs keep people playing small and feeling impoverished. The interacting influence of these thought viruses locks people in a Matrix that holds them dazed in a disempowering trance. Within these pages, you can find answers to these issues and discover ways to break free from these illusions. Of the five dichotomies discussed here, I have personally been caught in all of them.

### Dreams versus Obligations

Here, people feel they have to *either* follow their dreams *or* meet their obligations to other people. They feel they have to meet their obligations, and therefore can't pursue their own dreams. But the truth is that your biggest obligation to the people you love is to show them how to live a truly inspired life. Waking up to your heart's dreams—and transforming those dreams into *Instant Wealth*—is the greatest obligation you have in life. It's a fallacy to think that you can't provide for those you care about while simultaneously living a truly inspired and fulfilling life. At the time I launched my business, I had no obligations to anyone, so this dichotomy did not affect me directly. But as things grew, so did my obligations, and along with it my commitment to live my greatest dreams and the realization that my greatest obligation to the world is to live my dreams. It is true for all of us.

## Spirituality versus Materialism

Over the years, I have been able to break free of the spiritual versus material dichotomy. I used to think that you *either* had to focus on being spiritually enlightened *or* focus your efforts solely on making money. Because I had this black-or-white type of thinking, guilt prevented me from moving powerfully forward toward my financial goals. I finally awoke to the truth that it's possible to be focused on both financial success and spirituality. What's more, the key to enlightened *Instant Wealth* is to channel your spiritual energies into the pursuit of all your goals. When you wake up to this realization, life becomes truly rich.

## Passion versus Money

Before I broke free of the passion-versus-money dichotomy, I believed you *either* became a starving artist doing what you loved *or* you achieved wealth by selling out, joining the corporate world, and hating what you did. Again, I learned that I didn't need to choose between these goals. What assisted me in breaking through this dichotomy was the inspiration I received from other super-wealthy, super-successful entrepreneurs who were making money by waking up to what they loved.

## Social versus Money

I used to believe that you *either* focused on attaining great wealth *or* on being a good person who contributes to the world. But those goals are not mutually exclusive. In these pages, you'll meet many people who have given so much of their great wealth to support wonderful and inspiring causes around the world.

## Social versus Passion

Lastly, I was able to awaken from the social-versus-passion dichotomy. I once thought you had to choose between *either* making a difference in the world *or* following your heart's dearest, personal dreams. On one hand, Ayn Rand espoused the concept of pure individuality through

her novels *The Fountainhead* and *Atlas Shrugged*. Other writers stressed the importance of being socially responsible, and praised the virtues of selflessness. I was lost between these two concepts until I learned that we contribute directly to the world through self-expression. By shining brightly, you give others permission to shine the same. As you'll see, many socially conscious entrepreneurs are simultaneously following their passion.

While these five major memes are very common, thousands of other derivative thought viruses keep people in trances of disempowerment as well.

## Why You Are Dissatisfied with Your Life

People lack satisfaction in their lives because of social hypnosis, societal memes, and the conditioning of their youth. This artificial mindset is often accompanied by a lack of true fulfillment, or even depression.

Depression is a worldwide epidemic. In the United States alone, it currently affects more than 18.8 million adults.<sup>1</sup> Depression has been on the rise in the United States over the past few years, with external factors such as the economy affecting mental health. Depression is also on the rise in children: One million preschoolers are currently on antidepressants.<sup>2</sup> Virtually all of us will at some time be affected by depression in our life, either ourselves or as a result of someone who is close to us who is depressed.

Although women are almost twice as likely to be depressed as men, men are far less likely to report depression. Rather than seeking treatment, men typically keep it to themselves. They often feel discouraged or hopeless, which is expressed outwardly as anger or frustration. These negative emotions can lead to severe health challenges. Many people, both men and women, see themselves as simply stuck, with no options, having to take whatever comes their way. The problem is that they place the source of their power outside of themselves. They've plugged themselves into the Matrix. In most cases, they have given their power away to the economy and have also allowed their lives to be identified with their jobs.

In a more personal sphere, depression and stress can turn outwardly into anger and frustration. This is the real source of many relationship issues. At present, 50 percent of new marriages are predicted to end in divorce within two years' time. In his book *Why Mars and Venus Collide*, my friend, Dr. John Gray, states that the biggest problem relationships face is the difference in how men and women handle stress—and depression related to money or other causes is one of the biggest stresses people face today.

What people really want is greater meaning to their experience of life. Viktor Frankl, a Holocaust survivor and psychoanalyst, wrote in his book *Man's Search for Meaning* that “the people who emotionally survived the concentration camps associated greater meaning to their experience at the time.” In other words, some people who were sent to the camps assumed it meant that people were inherently evil and life wasn't worth living. As a result, those people experienced a downward spiral of depression or resignation.

In contrast, others made the decision that their imprisonment *meant* they would have to keep their spirits high. If they succeeded, they could one day be reunited with their spouse who was in a different camp, or they could ensure that nothing like the camps would ever occur again. Even in the absolute worst circumstances imaginable, the meaning we associate with our experience causes us to spiral downward to despair or upward to greater heights of accomplishment.

So, if you want to change your life, you must find the courage to change your thinking. Courage is not the absence of fear. It's the realization that **something is more important than fear**: your dreams, your power, your life, and the lives of the people you care about. If you are at a place in your life where you are feeling pressure, that's great! Remember, pressure is how a diamond is formed. It was in one of my most high-pressure moments that I said to myself, “*Today is the last day you will live this way! Today is the day that you wake up to wealth!*”

Remember this:

*Your destiny is forged in the fires of your  
determination.*

—Christopher Howard

## 8 Steps to Creating All the Wealth You Deserve and Realizing All Your Dreams

Now it's time to look clearly at what not really going for your dreams has cost you—mentally, emotionally, spiritually, and financially. It's very important that you give full attention and commitment to this exercise. It's vital for creating the kind of wealth that you deserve to have in your life.

Answer the following questions in just two or three minutes. Don't take a lot of time thinking about your responses. Just write the first thoughts that come to mind. But play full out! You have to really go for it.

1. What is the cost of playing small and not really going for your dreams and not really playing full out in your life?
2. What has that cost you so far in your life? What does it cost you spiritually? What does it cost you emotionally? Financially?
3. What would it continue to cost you if you were to carry on playing small and not really going after your dreams? What would it cost you over the next year? Over the next three years? The next five years?
4. Then what would it cost you *ultimately* in your life? What would you lose out on? What would you miss out on? What's

the ultimate price that you would have to pay for selling yourself short, playing small, and not going for your dreams?

5. What do you stand to gain by stepping up and making the commitment today to play full out, follow your heart, and live your dreams? What's the ultimate benefit?
6. When you achieve that ultimate benefit, what will that allow you to do or to have?
7. What's important to you about those benefits?
8. How committed are you to that?

### The Most Important—Yet Least Known—Secret to Making All Your Dreams a Reality

Now you should understand the social hypnosis that most people are ruled by, and the value of waking up and making a shift today. You're ready for the most important commitment you can ever make.

It's the commitment to your dreams, to living your life on purpose, to making your life the expression of your soul's destiny, to becoming what you are really meant to be.



Think about it this way. Suppose you *really believed* that reading this book from cover to cover and going through all the exercises with full attention would change your life instantly? What if you could live every dream you ever had? What if you could truly create a shift in consciousness that brings *Instant Wealth* into your life? Would you go for it? Would you give everything it takes to open your eyes and wake up rich?

Then do it!

Very few people are really committed to anything in life. Yet we bring magic into our lives when we wake up to something inspiring. Fifteen years ago, when I set out to help people live their greatest dreams and create true wealth, I burned all my bridges behind me. I made a commitment that brought me the life I'm blessed to live today, and that shaped my long-term future as well.

With the following form, you have an opportunity to make this same commitment—not to me, but to yourself. You've got to hold yourself accountable. To really gain power in life, you need to maintain the integrity of your intentions. By sticking to your commitments—all of them—you will build a powerful psychological system for creating whatever result you truly desire.

Are you ready? Sign the following form and then continue reading on.

### **Commitment to *Instant Wealth: Wake Up Rich!***

I hereby commit to playing full out, reading this book from cover to cover, and doing all of the exercises at 100 percent. I will carry out my intentions as proof to myself of my commitment to my dreams, so I can create the wealth I deserve and desire.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_



Fantastic! All great works began with a commitment like you are making now! But there is something else to realize . . .

## Learn from the Best

There's another challenge as well. The first step is awakening from the slumber that obscures your own best interests. But even people who have the desire to fulfill their dreams lack the practical capability to make it happen. I want to change that—which is one of the major reasons that I am sharing the powerful tools I've discovered and used over the past 15 years.

Any speaker on wealth building will tell you that financial success is 80 percent psychology and only 20 percent strategy. Yet, most of them proceed to spend 100 percent of their time teaching strategy alone. What separates Bill Gates or Richard Branson or Oprah Winfrey from someone who merely longs for success? I'm absolutely certain that the difference lies in the psychological makeup of the individuals. Bill Gates could never go back to being *just* a millionaire; it's not in his design. Bill Gates's psychology is set for the billion-dollar-plus level. That's why this book deals with the most important aspect of success. Your psychology. Your thoughts. Your feelings. Your mind. Your soul.

*Victorious warriors win first and then go to war,  
while defeated warriors go to war first and then  
seek to win.*

—Sun Tzu, *The Art of War*

You will learn how to think like the most successful entrepreneurs in the world. In doing so, you will be empowered to make your unique entrepreneurial dreams come true. Your life will become truly rich in every sense of the word. Based on 15 years of research and the study of more than 1,000 super-wealthy entrepreneurs and phenomenally

successful individuals, you can learn the secret psychology of true wealth from people such as:

Richard Branson	Oprah Winfrey	Steve Case	Michael Dell
Michael Eisner	J. Paul Getty	Jimmy Goldsmith	Estee Lauder
Martin Luther King, Jr.	Coco Chanel	Warren Buffett	Bill Gates
Sergey Brin	Jeong Kim	James Kimsey	Nelson Mandela
Mohandas Gandhi	Larry Ellison	Henry Kravis	Craig McCaw
Larry Page	Jeff Bezos	Carlos Slim Helu	Pierre Omidyar
Frederick Smith	J. K. Rowling	Beyonce Knowles	Angelina Jolie
Stephen Schwarzman	Martha Stewart	Donald Trump	Sam Walton
John D. Rockefeller	Sanford Weill	The Dalai Lama	Anita Roddick
Ted Turner	Simon Cowell	Rupert Murdoch	Rorion Gracie
Rickson Gracie	Royce Gracie	Anil Ambani	George Lucas
Steven Spielberg	Mary Kay Ash	Walt Disney	Henry Ford

Where you are now doesn't really matter. Do you feel your life is too small to really make a difference? Hundreds of people have said the same thing to me in my live seminars: "*Chris, I had no clue how small I was playing!*"—and many of these people were *already* multimillionaires! Whatever your starting point, you're right where you're supposed to be so you can dive in and really start upgrading your thinking toward the creation of serious wealth!

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George Bernard Shaw said, "The reasonable man adapts himself to the world; the unreasonable one persists to adapt the world to himself. Therefore all progress depends on the unreasonable man."

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All life is governed by its imagination. Einstein himself said that, "*Imagination is more important than knowledge.*" It was with this mindset that my journey began, through the inspiration of those great entrepreneurs before me. It is my greatest hope that, through *Instant Wealth—Wake Up Rich!*, that you will embrace the secret of **The New Entrepreneurial Mind**—and that this will light a spark within you that can then spread like wildfire throughout the world!

Let the Adventure Begin!!!



**If I Can Dream**

There must be lights burning brighter somewhere  
Got to be birds flying higher in a sky more blue  
If I can dream of a better land  
Where all my brothers walk hand in hand  
Tell me why, oh why, oh why can't my dream come true?

There must be peace and understanding sometime  
Strong winds of promise that will blow away  
All the doubt and fear  
If I can dream of a warmer sun  
Where hope keeps shining on everyone  
Tell me why, oh why, oh why won't that sun appear?

We're lost in a cloud  
With too much rain  
We're trapped in a world  
That's troubled with pain  
But as long as a man  
Has the strength to dream  
He can redeem his soul and fly

Deep in my heart there's a trembling question  
Still, I am sure that the answer's gonna come somehow  
Out there in the dark, there's a beckoning candle  
And while I can think, while I can talk  
While I can stand, while I can walk  
While I can dream, please let my dream  
Come true, right now  
Let it come true right now  
Oh yeah

—Lyrics by W. Earl Brown



## PRAISE FOR *INSTANT WEALTH—WAKE UP RICH!*

"To get instant wealth, read this book instantly!"

—**MARK VICTOR HANSEN**, bestselling author of the *Chicken Soup for the Soul®* series

"*Instant Wealth—Wake Up Rich!* teaches you the fundamental strategies for living a rich life and creating financial opulence beyond your wildest dreams. Read this book cover to cover, and let it be a reference for life."

—**SCOTT MEDNICK**, cofounder, Legendary Pictures, Executive Producer of *Superman Returns*, *300*, *10,000 B.C.*

"If you're serious about creating massive wealth, you must read *Instant Wealth—Wake Up Rich!* It's like *Think and Grow Rich* for the next generation."

—**ROBERT G. ALLEN**, bestselling author of *The One Minute Millionaire* and *Multiple Streams of Income*

"Christopher Howard is possessed of an extraordinary gift—to wake people up to their true potential. Don't just read, but embrace Christopher's strategies and get ready to live every single day on a level exceeding your grandest ambitions. *Instant Wealth—Wake Up Rich!* is the successful entrepreneurs bible!"

—**GARY GOLDSTEIN**, film producer, *Pretty Woman*, *Under Siege*, *The Mothman Prophecies*

"*Instant Wealth—Wake Up Rich!* is a revolutionary approach to wealth building! After only eighteen months of applying Christopher Howard's concepts, I am now CEO of my own ten-million-dollar business. If I can do it, you can do it!"

—**KATE GUNN**, CEO, Balance! Healthcare Pty Ltd.



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