

Secrets of the Masters: Bob Scheinfeld



A Common Problem

There's a gigantic problem out there that I struggled with most of my life, despite having successes, and everybody else struggles with the same thing. The problem is that everybody wants true financial freedom, which means the ability to do whatever you want on a moment by moment basis, having absolute certainty that the money is there to fund it all.

This problem is not being solved by the typical experts that are out there talking to you and teaching through books and tapes and seminars and workshops and coaching and the whole deal. Zillions of people have said, "Here's the magic formula and pathway to get you there," except that, nobody ever gets there. If they actually get there to the point where they actually could experience it, they don't, even though it's actually within grasp. There are very few people that actually get the brass ring in their hand that we would call true financial freedom.

A Bit of Bob's Story

I have very unusual and quite intimate knowledge of this whole money game and quest for true financial freedom since I was twelve when my grandfather started me on this path. I figured it was about time that somebody got out there and busted the myths and cracked the game and started telling people the truth about what's really going on, and what's really necessary in a sense if you want to experience what I call the pure joy of true financial freedom.

My grandfather was an extraordinary man. He took a simple idea, and he turned it into a Fortune 200 company--Manpower, the world's largest temporary help service. Growing up in my family, with this gigantic success story, I became aware at a very young age that there was this rumbling, this mystery behind how he had created this.

Whenever I saw him or talked to him, it was like, "So, what's the secret? What's this mystery? What's this stuff no one is talking about?" He just kept putting me off and putting me off. His final words to me, literally almost on his deathbed, were, "As you grow up, you're going to be taught a lot about money. It's all going to seem to be perfectly true and perfectly reasonable, and perfectly accurate, except, it's not true. It's not accurate, and it's not reasonable. The illusion of it being all those things is what causes so many people so much pain and struggle and frustration."

He said there's a lot of people out there that are teaching about this thing. They talk about the power of the subconscious mind, and they talk about the law of attraction. They talk about all these things that could be called invisible forces, except he said, "That's not what I'm talking about. It goes much deeper than that, and it goes in a much different direction than those kinds of things teach."

It created a passion in me, almost an obsession, to understand what these invisible forces are that are behind the scenes that he told me are what really drives what happens to you in your life everyday. He started me on that journey, and I could never let go of it. Despite what he said to me, I still got caught hook, line, and sinker into the game, and I still got fooled by the illusion. It took 35 years till I had the breakthrough that I now call "busting loose from the money game."

The Money Game

"Money game" is a label that I use to refer to a gigantic collection of belief that relates to money and what it takes to get it, keep it, grow it, protect it, and all these other kinds of things.

Somebody made the whole game up out of thin air. Someone arbitrarily decided, "Here are the rules and regulations that you're going to have to follow if you want to play this game. If you don't follow the rules and regulations, you're going to get penalized in a certain way. Here's what the penalties are if you break the rules."

We are conditioned to come to games, whether it's football, baseball, basketball, soccer, monopoly, whatever, without asking questions. We're told the rules, and we go, "Oh, okay, I'll just follow those rules then because that's the way it is", and we never question it. We never go back and ask, "Where did this come from? Who made this up? Is it really true?" We follow the rules and we play the game the way we've been taught. If we break the rules, sometimes we get penalized, and sometimes we "get away with it."

Rules of the Money Game and Why You Can't Win

These are some of the most typical rules:

- ✓ If you want more money, you've got to work harder or smarter, or you've got to find some way to bring more value.
- ✓ You've got to have a plan.
- ✓ You've got to save.
- ✓ You've got to invest wisely, and you've got to build wealth over time.
- ✓ If you have a lot, you better protect it from attacks like divorce, lawsuits, embezzlement, all kinds of ways that we've created to be able to lose whatever money that we have.
- ✓ You've got to be prudent and responsible with it.

They all seem quite reasonable, but the one that's at the core of all of them is **there's a limited supply available to you, and every time you spend, it goes away from you, and now you have less, and you have to replace it because otherwise you're out and everything falls apart.** That's the biggest lie and myth in the whole deal.

Why You Can't Win the Money Game

There's no official ending point. All games that we play there's some very clear point, "Here's when the game ends," but when does the game end for the money game. Unless you say when you die, there is no ending point, so how can you possibly win a game if there's no ending point.

Your money is always at risk no matter how smart or prudent you are, how brilliant an investor you may be, or how brilliant an advisor or set of advisors you may have. It's always at risk. You can always lose it.

There is no clear definition of winning. It's not just that there's no ending point. There's no clear definition of what winning means.

You can make a lot. You can keep a lot. You can spend a lot. You can invest wisely and grow it. But if you play the money game according to the rules, no matter how much money you pile up, it always leads to some form of stress or pressure or dissatisfaction or disillusionment or loss or pain of some kind. You can't get out by piling more money up. You can't get out by playing the game better. You can't get out by playing the game smarter. It is an unwinnable game. The only way out is to stop playing the game and start playing a new one.

Components of the Busting Loose Process

1. Philosophy, a way of looking at things that is radically different way at looking at things.
2. Science that validates the philosophy, because we tend to have a little bit of trouble, accepting the truth without some kind of proof.
3. The practical tools.
4. Guidance in using the tools.

This is radical stuff, and it's radical to undo the conviction that the illusion was real. It is not designed to shatter the illusion and start living the new way overnight. It is a journey, and it will take time.

To buy Bob's book and get additional bonuses, go to
www.BustingLooseFromTheMoneyGame.com/onlinepromo.html.