

GET RID OF YOUR HEAD TRASH ABOUT MONEY

HOW TO AVOID
THE 3 BIG MONEY
MISTAKES EVEN
SMART PEOPLE MAKE

DR. NOAH ST. JOHN



NOAH ST. JOHN
#1 BESTSELLING
AUTHOR OF
THE BOOK OF AFFIRMATIONS®

**FOUNDER OF POWER HABITS® ACADEMY AND
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GET RID OF YOUR HEAD TRASH ABOUT MONEY

**How to Avoid the 3 Massive Money Mistakes
Even Smart People Make**

Noah St. John, Ph.D.

**The Father of AFFORMATIONS®
Creator of Power Habits® Academy and
The 12-Week Breakthrough**

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Library of Congress Cataloging-in-Publication Data: St. John, Noah
Get Rid of Your Head Trash About Money / by Noah St. John

Praise for Noah St. John

“Noah has created something magical. I’ve been studying personal growth for more than 25 years and his insights take it to the next level!”

- Jenny McCarthy
Host of The Jenny McCarthy Show

“I’ve known Noah St. John for a long time and he consistently brings value to his audience.”

- Gary Vaynerchuk
CEO of VaynerMedia

“Noah St. John’s system represents one of the most significant breakthroughs in the study of success in decades. If you want to eliminate the fear of success and live the life you’ve imagined, you owe it to yourself to get Noah’s programs.”

- Jack Canfield
Chicken Soup for the Soul

“Noah St. John’s work is about discovering within ourselves what we should have known all along—we are truly powerful beings with unlimited potential.”

- Stephen Covey
The 7 Habits of Highly Effective People

“Noah St. John speaks the language we all want to understand:
how to make the most of your life and career.”

- Harvey Mackay
Swim with the Sharks Without Being Eaten Alive

“You’ll never get your foot off the brake and find the success
you dream of until you take Noah’s advice to heart!”

- T. Harv Eker
Secrets of the Millionaire Mind

“Noah is a brilliant guy who brings tremendous insight into this
problem of embracing success he quite accurately observes
in people.”

- Neale Donald Walsch
Conversations with God

“Using humor and down-to-earth language, Noah gives you a step-
by-step method to live the life you want and deserve.”

- John Gray, PhD
Men Are from Mars, Women Are from Venus

“Noah’s training was instrumental in helping me bounce
back and into major profits. His insights on removing head
trash are unlike anything I have ever seen!”

- Ray Higdon
Network Marketing Leader

“To say that Noah St. John changed our lives is the understatement of the century. Before hiring Noah as my personal coach, I had a brochure website that wasn’t bringing in any money. Today I have my own online store that makes me money in my sleep. Thank you Noah for bringing out the greatness in me that I didn’t even know I had!”

- Dr. Stacey Cooper
Chiropractor

“Before I heard Noah speak, I had been a failure at everything I touched. After using his methods, I built the largest infill development company in Nashville with over \$40 million in sales. Thank you Noah, keep doing what you’re doing because a lot of people need you!”

- Britnie Turner Keane
CEO of Aerial Development Group

“I highly recommend Noah St. John as a keynote speaker, because he’s not only different from other speakers, he also truly cares about his clients and resonates on a deep emotional level with his audience. He’s dynamic, impactful, inspiring, motivating, and professional – in short, the PERFECT speaker!”

- Lauren Ashley Kay
Meeting Planner

“Dr. Noah St. John has been a Legend in the industry of speaking and motivating for many years. His reputation as a home run speaker, powerful coach, and performance expert is among the best in the world. More importantly, his home life, family, and ability to balance both business and the living of a wonderful life are inspiring to his peers and clients. He is an example to all who know him.”

- Jason Hewlett, CSP, CPAE,
The Promise to the One

“Noah empowered our Miami broker community with an incredible talk about The Power Habits® for Success. His energy is contagious, and he will provide your audience with excellent, impactful tools for personal and career growth and success. He’s a dynamic + creative speaker, and I highly recommend hiring Noah St. John for your next online or in-person event!”

- Alexandra Wensley
Vice President of Communications, The Estates at Acqualina

“Noah’s methods helped me get through a particularly challenging time in my life. If you’re thinking about hiring Noah as a coach, trainer, or speaker, don’t think about it another minute – just DO it, because his strategies have the power to change lives!”

- Mari Smith
**Premier Facebook Marketing Expert &
Social Media Thought Leader**

*This book is dedicated to Afformers worldwide:
Those brave souls who ask better questions
to make this a better world
for all of God's creatures.*

*And to my beautiful wife Babette
for being the best example of a Loving Mirror
I've ever met.*

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CHAPTER 1

Who This Book Is For

This book is for people who desire to make more money, help more people, and have more fun!

It's for people who want to get rid of their head trash about money.

It's for men and women who want more FREEDOM – more time freedom, financial freedom, emotional freedom, and location freedom.

Does this sound like you?

If so, you're in the right place!

Listen, I know you have a lot of things going on – a million-and-one distractions pulling at you, however...

This book is all about YOU.

Your money, your life, your legacy. I'll be talking about all of these things in the pages that follow.

That's one reason I encourage you to give yourself the gift of allowing yourself to focus and fully enjoy the pages you're about to read.

I'm also going to pull back the curtain on my own personal (and mostly embarrassing) story...

And share real-life case studies of my coaching clients who have

gotten amazing results by following my program.

Yes, this method is **PROVEN** – which means that it's been tried and tested by people in every business, market, and niche you can think of (yes, even yours!).

So whether you've been a student of mine for years, or this is the first time you've heard of me, I will reveal things in this book that I've never publicly revealed before.

That's one reason I'm excited that you're reading this book today...

Because when you follow my Formula and start taking these simple, proven steps...

Your stress level will go down...

Your bank account will go up...

And life will start to get fun again!

So let's get started...

CHAPTER 2

Surviving Zip Lining: A True Story

Have you ever tried zip lining? If you haven't, have you ever wanted to try it?

Zip lining is an adventure sport where you strap yourself into a harness and go zooming through the air suspended on a steel cable.

After that description, maybe you're thinking, "I would NEVER try zip lining!"

Well, the truth is that I'm a total nerd. Now my wife is an adventure junkie – so of course we match perfectly...

Before we got married, my bride-to-be and I were planning our honeymoon, and she says to me, "Let's go zip lining!"

And I'm thinking, "How can I get out of this?"

But of course I didn't want to look like a wimp to my bride-to-be, so I – with a great deal of hesitation – agreed.

On our honeymoon, I find myself on the Caribbean island of St. Kitts, a stunningly beautiful gem of an island. However, because I'm so nervous about our upcoming zip lining adventure, I can't relax and enjoy the scenery...

We arrive at the zip lining location. We have 3 large, muscular men as our guides. They take us through a training process and give

us harnesses and other gear.

Then they put our zip lining group in a truck and drive us up a windy dirt road on the side of a mountain in the middle of a Caribbean rainforest. My heart is pounding a mile a minute. We go up, up, and up for what seems like forever...

Then we pile out of the truck and climb up a set of wooden stairs to a small platform high up on the mountaintop.

One of the big guides straps on his gear, hooks onto the zip line, turns to us and says, "See you on the other side!" and suddenly...

Zzzzzzzzzzzzzzzzip! Off he goes off into infinity.

Gulp, says I.

Then one of the other guides, who is standing there on the platform with the rest of us tourists, turns to me and says, "Okay, you're next."

Me??, I'm thinking. Why do I have to go next?

Yet again, I don't want to look scared in front of my new bride (even though I'm terrified), so I walk over to the edge of the platform and look down...

And my brain says to me: "*We are definitely going to die.*"

In my fear-filled state at that moment, I realize that in the next few seconds, I have three options that will define the rest of my life...

Option 1: Back down because I'm too scared.

My first thought is to go back to where we came from, go back to the safety of the truck, go back to my old life because I don't want to die.

But then I realize that that's not really an option...

Because the truck has already gone.

Which means I would have to walk at least two miles down a windy dirt road on the side of a mountain in the middle of a

Caribbean rainforest... which means I could get eaten by crocagators or whatever is lurking in the jungle on this island.

So I realize that that option doesn't actually exist.

Option 2: Stay right where I am. Don't move. Don't go forward.

My second thought is that I could stay right where I am, don't move and don't go forward.

But then I realize that that's not an option either...

Because how will I get down from this platform at the top of a mountain? It's not like they're going to just leave me standing there like an idiot (even though that's what I'd look like if I chose this option).

And how will I face my new bride after wimping out like that?

So that's not really an option either.

Finally, I review my other, and only realistic, option...

Option 3: Face my fears and take a step of faith.

As I'm standing there at the top of a mountain in the Caribbean rainforest pondering my certain demise, suddenly a thought occurs to me...

"Hey, wait a minute...That guide who went before me...He's bigger than me...Which means he weighs more than I do...And he didn't die. So maybe I won't die!"

Then I remember that they took us through this training process and I remember seeing pictures of everyone from little kids to grandparents doing zip lining, and I'm like...

"Are you really going to wimp out when people just like you weren't afraid to do this??"

So I take a deep breath, and with my mind still screaming *"We're going to die!"* at me, take that one step into infinity, and...

Wheeeeeeeeeeeeeeeeeee!

It's so fun, so exhilarating, I can't wait to do it again!



Noah & Babette after Noah faced his fear and took that step of faith

In fact, here's a picture of me and my wife after I stepped forward in the face of fear in that Caribbean rainforest...

In fact, I had such a great time that today, I lead zip lining adventures with my Inner Circle DREAM Mastermind Members! Here's a picture of one of our DREAM Mastermind adventures in Orlando, Florida:



Noah with his DREAM Mastermind clients

The Moral of The Story

Our brains often tell us things that simply aren't true.

You see, your brain's main job is to keep you SAFE – to make sure you don't die.

But have you ever noticed that sometimes “playing it safe” is the most dangerous thing you can do?

Because not only will you miss out on life, you won't allow yourself to grow and experience the best that life has to offer.

So the next time you're “on the platform” faced with a seemingly life-or-death choice like I had on that zip line platform at the top of a mountain in the Caribbean rainforest, realize that you, too, have those same 3 choices...

Option 1: Try to go back to the way things were. (Sadly, this isn't possible.)

Option 2: Stay right where you are. (This isn't possible, either.)

Option 3: (The only choice we actually have) Face your fears and step forward.

Because one of the funny things about life is that it doesn't allow us to go back or stay in place – as much as we would like to.

It's true: As much as we want to go back to the way things were in the “good old days” (which often weren't that good to begin with)...

Or stay right where we are (because we're afraid to move forward)...

Those choices don't really exist.

They are false options, because they simply aren't possible.

That's why the only actual choice is to step forward.

Here's The Great News

However, the great news is that once you make that decision and take that first step – even though it might feel scary, even terrifying – I'll bet you'll find that the doing of the thing isn't half as bad as the thinking about doing it.

Have you ever noticed that to be true in your own life?

You're thinking about the thing, getting more and more worried, more scared, more stressed...

Then one day, you finally decide to "JUST DO IT" and...

Find out it wasn't so bad, after all.

You've done this too, haven't you?

Oh, and one more thing...

The next time you're thinking of trying something new, ask yourself this simple question...

"Am I the first person to attempt this, or have other people ^[I]_[SEP] done it before me and lived to talk about it?"

The truth is, if we're thinking about doing something new (for us), most of us like to know that other people have done it before us – that we're not the first person to do it.

Want proof? Have you ever read a review of a restaurant or hotel you're considering going to? Have you ever read a review of a book or movie you're thinking about buying, or even renting? Have you ever read reviews on Amazon, TripAdvisor, or Yelp before you purchased something on those sites?

Why do we do this? Because we want the comfort of knowing that someone else has done and liked the thing we're thinking about doing or buying. If other people like or have benefited from something, then we're far more likely to "take the plunge" for ourselves.

That's one reason this book includes real-life case studies from a few of my clients and students, because I hope that seeing their success stories will encourage you to know that you can do it, too.

Bottom line: Sometimes it just takes one step to change your life
And if you take that step with me, I promise that I'll catch you
Now let me tell you a story about the worst day of my life...

CHAPTER 3

The Worst Day of My Life and How It Set Me Free

In just a moment, I'm going to give you my legendary 5-step system to get rid of your head trash about money. Yet first I'd like to share a little about what we do at my company, SuccessClinic.com.

At SuccessClinic.com, our clients are the 0.1% rockstars who love to take ACTION and get amazing RESULTS.

Working with Hollywood celebrities, 8-figure company CEOs, professional athletes, top executives and elite entrepreneurs, I'm privileged to help my clients make more in 12 weeks than they did in the previous 12 months, while getting 1-3 hours back in their day and 4-8 weeks per year.

In fact, in the pages that follow, I'll share some remarkable real-life stories from some of my coaching clients who have done exactly that...and even more.

So you're in the right place if you know you're here to make a real difference in the world...

While making more money, helping more people, and having more fun!

Because, while you may not believe it, I've got some great news for you...

You have already done most of the heavy lifting necessary to accomplish your big goals and dreams.

Now I know that might sound far-fetched, even impossible. You may even be thinking...

“What do you mean, Noah? I feel like I’m miles away from reaching my dreams!”

I understand your skepticism, because most of my clients were skeptical, too.

The fact is, most people I talk to think they’ve “heard it all before” and that there’s nothing new I could possibly teach them.

It’s understandable, even natural, to have a healthy skepticism. Because so many of us have been burned by “gurus” and so-called “experts” who are simply regurgitating old, worn-out ideas that maybe used to work, but don’t have any application in our modern world today.

Yet the fact remains that as you read these pages, you might come to understand that some of the things you’ve been doing up until now just haven’t been working for you or serving you.

In fact, you may even come to that “zip lining” moment where life is inviting you to take a step forward...

But your fear and your skepticism will try to hold you back.

Don’t worry. Just breathe...

Because, as someone who’s helped over a million people overcome these kind of problems, I can definitely help you too.

So let me repeat what I said a moment ago, but say it in a different way...

You are closer than you think to achieving your big goals and dreams.

And if you still don’t believe me, let me share an embarrassing story to prove to you that...

I Wasn’t Always The “Go-To Guy” When It Comes to Making Money

Listen, I want to assure you that I was not always the go-to guy when it comes to getting rid of your head trash about money.

In fact, I was anything but...

December 2006. I had just broken up with my girlfriend and moved back into my parent's house in Maine. Now December in Maine is cold.

And I felt as cold inside as the weather felt outside.

At that point in my life, it dawned on me that I was completely broke and it just wasn't going to get any better unless I took ACTION. In fact, I remember that day vividly.

I was sitting in the corner of my parent's basement at this makeshift desk. Really, it was a card table with a folding metal chair. I sat down with a pencil and a yellow legal pad, and added up everything that I owed.

And then it happened.

I discovered that I was \$42,000 in credit card debt and I was about to go under. I was beyond depressed. I felt completely worthless.

I felt like I hadn't even lived my life. Yet there was no end in sight, no hope for a better tomorrow.

At That Moment, I Made a Vow

A silent promise to God that was like my own personal Declaration of Independence.

I said to myself, "Enough! I will never, ever feel this way again. I'm going to solve this money problem or die trying!"

I swore that I would read every book and go through every course on marketing, success, how to make money...

And I would also pick the brains of the top experts on the planet to discover the real secrets of how to have real financial freedom.

In my journey, I stumbled on a secret formula that gave me financial success, and in this book I'm going to reveal it to you. So just keep reading...

Now remember, even though today I've been very successful helping thousands of people to overcome money problems, I'm exactly like you are in so many ways.

I just happened to figure out a really simple, step-by-step formula that ANYONE can use to see massive results when it comes to attracting more abundance in a very short amount of time.

The truth is, this step-by-step formula is designed with YOU in mind.

In fact, it's tailored specifically for people who demand MORE!

More RESULTS... because it empowers you to gain the recognition and the respect that you deep-down deserve.

- ✓ Which means you can experience more SECURITY and PROSPERITY

- ✓ Enjoy more SELF-CONFIDENCE

- ✓ And the ability to OVERCOME ANY OBSTACLE that may be holding you back right now.

And yes, this is the exact formula that I'll be sharing with you, so you can finally experience results like these for yourself.

Because you see, the real problem you're facing is not what you think it is...

CHAPTER 4

If You're Feeling Stuck, It's Not Your Fault

The real reason you haven't reached the level you know you're capable of is not your fault. Although after you see this, you'll know that it is your responsibility to take ACTION.

The real problem is the fact that you've been lied to for years.

Yes, it's true: you have been lied to, and these lies are keeping you from the lifestyle and the business you desire and that you deserve.

Let me give you just one example of these lies:

True or false: You have to take huge financial risks in order to have financial freedom.

That is completely false. However, you've probably heard it so many times that you may honestly believe it's true.

You may have even believed that at one point in your life, but I'm here to tell you that it's not even close to the truth.

The truth is that you can attract all the wealth and abundance you want, without taking huge financial risks...as long as you follow the formula.

Now, if you have believed the lie, I hope you decide to accept the truth now.

Because if you don't, you're going to continue down the road to

financial frustration, your self-confidence is shot, you don't believe in yourself anymore, and you don't get to have the impact you know you're capable of having.

Plus, no matter how strong you are, there's a good chance that you'll eventually, sooner or later give up on your dreams—which means you won't have the global impact you know you're here to have.

And ultimately you won't leave the legacy that you really desire to leave on this Earth.

That simply isn't what I want for you, and I know it's not what you want for yourself.

So let me repeat:

You CAN attract all the wealth and abundance you desire, without taking huge financial risks...if you follow the formula.

So if you are struggling to make the money and build the business you really desire, I want you to stop blaming yourself. In fact...

If You Want to Blame Something, Blame This

Now if you really want to blame something, rather than blaming yourself, blame "Information Overload."

All of that misinformation out there is enough to confuse anyone. In fact, it confused me for years! So here's the truth you're not going to hear from any of those "gurus."

You've heard the phrase, "Knowledge is power"?

Well, that used to be true before the Internet, when knowledge was held by a few powerful, wealthy people.

Now, however, with the popularity of the Internet, each of us has access to a nearly infinite amount of information. Yet with that infinite access to information, comes another problem, and it's this.

With all this access to information, there is still very little implementation. And information without implementation leads to just one thing:

OVERWHELM.

Because the truth is that information alone is not enough to create real transformation.

Think about it: If information alone were enough to create transformation, then everyone would be rich, happy and thin!

Information without implementation means you keep consuming information... end up on overload...which means you never finish that project that's sitting on your desk (or stuck in your head).

And that means you don't have the time freedom or financial freedom or location freedom (where you can live and work wherever and whenever you want)...

And that means you don't get to reach that next level of success, or leave the legacy you desire for yourself and the world.

Here's The Truth

The truth is, it breaks my heart to see so many smart, hard-working entrepreneurs who truly want to help people and make a difference, believe it's their fault that they're not enjoying the level of success they deserve.

And the net result is that many of these good-hearted people end up giving up on their dreams.

So if you're working hard every day, yet sometimes feel like the life is being sucked out of you – well believe me, I know that feeling all too well.

The truth is, I could never go back to that way of living... because it wasn't living at all, merely surviving.

Yet the sad truth is that many people are beating themselves up and end up giving up on their dreams—which is one of the main reasons I do what I do – to empower results-driven, impact-driven people like you to live the abundant life of your dreams.

Okay, now that you know the source of the problem—and now that you know the truth—that your goal of financial freedom has been held back for years due to these lies...

Let's dive into the 3 massive money mistakes even smart people make that keep them stuck and working way too hard to succeed!

CHAPTER 5

The #1 Massive Money Mistake You Must Avoid If You Want More Success

When I started SuccessClinic.com in my college dorm room in 1997, I had \$823 in the bank and a book on html.

The truth is that I had no money, no contacts, no business experience, no sales or marketing training, and no clue how to run a successful online business.

All I had was a dream and a desire to help people.

So I built my first makeshift web site – which in those days had no video and only a few tiny images! – and began offering my self-published book which I had printed at the local print shop. (Remember, this was long before the days of Kindle books and print-on-demand that we enjoy today.)

And then the strangest thing happened.

People from around the world started to order my book, even from countries I'd never heard of. And people started sending me their stories of how my program changed their lives and turned their businesses around.

As I would read their stories, I came to realize that there are 3 massive mistakes even smart people make when it comes to

attracting wealth and abundance.

And if you are doing even ONE of these mistakes, it will severely limit your ability to reach your next level, which means it will restrict the amount of money you'll make, as well as the number of people you can help.

That's why it's so important to understand each of these money mistakes, so you can begin to clear them out and have the impact you truly desire.

The first massive money mistake is ***Not taking out your head trash about money.***

Here's What It Means

What is your head trash about money?

For one thing, it's that negative self-talk that tells you, "*I can't do it because...*"

And then you fill in the blank:

- I'm too old.
- I can't afford it.
- I don't have the time.
- I've made too many mistakes.
- I didn't graduate from college.
- My parents didn't have any money.
- I don't live in the right neighborhood.
- I'm married.
- I'm divorced.
- I have kids.
- I don't have kids.
- I'm a Martian.

Isn't it crazy the number of excuses we can come up with?

And you know what?

You always make yourself right!

For example, if you believe that you can't do something because you're too old, you'll find ways to prove you're too old to do that thing—thereby proving yourself right.

If you keep telling yourself you can't do something because you “can't afford it,” you'll find ways to prove that you “can't afford it”—thereby proving yourself right.

If you believe you can't do something because you've made too many mistakes, you'll keep beating yourself up forever and never move forward—thereby proving yourself right.

Here's Why This Is So Important

If you're like any of my past clients, you're tired of saying things like...

- I have to do WAY too much
- I have to buy dozens of courses
- I have to implement a radical new marketing strategy
- I have to be in a mastermind
- I have to hire more coaches
- I have to continue the cycle of hiring all the wrong people
- I have to live above my means to have what I need
- I see red on the balance sheet
- I fall short of my promises I have made

And you're ready to break the cycle and say things like...

- I do make more money than ever before
- I do only work what I want to work
- I do hire the right team

- I do let go
- I do have all the support that I need
- I do have fun
- I do have a steadfast step by step path to follow
- I do live the life I have always envisioned for myself
- I do live my purpose
- I do invest into my passions

If you haven't figured out how to break the cycle yet, *it's not your fault.*

All of the chasing and all of the shiny objects that make you feel like you're accomplishing something all just lead to burnout, frustration, and being busy without actually reaching as high as you know you should be.

The truth is, busywork and working harder is an obsession and it's killing your business, your happiness, and your relationships.

And the key to breaking the cycle once and for all isn't doing more.

It's becoming more.

The Four Vehicles You Can Take to Build Wealth

Now there are four vehicles we can use to build wealth. They are:

1. Your retirement account
2. Real estate
3. Investments (stocks, bonds, precious metals, cryptocurrency, etc.)
4. Your own business

That's pretty much it.

In other words, if you want to be wealthy, you need to use one or more of these wealth vehicles to get there.

However, if you don't take out your head trash about money, it doesn't matter which vehicle you use.

Because you'll be driving down the road of life with one foot on the brake!

Here's What Happens When You Eliminate This Wealth Mistake

Now I want you to picture yourself:

- ✓ Not having to worry about the latest "fad" or "marketing gimmick."
- ✓ Not feeling overwhelmed, stressed out, or like you're always behind the eight ball.
- ✓ Having all the confidence and self-belief you need to succeed.
- ✓ Recapturing that belief in yourself and your ability to get amazing RESULTS.

All of this and more is possible, when you take out your head trash about money.

Isn't that amazing? All of these benefits, just from this one simple tip.

Here's What I Want You to Do Now

1. Write down three negative beliefs you have about money.

Now you may have more than three negative beliefs about money (in fact, I've identified more than 75 negative beliefs

about money that my clients have shared with me). But start with just your top three.

2. List how those negative beliefs are affecting your ability to attract more wealth and abundance today.

For example, if you believe, “I can’t afford it,” list all the ways that holding onto that belief is holding you back from attracting more wealth and abundance right now.

3. Decide, RIGHT NOW, that you’re going to take out your head trash about money.

After doing this exercise, you may find that your head trash about money is costing you a lot more than you think.

For example, it may be costing you not just money, it may be costing you your happiness, your health, your peace of mind, time with your family, and so on.

That’s one reason that simply deciding, today, right now, that you are going to do **WHATEVER IT TAKES** to take out your head trash about money.

Because doing this one simple thing will actually be one of the most important things you could ever do for yourself, your loved ones, and your legacy.

“I Went from Startup to 7-Figures Using Noah’s Methods!”

Elizabeth P., an entrepreneur from Portland, Oregon, writes: “When I first came across Noah’s work, I’d just started my business and I was confronted with all the ‘head trash’ that comes along with being a new entrepreneur: uncertainty, who-am-I-to-do-this and a TON of fear. I was barely keeping my head above water – emotionally and financially too. Noah’s coaching came along at a pivotal moment in my life. Today, my company is approaching its first million-dollar year. I will always be grateful to Noah for shining his light and putting his work into the world—it reached me at just the right time!”



I’m sure most of us can relate to having some head trash when we’re starting something new – inner beliefs that tell us things like:

“I can’t do it”

“This will never work”

“Sure, it worked for others but it won’t work for me”

Are you starting to see how having this kind of head trash about money will keep you from attaining your next level of success—and how taking out your head trash about money will set you FREE?

“I Went from \$60,000 in Debt to 6-Figure Income Thanks to Coaching with Noah!”

Susan Sherayko from California writes:

“Before coaching with Noah, I had spent more than \$60,000 on self-help programs and was about to lose everything – my home, my marriage, and was on the verge of bankruptcy. Then I heard about Noah and his methods.



“After just 6 months of coaching with Noah, I landed my dream job and am now making a 6-figure income doing what I love. In fact, I loved it so much that I became one of Noah’s Power Habits® Certified Coaches. Thank you Noah for changing my life!”

Imagine being \$60,000.00 in credit card debt, on the verge of bankruptcy, about to lose your home and your marriage...and building a 6-figure income in less than a year!

What’s even more amazing about Susan’s story is that she had spent all that money not on shoes, clothes or frivolous things, but on “gurus” and “self-help” programs.

Yet, not only did those programs NOT help her, they almost wiped her out. It was only after taking that step of faith and following my program that her life and career turned around.

Now, how would you like to actually ENJOY the process of attracting more wealth, abundance and happiness?

Well, when you follow my next tip, you can...

CHAPTER 6

The 2nd Massive Money Mistake You Must Avoid

Imagine that you are enjoying your favorite fun activity with your family and friends.

Maybe you're relaxing on the beach on an island paradise, playing golf or tennis or other fun activity...or maybe you're just enjoying being out in nature, breathing the fresh air of the beach or mountains.

All of a sudden, your phone beeps. You look: What's this?

Hey, it's another order! Someone just bought one of your online programs.

You're stunned at how many are coming in and you smile, thinking about how awesome this holiday is going to be.

Not just being able to buy more gifts, but more importantly, because of the amount of TIME you've freed up to spend with your friends and family.

And get this: It happened without you having to lift a finger!

Your friends look at you and say, "Hey, how the heck are you making money while you're here with us, NOT working? Last year, you were working all the time and we never got to see you—and you still weren't making any money. Now you're making money while here you're not working?! What's up??"

Here's what's up: You've eliminated the second massive money mistake that keeps people working way too hard to grow their business.

Because the second massive money mistake you must avoid is: *Trying to do everything yourself without getting help from a trusted mentor.*

Here's What It Means

There are many ways to reach your destination—for example, you could take an airplane, drive a car, ride a bicycle, or walk.

Naturally, some of these methods will take longer than others. You can reach your destination in just a few hours, or it could take you months.

It really depends on the method you use to get there.

But here's the problem: Many smart, hard-working people mistakenly think they have to do everything themselves, in order to feel like they “deserve” the win.

So let me ask you a question:

If you decide to take an airplane to reach your destination, did you build the airplane? Did you fly the plane? Did you start the airline? In most cases, the answer is: no, no and no.

So what does this mean for you?

Let me give you a real-life example:

Earlier, I told you that I started my company in 1997 in a 300-square foot basement apartment. After 10 years of hard work, I ended up \$40,000 in debt, working out my parents' basement.

So I went from Basement #1 to Basement #2 after ten years of blood, sweat and tears, because I was following the wrong strategy and the wrong people.

That was when I made the decision to hire my first real business

coach—someone who was not just where I wanted to be, but also who had proven results from other people who were in a similar situation to me.

That was the single decision that changed everything—because for the first time, I finally had someone help me reach my goals faster and easier.

The point of the story is that you can keep doing things the hard way (trying to figure it out by yourself)—or you can get some outside help so you can accelerate your results faster than you ever thought possible.

Now there's another aspect to finding the right people to help you reach your goals faster.

You see, there are plenty of successful people out there. There are lots of people who've made tons of money. And that's great for them.

However, have you ever noticed that many of those people who've made a lot of money for themselves, won't show you how they did it?

Yet when you look closely, you find that there are shockingly few examples of OTHER PEOPLE they've helped to succeed.

Here's Why This Is So Important

Finding the right mentor can show you things like how to...

- ✓ Stop trading “time for money”
- ✓ Take ACTION even in the face of fear
- ✓ Trade excuses for RESULTS
- ✓ Get more RECOGNITION and financial rewards
- ✓ Make a greater IMPACT
- ✓ Enjoy transforming lives around the world

Now I know that might sound like a total dream...

Yet it's a dream that really CAN come true for you, if you follow this simple tip and stop trying to do everything yourself.

Here's Where to Start

1. Write 3 things you want to accomplish in the next 12 months.

Do you want to increase your influence, take more time off, write a book, scale your online business... perhaps all of the above?

2. Determine who can help you get there faster.

After you've identified your top three goals you want to achieve in the next 12 months, list the people/coaches/mentors who have not just accomplished similar results, but who have helped OTHER PEOPLE accelerate their results, too.

In other words, you're looking for people who can give you step-by-step guidance and personal support so you can reach your dreams and goals much faster and easier.

3. Enlist their support to help you achieve your goals faster and easier.

For example, Aubrey R., an entrepreneur from Missouri, writes:

“Before working with Noah, I was working 80 hours a week, never taking a vacation, yet had 15 years of flat sales with no growth. Following Noah’s Formula, I doubled my income in 12 months working less than I ever had before!”



Have you heard the phrase “working yourself to death”?

Well, the story behind the story is that when Aubrey first came to me, she had been in a wheelchair because she was literally working herself to death. She had been working 80+ hour work weeks for the previous 15 years. Yet instead of seeing her business grow, her business was stagnant.

In fact, her doctors even told her that she might never walk again. It was that serious.

Yet today she is making MORE and working LESS...

Simply because she followed my Formula.

Now let me share with you the third massive money mistake even smart people make that keeps them stuck.

And let me warn you – this mistake is so crucial, that if you don’t follow this next tip, you’ll probably keep driving down the road of life with one foot on the brake, which is going to cost you a lot of time, money, and opportunity over the course of your lifetime...

CHAPTER 7

The Third Money Mistake That Will Cost You Big Time

What would life be like if you stopped feeling overwhelmed, over-stressed, and overworked?

Suppose there was a way you could stop beating yourself up, stop feeling like you're not where you should be in life, and stop working so hard to get the results you want?

Would you do it?

Well, if you stop making this third money mistake, that's what it can feel like for you, too.

Because the third massive money mistake even smart people make is: *Gathering too much information without giving yourself Permission to Succeed®.*

Here's What It Means

You are walking along the beach, enjoying the cool breeze on your face.

You feel the sun kissing your face, hear the relaxing sound of the ocean waves as they lap upon the beach, and feel the soft sand beneath your feet.

You're with someone you love, and you feel so happy, like you don't have a care in the world.

Then something happens that's totally unexpected...

All of a sudden, you hear someone screaming, "Help! Help!"

You look around – where's that voice coming from?

You look in the ocean and you see someone drowning!

They're struggling in the water, gasping for air, and it looks like they might give out at any moment.

What would you do in that instant?

You would immediately do something to help them, right?

For example, you might jump in the water to try and save them. Or you'd run to get help from a nearby lifeguard. The point is, you'd immediately spring into action to help this drowning person.

So let me ask you a question: If you saw someone drowning, would you pour a bucket of water on their head?

Of course not. That would be completely ridiculous, right?

Yet that's exactly what millions of people are doing to themselves each and every day.

Because millions of people are *drowning in information*...yet they keep pouring more and more information on their own heads, without taking ACTION.

This has become so common, that here at SuccessClinic.com, we have a saying to describe this phenomenon:

***“There is no lack of INFORMATION,
but there is definitely a lack of
IMPLEMENTATION.”***

In fact, millions of smart, hard-working people are drowning in what I like to call SHELF-HELP.

Shelf-help is that phenomenon of gathering more and more information—from blogs, articles, videos, social media, and so on—without taking ACTION.

Shelf-help is all that information that sits on the shelf (whether an actual shelf or virtual shelf) along with all that other information you keep gathering.

Now of course, information can be incredibly useful, especially when it provides insight and shows how you can make your life better in some way.

However, information only becomes valuable when you combine it with step-by-step guidance, ongoing support and real-life implementation.

Here's Why This Is So Important

Imagine that you're hungry. It's been a while since your last meal. You feel your stomach growling. You hear your insides gurgling. So you decide to stop what you're doing and get something to eat.

Well, if you keep gathering more “information” without implementation...

It's like knowing 50 ways to get to the grocery store... *And starving to death.*

Here's What Will Happen If You Don't Give Yourself PERMISSION TO SUCCEED

If you don't give yourself PERMISSION TO SUCCEED...

- ✓ You won't be positioned as the leader you KNOW you're here to be... instead of being the “best-kept secret” (ugh!).
- ✓ You won't live your life UNAPOLOGETICALLY... instead of apologizing for BEING.
- ✓ You won't publish the book or books you were meant to, or write them in the first place. You won't do the TEDx

talk or create the event you're meant to. And so on...

- ✓ You won't be speaking to your DESIRED audience, the one you long to be in front of and who is WAITING to hear from you, right NOW.
- ✓ You won't be mentoring high-level, high-paying DREAM clients...instead, you'll keep running around trying to make everyone else happy and making YOURSELF miserable.
- ✓ You won't treat your body like the temple it is... instead of eating foods you know aren't the best for you.
- ✓ You won't insist on a higher standard of connection and communication in ALL of your relationships—personal, professional, and intimate.
- ✓ You won't simply ATTRACT the wealth, health, love, joy and happiness that's just WAITING for you.

Don't you see? Just because you “deserve” it...doesn't mean you get to LIVE it.

You have to TAKE it.

And that thing that pulls you, eats at you—that thing that YOU allow to stop you?

It will never stop killing you from the inside out... until you kick it out.

Here's the truth: YOU are powerful beyond even your wildest imagination.

In fact, everything you have seen, heard, and created up until this very moment is what YOU have created for yourself, based on just two things:

**The quality of your communication with the world
INSIDE of you.**

The quality of your communication with the world OUTSIDE of you.

That means things you wish you could Be, Do and Have are **ALREADY YOURS.**

The way you long to feel, believe, act, serve, show up...are **ALREADY YOURS.**

The people you wish you could be enough to mentor, and lead... are right **NOW** waiting for **YOU.**

That's why, if you gave yourself **PERMISSION TO SUCCEED**, you would fully for the first time see yourself the way others do - the way God does - and the way you hope **YOU** one day could.

For example...

“I Doubled My Income, Then Doubled It Again in Just 12 Weeks Thanks to Coaching with Noah!”

Mike Camoin from New York writes:

“Before coaching with Noah, I had spent over \$35,000.00 on shelf-help programs, but still wasn't seeing the results I wanted. As a result of coaching with Noah, I doubled my income—then doubled it **AGAIN**—all in less than 12 weeks!”



Imagine what doubling your income and doubling it **AGAIN** would do for your family, your lifestyle, your legacy! What would you do? For example, you could...

- ✓ Take more vacations
- ✓ Travel more
- ✓ Take more time off

- ✓ Give to causes close to your heart
- ✓ Retire your spouse

Naturally, I'm not making any income claims here, because I don't know your specific situation, and I don't know how motivated you are to succeed.

However, what I know for sure is that for the thousands of other men and women who have followed my program, the results speak for themselves.

And now it's YOUR turn!

Now let me show you the hidden connection between your habits and your money...

CHAPTER 8

The Hidden Connection Between Habits and Money

Now you may be thinking, “Okay Noah, this all sounds fantastic. But how does this work? Because I want to give myself PERMISSION TO SUCCEED so I can have the success I want. So what’s the hidden connection between habits and money?”

What I’m about to show you is the one of the main reasons that I’ve made millions and my clients have made BILLIONS since 1997. Because once you start using this secret, everything will start to fall into place for you.

As I stated earlier, you create your life by just two things:

**The quality of your communication with the world
INSIDE of you.**

**The quality of your communication with the world
OUTSIDE of you.**

Let’s examine each of these. Your communication with the world inside of you is what I call your **Inner Game**. Your Inner Game consists of things you can’t see directly, but that you see the

RESULTS of, every moment of every day.

For example, you can't see your beliefs, values, desires, thoughts, or decisions. However, you see the EFFECTS of them every moment of every day.

In fact, look around you right now. The room you're in, the home you're in, the life you're in, the relationships you're in, the business you're in, the money you've got—you've created all of it, by virtue of your mastery (or lack thereof) of your Inner Game.

Now, your communication with the world outside of you is what I call your Outer Game. Your Outer Game consists of things you CAN see directly and that also affect your life, every moment of every day.

For example, your Outer Game consists of things like your actions, behaviors, systems, and strategies. These are the things you can see directly, because they're right in front of your face.

These also include the everyday “blocking and tackling” you have to do every day in your career, your job, or your business. Yet they're also the things you have to do every day to be successful in your health, your wealth, your family life, your relationships, and so on.

However, it is only when you discover how to master both your Inner Game and your Outer Game that you experience the phenomenon called Success.

Ignore Either One and You're In Trouble

Imagine that you only work on your Inner Game and ignore your Outer Game. You meditate, pray, read spiritual literature. Yet you never do the things that are necessary in your Outer Game, to create wealth, success and abundance.

In that case, you're what I call a "highly evolved broke person."

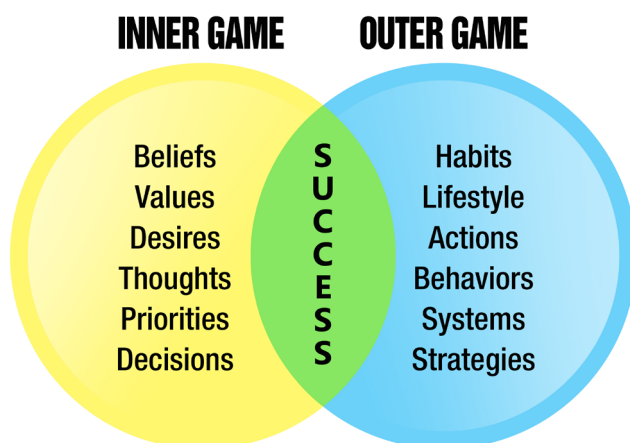
You're highly evolved because you've done a lot of spiritual studies and self-help work. However, because you've ignored or haven't mastered your Outer Game, you aren't experiencing the level of success you should.

I know this phenomenon very well, because I was that "highly evolved broke person"—because I didn't know how to monetize my talents and skills to make money. The fact is, I didn't know what the word "monetize" meant!

Meanwhile, there are many people who only work on their Outer Game, yet ignore their Inner Game. That's where you have the person who has the outer trappings of success—fame, fortune, status, possessions—yet they still manage to either sabotage themselves or lose it all.

Why does this occur? Because they haven't built the foundation for long-term inner and outer success. Here are just a few examples from history: Elvis Presley, River Phoenix, Andy Gibb, Chris Farley, John Belushi. And so many more...

The fact is, the pages of history (and on the Internet today) are



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littered with people who seemingly “had it all” who ended up losing it—because they didn’t build a solid foundation in their Inner Game.

Imagine if you had a house with no electricity. That house is not much fun to live in, because you can’t do most of the things we take for granted every day (like watch TV, use the Internet, microwave your breakfast, etc.).

Guess what? Just because you can’t see electricity, doesn’t mean you can’t see the effects of it. That’s what your Inner Game is like.

Meanwhile, without your Outer Game, you don’t have a house in the first place! You may be a highly evolved spiritual person living on a park bench somewhere. Naturally, that would suck too.

That’s why it’s necessary to master both your Inner Game and your Outer Game in order to experience the phenomenon called Success.

80% of Success Is Inner Game

This may sound counterintuitive, but as I shared with you previously, I’ve made millions and my clients have made BILLIONS as a result of following my program.

However, want to hear something incredible? Eighty percent of that wealth came because of the Inner Game work I do with people.

Now that might not be what you expect, because it's precisely the opposite of what the "gurus" out there are teaching. For example, you may have taken courses on marketing, sales, and business in order to accumulate wealth.

As I just showed you, that kind of training is very important. However, that's all Outer Game.

Which means, if you only focus on Outer Game, you're missing out on the eighty percent that actually causes the amazing breakthroughs like the ones you're reading in this book.

When you combine Outer Game with Inner Game, your success will not only come a lot faster, it will last much longer and be far more satisfying for you, too.

The fact is, most of the people who came to me had already spent thousands, even tens of thousands of dollars on Outer Game training before coming to me. Yet, because no one had showed them how to master their Inner Game, they still weren't at the level of success they wanted.

Now you may not even realize that there is a formula to master your Inner Game. But that's exactly what my formula does. It empowers you to master your Inner Game of Success... which means you'll allow yourself to reach higher levels of success than ever before.

I hope that makes you as excited to discover my formula as I am to teach it to you!

CHAPTER 9

Building Your Dream Lifestyle

Building your dream lifestyle is like building a house. There are a lot of moving parts, and a lot of things that go into it. However, because so much of it happens behind the scenes or is not obvious, you don't see it. In fact, the only time you even notice something is when it's missing.

For example, if you want to build a house, there are basically two ways to do it. The first way is to get up in the morning and say, "Hey, I think I want to build a house!" You start slapping boards together and say to yourself, "I know if I work really hard, a house is going to show up!"

What's wrong with this way of doing it? Exactly: There's no plan, no blueprint, no system, no framework...and you're doing it all by yourself!

That's why so many people who hire me to coach them have a "house" (business and/or lifestyle) that's pretty drafty in there—because they're working way too hard without a plan.

Why You Need a Blueprint

The second way to build a house is to start with a blueprint. In fact, unless you're an architect yourself, you would probably hire an architect—someone who's done it before and has the proper training. Someone who says, "Sure, I can create a blueprint for your dream home."

Now assuming you do choose to go the second way, what's the first question a good architect will ask you? Right: "What kind of house do you want?"

How many bedrooms do you want? Do you want 2-car or 3-car garage? What do you want in your kitchen? Do you want tile or marble? How big do you want the living room? And so on.

The point is, there are lots of decisions that go into building your house. Yet, the key is that it's **YOUR** dream house. Which means it's **YOUR** decision to make—no one else's.

YOU are the one who's going to live there. That's why it had better be the house you really **WANT**.

Then, after you get the blueprint, you simply follow the plan. You wake up and say, "Okay, what do we do today? Here's the checklist, let's get this done!" Because it's right there in front of you, every step of the way.

Which makes it a lot easier and less stressful than running around, slapping boards together!

Stop Working So Hard

Almost everyone who hires me has been working really hard, just like I was before figuring out the formula. And after working with me, they stop working so hard and start seeing **RESULTS**—

almost instantaneously.

Why? Because it's like having a blueprint for your life. A step-by-step, fill-in-the-blank series of checklists.

No more guessing. No more wondering, "What am I supposed to be doing today?" It's all in the program.

Keep reading to see why...

CHAPTER 10

How to Get More From Every Moment of Your Life

There's something I need you to know about your life that may surprise you. Did you know that, right now, there are only four ways you can spend the days of your life?

When I've shared this with my clients, it's been a major "Aha" moment for them. For example, I gave a keynote speech at a business conference, and a woman came up to me afterwards and told me that she was going to have the image I'm about to show you tattooed on her shoulder!

While you probably won't want to go THAT far, I hope what I'm about to show you will be an "Aha" moment for you, too.

The Income-Happiness Matrix

One of the first questions I ask my clients is, "What do you want to get out of your business?" Ironically, that question is hard for many people to answer. However, I get many different answers to that question; for example:

- ✓ *I want to take care of my family.*
- ✓ *I want to make a lot of money.*
- ✓ *I want to change the world.*

- ✓ *I want to make a difference.*
- ✓ *I hate working for someone else.*
- ✓ *I want to retire my spouse.*
- ✓ *I want time freedom and financial freedom.*

Can you relate to one or more of these desires?

When you boil it down, the essential answer to the question of what you want to get out of your business is:

You want more INCOME and you want more HAPPINESS.

Now it seems natural and logical that if you want more income and more happiness, that you should focus on these things. Right?

In fact, that's exactly what most people do—focus on making money and trying to be happier. While there's nothing wrong with doing it that way, the uncomfortable truth is that for most people, it's not working.

Why doesn't it work? Because both money and happiness are the RESULTS of other things.

Which means, if you're not at the level of income or happiness that you want, we need to focus instead on what causes income and what causes happiness.

What Causes Income and Happiness

As you can see by the graphic, The Income-Happiness Matrix shows your Income going up the vertical axis and your Happiness going across the horizontal axis.

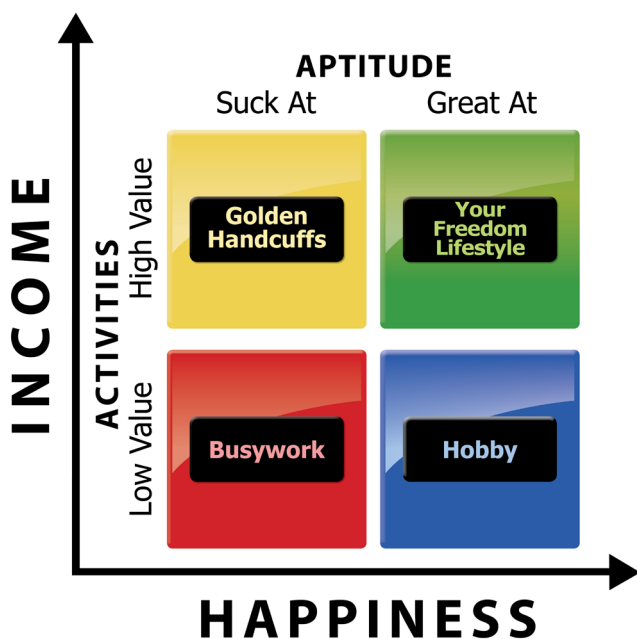
In other words, the more money you make, the more you go up the vertical axis; and the happier you become, the more you go across the horizontal.

Now the two things that cause Income and Happiness are

Activities and Aptitude. Let's examine these further.

First, *Activities* are the things that you do with the minutes and hours of your day. There are two kinds of Activities you can do each day: Low-Value Activities and High-Value Activities.

Aptitude means two things: How good you are at doing each Activity, and how much you enjoy doing it. And there are two aspects of Aptitude: things you Suck At and things you're Great At.



The Hobby Quadrant

Let's start in the lower right-hand corner of the Income-Happiness Matrix. When you have Low-Value Activities that you're Great At (and you enjoy), you have a Hobby. Now there's nothing wrong with having a hobby. All of us should take the time to enjoy hobbies—for example, golf, tennis, gardening, sewing, reading, kayaking, ballroom dancing, and so on.

However, there's just one problem: a hobby is not a business.

So the question I have for you is: *Do you own a business, or do you own a hobby?*

How can you tell the difference? Simple. With a hobby, you're having fun (see how it's high on the Happiness axis) but you're not making much or any money (see how it's low on the Income axis).

So ask yourself this question right now, "Do I own a business, or do I own a hobby?"

The Busywork Quadrant

Next, we have Low-Value Activities that you Suck At (and you don't enjoy). That's what I call Busywork.

We live in a world of infinite distractions. You can watch cat videos on YouTube until the end of time. You can waste countless hours on social media. Or you can simply spend hours doing activities that don't grow your business and don't give you either the Income or the Happiness you want.

Notice that in the Busywork quadrant, your Activities aren't producing much money, and you're not enjoying them either. So you don't even get the benefit of having a Hobby. In fact, I once had a client tell me, "Noah, I own a Busywork!"

Do you own a busywork? Or are you just spending too much of your valuable time there?

Why does this is so important? Because time is the one resource that can't be replaced! And if you're spending too much of your time in the Busywork quadrant, you're not only not making money, you're not very happy, either. Talk about a sucky situation!

The Golden Handcuffs

Next, we have High-Value Activities that you Suck At. That's what I call the Golden Handcuffs quadrant. Let me tell you story to illustrate this quadrant.

At one of our seminars, a couple came from Canada: Dr. Stacey, a chiropractor, and her husband Dean.

While he didn't say a word, Dean's body language was very clear: *"I don't want to be here. How can I get out of this?"* (This is a common phenomenon at live events, especially from husbands, some of who we lovingly call "hostages.")

I could tell just by looking at Dean that he really didn't want to be there. And since this was a 3-day event, I wondered how long he was going to last before he was ducking out the exit.

I took a deep breath and started teaching my program. Then something amazing happened...

In the first 10 minutes, Dean uncrossed his arms. Then he started leaning forward in his chair (a sure sign that someone is interested in what you're saying). Then his jaw dropped open, as if he was hearing things that he'd never heard before. Then he started taking notes. Then he started taking A LOT of notes!

By the end of the third day, Dr. Stacey and Dean had signed up for my Inner Circle coaching program, where I work closely with people who want me to help them build their dream lifestyle.

Dean told me afterwards that one of the reasons they decided to join my program was because he had been in the Golden Handcuffs quadrant for many years. He had been working in a job where he was making 6 figures a year, but he hated his job. He was miserable, unhappy, frequently sick, and so on. But he felt that he couldn't

leave that job because he had to take care of his family.

Have you ever been in a situation like that—where you're making good money, yet are unfulfilled? That's why I call it the Golden Handcuffs—because it's awfully hard to leave a job that pays well, even if you hate it.

Living Your Freedom Lifestyle

Finally, we have High-Value Activities that you're Great At (and that you love to do). That's where you're in the quadrant I call **Your Freedom Lifestyle**.

Why do I call it Your Freedom Lifestyle? Because when you're doing High-Value Activities that you're Great At AND you LOVE doing, you're not only Living Your Dream—it's like going to heaven without the inconvenience of dying!

When you're Living Your Freedom Lifestyle, notice what's happening to your Income and your Happiness. Not only is your Income going up, but your Happiness is also going up, too.

In fact, *there is NO LIMIT* to the amount of Income you can create, and *NO LIMIT* to the amount of Happiness you can experience when you are Living Your Freedom Lifestyle. Pretty cool, huh?

That's why I'm so certain that you can live the Freedom Lifestyle of your dreams—because I've seen it happen over and over again, not just in my own life, but also in the lives of my clients around the world.

In fact, that's exactly what happened to Dean. After Stacey and Dean had been working with me for less than 12 weeks, Dean decided to leave the job he hated and start his own landscaping company.

Today, he's making great money doing what he loves to do, plus he gets to spend time outdoors (which he loves), and he also gets to

spend more time with his family, which gives him a great deal of happiness and fulfillment.

Yes, it's truly possible for YOU, too!

This is one of the wonderful benefits of following my formula, because you get to the place of Living Your Freedom Lifestyle where you're making more money, helping more people, and having a lot more fun.

It's true: when you're helping people and getting paid to share your message, life becomes amazingly rich, fulfilling and fun.

Now that you see what's possible when you follow my program, and why it's so important, there's just one more thing I need to show you before we get to my formula...

CHAPTER 11

How to Break Any Bad Habit Without Using Willpower

Do you ever procrastinate? Do you ever put off doing things you know you should be doing?

When I ask this question in my live events, 80% of the hands go up...and the rest are waiting until later! (A little procrastination joke for you, there.)

Now most people would probably agree that procrastination is not a particularly productive habit. In fact, most would likely agree that the habit of procrastination will not only NOT bring you closer to your goals, it will, in fact, prevent you (or at least slow you down) from reaching your goals in the first place.

So if most people agree that procrastination is not a particularly productive habit, the question is: WHY do we do it, then? What makes us procrastinate?

The question behind the question, then, is this...

What Is A Habit?

Based on more than two decades of coaching thousands of clients around the world, I've discovered that there is a simple answer to

the question: “What is a habit?”

In fact, the latest studies from the field of neuroscience reveal that the human brain has developed something called The Habit Loop.

First, The Trigger

The first element of the Habit Loop is called the Trigger. This is the thing that happens in your world. You could also call it the stimulus.

For example, let’s go back to the question of why we procrastinate. In this example, let’s say that you’re sitting at your desk, and all of a sudden you think about doing that “thing” that would help you grow your business and make more money.

You might think to yourself, “You know, I really should write that article...or create that blog post... or record that video... or craft that sales letter...or finish that training I started...”

So here you are, thinking about that activity that would help you make money and grow your business. Let’s call that the Trigger in this example.

Next, The Routine

Then we come to the next element of the Habit Loop, called the Routine. That’s the thing you do after the Trigger occurs.

In this example, here you are, thinking about doing this activity that will help you make more money. That’s the Trigger.

What is the very next thing you do after the Trigger occurs?

Here’s where it gets interesting...

Your brain is highly efficient. We’re talking stunningly efficient.

That's the good news. However, it's also the bad news.

How could this be both good news AND bad news? Well, because your brain is so highly efficient, when it finds a way of doing things, it doesn't want to change.

Which means that when you start doing something, your brain tends to want to keep doing it, even if you – the owner of said brain – WANT to do something different.

So going back to our procrastination example, you consciously know that procrastinating is not good and that doing this habit is, in fact, costing you time and money.

However, because your brain is so efficient – and it is designed this way in order to keep you alive – your brain essentially says, “Hey, I’ve got a good thing going here. Why change?”

So you have the Trigger (you think about doing that thing that will make you more money)...

And then you do...

Something else!

What's the “something else”?

Well, it could be anything! Watching cat videos on YouTube... checking Facebook... turning on Netflix... going to the kitchen to grab a snack...

The fact is, the distractions – er, possibilities – are endless.

So that becomes your Routine.

Then, The Reward

The third element of the Habit Loop is the Reward. After you do the Routine, the brain releases “happy hormones” called endorphins. These endorphins interact with the receptors in your brain that reduce your perception of pain. Endorphins also trigger a positive feeling in the body, similar to that of morphine.

It's like your brain is saying, *“Ahh! Thanks, I needed that.”*

Think about that for a moment. When you are doing something you enjoy – something you are used to – you actually feel better.

But guess what – that is the very problem!

Because you have the Trigger (thinking of doing something that will grow your business), then you do the Routine (doing “something else” that is “easier”), what happens next is the Reward (your brain releases endorphins).

What’s going to happen over time? It’s pretty obvious, right?

You’re going to keep doing that thing that makes you feel good... and keep NOT do that thing that might cause you pain because it’s not “easy”.

But guess what? Your brain doesn’t care!

Because your brain gives a Reward (endorphins) for doing things that feel good, your brain doesn’t want to start doing things that might make it uncomfortable (might cause pain).

Bottom line: When you try to change your habits using the old method of “willpower”, what you’re really doing is trying to fight your own brain.

Do you see why that almost never works?

Are you ready to see something else amazing...something that will really blow your mind?

CHAPTER 12

How Traditional Success Programs Failed You

What I just showed you in the preceding chapter is the #1 problem in the personal growth industry.

Why? Because the personal growth industry is essentially a bunch of programs trying to get us to change our behavior.

Now that makes sense, doesn't it? If we want to get something different, we have to do something different, don't we? So that means changing our behavior, right?

But guess what? We've been told "how to" change our behavior... when your brain is wired to fight that very thing.

This is why "how-to's" are not enough. In fact, if how-to's were enough, we'd all be rich, happy, and thin!

For example, everyone knows "how to" lose weight, "how to" make money, "how to" do whatever it is – what I call the "how-to's" of success.

And how do you know these? Because you've already spent tons of money, time, and effort watching those videos, reading those books, buying those programs and going to those seminars!

However, because your brain gets a Reward for doing a habit, it doesn't want to change. That's why you can know "how to" do something... And never actually let yourself do it.

Why “How-to’s” Are Not Enough

Because traditional success programs focus almost exclusively on the “how-to’s” of success, when you try to use those programs to get unstuck, stop procrastinating, or let yourself succeed...

It’s like trying to drive a nail in the wall...using a chainsaw.

In short, you have been given the wrong tool.

Now there’s nothing wrong with a chainsaw. However, if you want to drive a nail into the wall, it’s the wrong tool for the job.

And this is why the thousands of clients who have come to me, had spent so much time, money, and effort on all of those “money-making” programs... but were still STUCK.

Why You’re Closer Than You Think

Guess what? *You are closer than you think to achieving your goals and dreams.*

How do I know this? Because you’ve already done the heavy lifting. You’ve spent time, money, and effort on all those other programs.

From now on, stop trying to use willpower to change your habits...because trying to use willpower to change your habits is like trying to dig a gold mine with a teaspoon.

For example...

“I Built a 7-Figure Business in Just 2 Years Because of Coaching with Noah!”

Tim T., one of my clients, writes...

“Before coaching with Noah, I was holding myself back out of fear. As a result of coaching with Noah, I built a 7-figure business in less than 2 years. If you get the chance to work with Noah, just do it – because I know it will change your life like it changed mine!”



Now that you know the 3 big money mistakes even smart people make, and now that you see what’s possible when you follow my System...

Now let me give you my proven 5-step formula to take out your head trash about money without the stress, drama or overwhelm!

CHAPTER 13

Get Rid of Your Head Trash Step 1: Use AFFIRMATIONS®

If you've read a self-help book or been to a success seminar in the last 50 years, chances are you've heard of "affirmations".

As you probably know, an "affirmation" is a statement of something you want to be true in your life.

There's just one teensy little problem, and I'll explain by telling you a story...

The Shower That Changed Everything

On the morning of April 24, 1997, I was in the shower when I asked myself a simple question...

"If I've been doing what they told me to do, and saying these 'affirmations' for so many years, how come my life still sucks?"

Then I asked myself another question...

“There has to be a BETTER WAY to change my beliefs – something they’re not telling us. But what is it?”

That’s when it hit me. (No, not the soap.)

I realized that human thought is the process of ASKING and searching for answers to QUESTIONS.

Then a simple question formed in my mind: The Question That Changed Everything:

“If human thought is the process of asking and searching for answers to QUESTIONS...

Why are we going around making statements that we DON’T BELIEVE?”

That’s when everything changed for me – and for hundreds of thousands of my Students and clients around the globe who’ve since learned how to apply what I discovered in The Shower.

Let me show you what I mean...

Why “Affirmations” Don’t Work As Advertised

Say to yourself right now, “I am rich.”

Did you hear what just happened in your mind? A voice... a voice that said something like: “Yeah, right!”

The truth is that most of us doubt our “affirmations.” Why? Because we’re trying to convince ourselves of something, and our minds don’t believe that what we’re saying is true.

Now, traditional success teachers told us that all we had to do was repeat our “affirmations” a thousand...er, million...uh, kajillion times until eventually, um, we believed them.

But why?

Why didn't "affirmations" work for most of us? The answer is: you were given THE WRONG TOOL to do the job.

You were told to change your beliefs using statements... when your mind responds naturally to QUESTIONS.

You were told to tell... when you should have been shown how to ASK.

What Every "Problem" You'll Ever Face Really Is

We typically fear, try to avoid, ignore, or get away from "problems". But really, a problem is simply a question that hasn't been answered yet.

For example, let's say you want to grow your business. The question you're really asking is: "Why isn't my business growing?"

What if you want to find love? "Why can't I meet the person of my dreams?"

If you want to change any of these, you could use the traditional "affirmation" method by saying things like: "I am successful, I am happy, I am good enough," and so on.

Now, if "affirmations" work for you, great! Keep using them.

If, however, you're NOT completely satisfied with the results you're getting from the "old" method, why not try something so simple, yet so powerful, that the traditional success teachers skipped right over it on their way to breakfast this morning...

Rather than saying statements you DON'T believe...

Why not ask a QUESTION that can transform your life?

The Two Ways You Create Your Life

The staggering realization I made in The Shower That Changed Everything was that you create your life in two ways: by the statements you say to yourself and others, and by the questions you

ask yourself and others.

Traditional success teachers have focused a great deal of energy telling you to change your statements. But until The Shower, no one had fully realized, or shown how to harness, the awesome power of what happens when you change the questions.

Even as far back as Biblical times, we've been reminded, "You have not because you ask not," and "Ask and you shall receive."

If you only change the statements you say without changing the questions you ask...

You're missing out on one of the easiest, most powerful ways to change your life that's ever been discovered.

Empowering Questions = The Right Questions

Empowering questions cause your mind to focus on what you have vs. what you lack. Asking empowering questions leads to feelings of self-esteem and a positive self-image – because your mind automatically begins to focus on what's right about you, instead of what's wrong with you.

Empowering questions, therefore, lead directly to answers that tell the truth about Who You Really Are.

The purpose of AFFIRMATIONS® is to change your disempowering questions to empowering questions.

By doing this, you will gain conscious control of the thought-seeds you're planting...

Which will change your life.

“I Went From \$1,500 a Month to \$120,000 a Year Following Noah’s Methods!”

Brandon Handy, a financial planner from Utah, writes:

“After spending over a decade and more than \$30,000 on everything from books, tapes and seminars to actually becoming certified as an NLP practitioner, what has happened to me as a result of using Noah’s formula is nothing short of amazing!



“Before I met Noah, my sales averaged between \$1,500 and \$2,000 a month. In the first month of using Noah’s program, my sales tripled. (Remember, these numbers are crunched by an insurance company!)

“By the end of the year, my personal income had increased by 560% and I was named Agent of the Year. This was in spite of going through a divorce and my grandmother passing away.

“My advice? Get coached by Noah, because it can not only save you years of your life, it will change your life forever!”

Bottom Line: You’re Already Doing This

In case you’re still wondering if this works, or thinking this is the nuttiest thing you’ve ever heard, let us offer you one final fact: You are already using AFFIRMATIONS all the time anyway

Thoughts like “Why am I so stupid?” or “Why can’t I do anything right?” are simply negative Affirmations! These questions are really your head trash forming itself inside your mind, thereby forming your very life.

The power to create your life using Affirmations lies within you and your miraculous, marvelous mind. Since you’re already using them anyway, why not use them consciously to create the life you WANT... rather than unconsciously creating a life you don’t?

The AFFIRMATIONS® Method makes conscious and clear that which has, until now, been only subconscious and hidden.

Therefore, when you use AFFIRMATIONS, you will be empowering yourself to focus on what you have instead of what you lack. Since you are now going to FORM positive questions that assume that what you want is already true, your mind has no choice but to find a way to make it so.

Can you see how this process must, by definition, change your life?

Noah’s Notes: Here’s What I Want You to Do Now

1. Take out your list of the 3 things you want to achieve in the next 12 months.
2. Use my Affirmations Method to form empowering questions about why you can achieve them.
3. Use the Recommended Resources in this book to discover more ways to use AFFIRMATIONS to change your life.

How to Learn More About AFFORMATIONS

Would you like to have more than 400 unique Afformations in all areas of life – from Health and Well-Being, to Money and Abundance, to Love and Relationships – so you can begin to live the Freedom Lifestyle of your dreams?

Join my AFFORMATIONS® Advantage program at
www.Afformations.com

Now let's go to Step 2 of my formula...

CHAPTER 14

Get Rid of Your Head Trash

Step 2: Engage Your Loving Mirrors

Imagine that you are standing at the edge of a cliff and you're looking at where you want to go. So you're standing "here" and you're looking "over there" which is where you want to be.

Here's what it looks like...



Right now, you are in what I call your Current Perceived Reality (CPR). And where you want to get to is what I call your New Desired

Reality (NDR).

In your CPR, you do what you do, you have what you have, you know what you know, and you are what you are. That is what you perceive your reality to be.

And your NDR is all the things you WANT – more money, more impact, more influence, a new car, a better job, happier relationships, world peace, and so on.

However, between your CPR and your NDR, there is a gap. And that gap is what I call Your Belief Gap.

For example, maybe you want to write a book, get your word out in a bigger way, have more clients, grow your revenues, or whatever it might be. Now if I were to ask you, “Do you think you can do that?” You’d probably say, “Sure I can do it!”

That’s your conscious mind talking.

Yet if we could hear what you were telling yourself in your subconscious mind, we’d probably hear things like, “I don’t know if I can do it. I don’t know how I’m going to do it. What if I’m not good enough?”

Why You Need a Loving Mirror

As someone who coaches Hollywood celebrities, 8-figure CEOs, professional athletes, and entrepreneurs around the world, I’ve come to realize that if you don’t have someone who believes in you, it’s awfully hard to believe in yourself.

In fact, after interviewing more than 200 millionaires and multi-millionaires, including the biggest names in the industry, I’ve discovered that every one of these highly successful people had someone believe in them BEFORE they believed in themselves.

That is what I call having a Loving Mirror. A Loving Mirror is someone who believes in you before you believe in yourself.

“I Went from \$5,000 to \$75,000 per Month After Coaching with Noah!”

Sheila V. from California writes:

“Before coaching with Noah, I was working 70 hours a week and making \$5000 a month in sales. As a result of coaching with Noah, our sales grew to over \$75,000 per month. Thank you Noah for taking the lid off my thinking and letting me know I can have the BEST!”



Now here's the story behind the story...

Sheila and her husband, David, attended one of my seminars. Prior to that day, they'd never heard of me. However, at the end of my program, Sheila and David came up to our table where we were taking enrollment into one of my courses.

At that time, the program cost \$3,000 so Sheila was going back and forth, basically asking herself, “Should I sign up? Shouldn't I?” A lot of hemming and hawing.

Finally David reached into his wallet, took out his American Express Card, handed it to me and said, “Honey, this is different. You're getting this!”

Sheila later told me that it wasn't that she doubted my program or the results. In fact, she doubted herself.

Because she, like so many others, had tried so many other “how to make money” courses out there. So she naturally thought, “What makes this any different?”

However, as Sheila and so many others have discovered, my approach actually IS different. For her, in fact, it was THE MISSING

PIECE to her success puzzle... and the results speak for themselves!

See a Pattern Here?

Yes, it's true: The pattern is that most people hire me after trying lots of other things, yet they were still stuck.

By the way, the case studies I'm sharing with you in this book are ordinary people who've gotten extraordinary results, because they took ACTION and followed the formula.

Noah's Notes: Here's What I Want You to Do Now

1. Review your Goals from Step 1.
2. Identify a coach or mentor with a PROVEN TRACK RECORD of helping people reach their goals.
3. **Enlist that person's support so you can stop working so hard and get better, faster results in your life and business.**

Which brings us to Step 3 of my formula...

CHAPTER 15

Get Rid of Your Head Trash

Step 3: Install Systems that Make Your Success Automatic

Think for a moment about your house. What is your house, really? At its core, your house consists of two things — Structure and Systems. Your house's Structure is its particular style — Cape, Ranch, Victorian, etc. — and includes how its individual parts are arranged: the number of rooms, how big the rooms are, where they're placed, and so on. That's the Structure of your house.

Secondly, your house consists of Systems. Systems make the Structure of your house serve a particular function. Your house's Systems include: electric, heating, ventilation, plumbing, and so forth. These Systems make your house a space in which you can live comfortably. That is the function of a house.

If your house's Systems don't work properly, you've got a building sitting there that's not much fun to live in.

Now when is the only time you ever think about the Systems in your house? Exactly: when they break! For example, the only time

you ever think about your plumbing is when your drain gets stopped up. You never think about electricity until you go to turn on a light and nothing happens.

Think about your body. Your body is like a house, because your body is also composed of Structure and Systems. The Structure of your body is your basic makeup: whether you're male or female, tall or short, and your individual features and genetic characteristics.

Then, your body consists of Systems. The function of your body's Systems is for you to remain alive. Your body contains dozens of interdependent Systems: circulatory, muscular, skeletal, nervous, respiratory, immune... plumbing!

And when is the only time you ever think about these Systems? You got it: when they break.

For instance, you never think about your respiratory system unless you suddenly can't breathe. You never think about your digestive system until you're in the doctor's office going, "Gee, maybe I shouldn't have eaten those dozen chocolate donuts..."

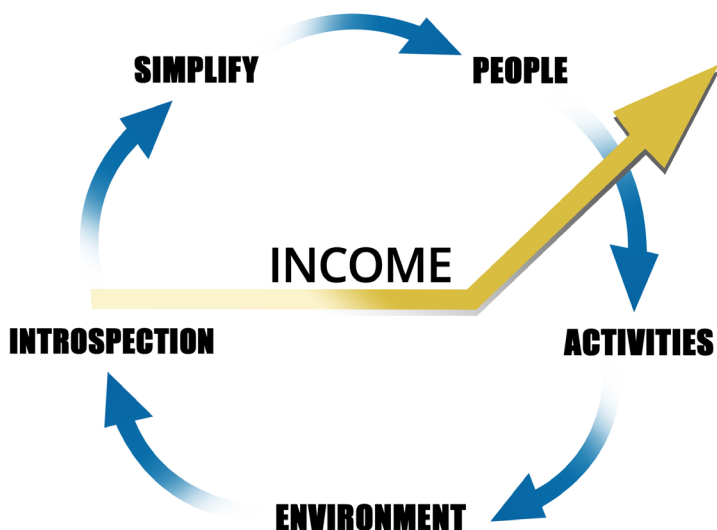
If the Systems of your house or your body aren't working at optimal levels, you have a bunch of parts that don't serve the function you want. Well, guess what? It's exactly the same with your life and your business.

Your life and your business also consist of Structure and Systems. But here's where we run into...

What's Missing From Most People's Lives

1. Most people have no idea what the Systems of their lives or businesses are.

2. They don't know how to fix the Systems when they're broken.
3. They keep calling an "electrician" when they have a "plumbing problem"!



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Well, you can stop running around now, because I've identified the 5 Essential Systems that you need to be operating properly, in order to have a life and a business that perform the functions you want, and give you the freedom you desire.

The 5 Essential Systems of Support for your life and your business are as follows: your People System, your Activities System, your Environment System, your Introspection System, and your Simplify System.

People, Activities, Environment, Introspection and Simplify. Each one has its own individual set of rules, and requires its own set of habits, to keep them operating at optimal levels.

It doesn't matter if you're married or single, male or female, whether you're an entrepreneur or you work for someone else. The Systems remain the same.

That's why, if you're not making the money you want to be making, one of the first things you should do is examine your Systems.

For example, if you're making \$10,000 per month, you have \$10,000 per month Systems.

If you're making \$100,000 per month, you have \$100,000 per month systems.

And if you're making a million dollars a month, you have million-dollar per month systems.

“I Went from 80-Hour Work Weeks to 6-Figure Months Thanks to Noah’s Coaching!”

George R. from Texas writes:

“Before coaching with Noah, I was working like a slave 80 hours a week as an employee. Since being coached by Noah, I now own my own business that brings in six figures per month. Plus, I found the love of my life thanks to following Noah’s System. Thank you Noah for believing in me when no one else did!”

The point is that once you install these Systems of Support at higher levels, your income and your happiness can’t help but go up.

Noah’s Notes: Here’s What I Want You to Do Now

Look at the Systems of Support graphic in this chapter.

1. Rate yourself on a scale from 1 to 10 in each of the Systems with 1 being “poor” and 10 being “perfect”.

2. For example, if you have a great People System, rate yourself 8 or above. But if you need help in that area, rate yourself 5 or lower. Do the same for each of the Systems of Support.
3. Make a plan to improve your rating in each System over the next 90 days.

Now let's go to Step 4...

CHAPTER 16

Get Rid of Your Head Trash Step 4: Heal Your Relationship with Money

How many negative thoughts have you had about yourself in your lifetime? A million? A billion? A million billion kajillion?

For most of us, we probably couldn't count that high!

For example, what stories do you tell yourself about money? Because that's one area where many people have a lot of head trash.

Try this simple exercise. Finish these sentences:

- ✓ *Money is...*
- ✓ *Rich people are...*
- ✓ *Being wealthy is...*
- ✓ *The reason I can't have a lot of money is...*
- ✓ *Trying to earn a lot of money is...*

When we do exercises like this in our live events, many people are shocked to discover their hidden head trash about money.

Whether you realize it or not, you have a relationship with money. However, most people have a relationship with money that's keeping them from getting the very thing they want. That's one reason you must heal your relationship with money if you want to make more money and be a lot happier.

Do You Have A Dysfunctional Relationship with Money?

The fact is, you have a relationship with money, just like you have relationships with the people in your life.

The way that I often describe this to my clients is to think of money as a person. If you treated a person the way you treat money, would money want to be around you?

Are you angry at money? Do you demean money or put it down? Are you ashamed or embarrassed to talk about money or be around it? Do you think money is “dirty”? Do you think people who have a lot of money are “bad” or somehow not as “spiritual” as you?

Well, do you think a person whom you treated that way would want to be around you?

Think about it. If you keep telling yourself, “I can’t afford it” (whatever “it” is), then what you’re really saying to money is, “I don’t want you around.”

Now I know you might think this sounds awfully woo-woo. However, based on my own experience and that of my clients, if you don’t heal your relationship with money, you’re going to be run by your head trash about money...

Which means your ability to make and receive money will be severely limited.

80% of Your Success Is Inner Game

Remember what I shared with you earlier – that 80% of your success comes from your Inner Game. That’s why I encourage you to examine your relationship with money and, if there’s something in that relationship that’s dysfunctional or not optimal, to take action to heal your relationship with money.

Please note that if you don't heal your relationship with money, that dysfunctional relationship will show up throughout your life in many ways.

For example, would you like to publish a book? Become a bestselling author? Speak on stages around the world? Increase your income, impact and influence?

Well, maybe you've been wanting to do these things for a long time. However, instead of, for example, writing your book, you keep saying to yourself, "I'll do it when I have the time" or "I'll do it whenever."

What is 5/8ths of the word whenever?

Exactly: NEVER!

My point is this: If you don't heal your relationship with money, you will keep putting off doing things that will, in fact, make you more money.

However, once you do heal your relationship with money, you will eliminate distractions, you'll become focused and energized, and you will attract more money almost automatically.

Noah's Notes: Here's What I Want You to Do Now

1. Do the sentence completion exercise from this chapter.
2. Write your relationship with money on a scale from 1 to 10. With 1 being "poor" and 10 being "perfect".
3. Follow my formula so you can improve your relationship with money over the next 12 weeks.

Now let's go to Step 5...

CHAPTER 17

Get Rid of Your Head Trash

Step 5: Step Into Your Best Future

In this book, I've talked a lot about your Inner Game and why it's so essential to your success. Yet there's another phrase that I use on our campus all the time, and it's this...

“One positive ACTION is worth a thousand positive thoughts.”

Yes, it's important to think positive.

Yes, it's important to believe in yourself.

Yes, you have to master your Inner Game in order to succeed.

However, if you want to have your “dream home” (your Dream Lifestyle), the fact remains that you must swing a hammer in order to bring it from a dream to reality.

You must take ACTION, because your house won't magically build itself.

It Ain't What You Know...

Mark Twain had a great quote: “It ain't what a man don't know that gets him in trouble. It's what he knows that ain't so.”

Isn't that true?

What if all the limiting beliefs – all the “I can't do it” – that you've been telling yourself all these years turned out to be lies?

Well, guess what... They ARE lies.

We've all heard them. Most of us have them.

However, you must stop listening to those lies, or it will continue to kill your business, crush your dreams, and you will continue to hold yourself back from Living Your Dream.

Here's more proof of that...

Back in the early 1990's, when I began my spiritual studies, I started reading books by authors like Louise Hay, Deepak Chopra, Marianne Williamson – all the classics. I was living in Los Angeles at the time, working at big movie studios.

Well I started dreaming of writing books and having my books published by Hay House, because I saw that Hay House was the publisher of many of my favorite authors.

However, as I was dreaming that dream, I also heard a voice in my head that said things like, "Who do you think you are? That'll never happen for you. Who's going to listen to you? Hay House is only for the 'big guys'. It's for someone else, but not me!"

Take Out Your Head Trash and Take Action

Well, you already know the rest of the story...

My surprising result is that I did end up becoming a Hay House author, in spite of all my head trash that said it would never happen for me.

It's so humbling to be mentioned in the same breath with the biggest names in the industry. And it's incredible to meet so many amazing people just like you from around the world who've changed their lives by following my System.

What does this mean for you? If you're still hearing that inner voice that says "It'll never happen for me," I'm inviting you to stop listening to that voice.

Just imagine what could happen to you if you stopped listening to that bully in your head and let yourself dream again!

In fact, right now, say to yourself, “Wait a minute...If he can do it, I can do it too!”

Then you can go from a dream to a vision to a plan of ACTION.

That means, you can start saying to yourself: “No matter what it takes, I’m building my dream home! I’m not taking ‘no’ for an answer any more. No matter what I have to do, nothing is going to hold me back from Living My Dream Life.”

However, if you just dream without taking ACTION, then your house won’t get built. Which means your dreams won’t come true...

And that means you’ll be left dreaming about your dream life instead of Living Your Dream.

By the way, most people end up giving up on their dreams, which means they often end up in the “Golden Handcuffs” that I showed you earlier.

The fact is that Mike, Susan, Sheila, Aubrey, Tim, George, Brian and all of the other people whose stories I’ve shared with you in this book (and so many others) are ordinary people who got extraordinary results simply by following my System.

If it worked for them, why not you?

Noah’s Notes: Here’s What I Want You to Do Now

1. Write 5 limiting beliefs you have about money.
2. List how these limiting beliefs are holding you back from making the money and making the difference you desire.
3. Decide what you’re going to do in the next 5 days to take ACTION to Live Your Dream, and stop being defined by your past.

CHAPTER 18

Your Best Next Step

Remember the zip line story I told you at the beginning of this book?

When you're presented with an opportunity to make a quantum leap in your life – to ACCELERATE your results without having to work so hard – you have those same three options that I faced at the top of that mountain in the middle of a Caribbean rainforest:

Option #1: Try and go back the way you came.

The problem with this option is, it doesn't actually exist. Because the past is gone.

Option #2. Try and stay right where you are.

The problem with this option is, it doesn't exist either. Because you can't actually stay where you are. All you can do is stop growing, stop learning, and that means you're going to stagnate and eventually, give up on your dreams.

Option #3: Step Into Your Best Future

Notice that I didn't say "take a leap of faith." That's because in those life-defining moments, just like my zip lining experience, it

isn't actually a leap... it's simply a step.

For example, remember when you met that “special someone” – your life partner, spouse, or significant other? The fact is, you probably didn't have to leap over a tall building to talk to them.

In fact, all you had to do was walk over to them and open your mouth for the first time! Yet you probably felt like it was one of the scariest things you'd ever done—yet today, you're so grateful you took that chance. Right?

Remember when you first learned how to drive? When you graduated from school? When you walked down the aisle? Had your first child?

All of these life-changing moments were STEPS, not leaps. Of course, they probably all felt scary in the moment—yet now, you can't imagine your life without having done it.

And, just like my zip line story, where I had an experienced guide on the other side to catch me when I took that very scary step...

When you take that step towards your new, happier, wealthier, healthier, more successful, more prosperous, more abundant lifestyle...

My team and I will be right here on the other side to catch you and give you the White Glove VIP Treatment you deserve!

One Final Guarantee

While there aren't many guarantees in life, there is one thing I know for sure.

If you choose to do nothing, nothing will change. As you know, the definition of insanity is doing the same thing and expecting different results.

Yes, it takes ACTION. Yes, it takes COMMITMENT.

But if you're not where you want to be in life right now...

If you want to get unstuck and finally take out your head trash about money once and for all...

You owe it to yourself to take this step into your new, more abundant future.

One More Embarrassing Fact You Need to Know About Me

Let me conclude by sharing this rather embarrassing fact about myself with you: I never intended to be an entrepreneur.

It's true: my first attempts to build my business were dismal failures. I assumed, like you may be doing yourself, that I just didn't have what it takes to succeed – that I didn't have the skills, that it just wasn't meant to be.

I ended up spending over \$250,000 on “gurus” who couldn't teach their way out of a paper bag. That's why I vowed to create the easiest, most effective, most results-getting programs to help people worldwide...

And create a business that wasn't just about making a profit – but more importantly, about transforming lives.

After I finally succeeded, I stumbled on my System quite by accident. The truth is, I was just looking for a way to pay my bills and get out from under the sucking crush of credit card debt. Yet when that took off, I made millions.

Today, I've been blessed to teach these methods to thousands of grateful clients around the world who are making millions and millions of dollars themselves.

And despite my lack of natural talent, I became “The Mental Health Coach to The Stars” and someone who's helped his clients make BILLIONS.

It's through that experience of so-called “failure” that I learned a very simple lesson that I want to share with you:

Talent Cannot Out-Perform a System

It's true: Talent and hard work alone are NOT enough to create true, lasting success.

However, simply following my System that has empowered folks like you from around the world to duplicate, and even surpass, my own financial success. And now it's your turn.

CHAPTER 19

For Those Who Want To Go Farther And Faster

On October 20, 1997, I made a discovery that changed my life, when I discovered the hidden condition that causes millions of people to hold themselves back from the success they're capable of. I called this condition that no one had ever identified before *success anorexia*—because it is literally true that millions of people are unknowingly and unconsciously *starving themselves of success*.

It was only after my second epiphany that I knew what I had to do—begin writing, coaching and speaking on the subjects of Afformations and success anorexia.

So that's what I did.

First came *Permission to Succeed*®

Then *The Secret Code of Success*

Then *The Book of Afformations*®

Then *Power Habits*®

And now, the book you're holding in your hands now.

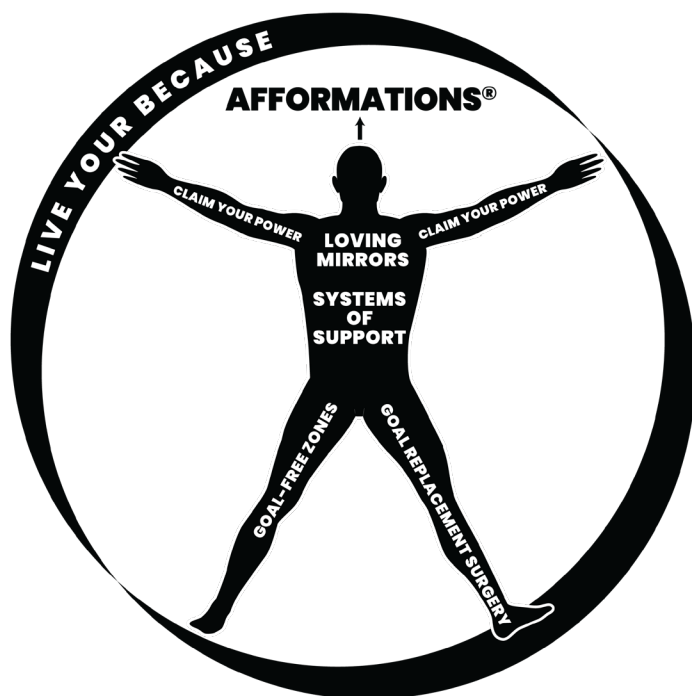
As a result, I ended up becoming the only author in the history of publishing to have works published by Hay House, HarperCollins, Simon & Schuster, Mindvalley, Nightingale-Conant and the Chicken Soup for the Soul publisher.

Through all of this, one fact became abundantly clear: I realized that in order to fulfill my mission of elevating the consciousness of the Earth one mind at a time, I had to create a complete, all-encompassing system that would cover all areas of life, work and how to achieve fulfillment, success, and self-mastery.

That's why I created ***The Power Habits® System***.

The Power Habits System is the culmination of my two decades plus of coaching high achievers to achieve even greater success, happiness and fulfillment in their lives and work.

Here is an illustration of The Power Habits System to show you what it looks like:



Which means, if you'd like to go further and faster, I recommend the following steps:

Step 1: Subscribe to my free YouTube channel at **www.WatchNoahTV.com**.

Because I give weekly transformational training on Affirmations, Power Habits, and a variety of other subjects to help you in your business and personal life. And of course, it's free.

Step 2: Join Power Habits® Academy at **www.PowerHabitsAcademy.com**.

By the end of this 6-week training, I'll teach you how to make more in the next 12 weeks than you made in the last 12 months, while getting back 1-3 hours in your day and 4-8 weeks per year.

Step 3: If you'd like to accelerate your results even faster, watch my free video training at **www.FreeGiftfromNoah.com**.

Because you'll discover how I help my coaching clients—including Hollywood celebrities, 8-figure CEOs and professional athletes—make more in just 12 weeks than they made in the previous 12 months, while empowering them to get back 1-3 hours in their day and 4-8 weeks per year.

“Noah St. John’s coaching STARTS where Think and Grow Rich and The Secret left off!”

- Mike Filsaime, 8-Figure CEO of Groove.cm

“My company went from being stuck at \$4MM in sales to over \$20MM in sales as a result of coaching with Noah!”

- Adam S., 8-Figure CEO

“My income is up 800% since I started coaching with Noah!”

- Steven B., Entrepreneur

RECOMMENDED RESOURCES



BOOK NOAH TO SPEAK

“Noah is definitely NOT your typical motivational speaker! I took six pages of notes during his keynote presentation. SIMPLY PHENOMENAL—A MUST-HAVE RESOURCE for every organization that wants to grow!”

- Mary Kay Cosmetics

“All I heard was great feedback! Thank you, Noah, for really engaging our audience. I am recommending you as a speaker for more meetings.”

- Meeting Planners International

“I highly recommend Noah St. John as a keynote speaker, because he resonates on a deep emotional level with his audience. Dynamic, impactful, inspiring, motivating, and professional—in short, the PERFECT speaker!

- City Summit & Gala

Book Noah as your keynote speaker and you're guaranteed to make your event highly enjoyable and unforgettable.

For more than two decades, Noah St. John has consistently rated at the #1 keynote speaker by meeting planners and attendees.

His unique style combines inspiring audiences with his remarkable TRUE story, keeping them laughing with his high-energy, down-to-earth style, and empowering them with actionable strategies to take their RESULTS to the NEXT LEVEL.

To book Noah for your event, visit BookNoah.com

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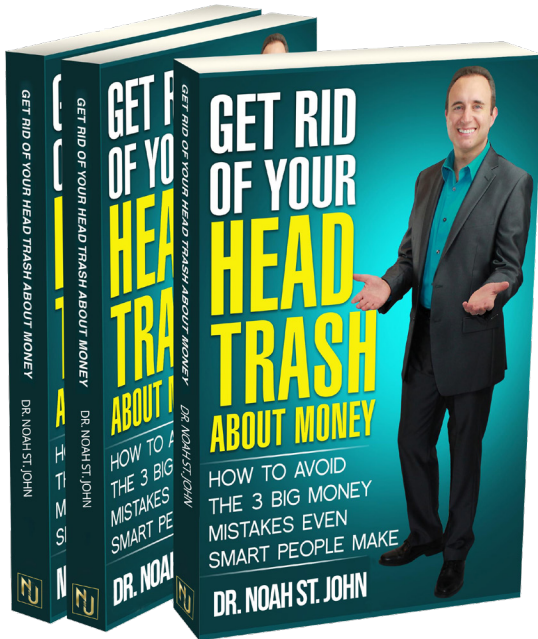
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FreeGiftFromNoah.com

ACKNOWLEDGMENTS

My Most Grateful Thanks to...

God, the answer to all of our questions.

My beautiful wife Babette, for being my best friend and the best Loving Mirror I've ever had. Thank you for believing in me and supporting me, and for your tireless commitment to help me put a dent in the universe.

My parents, who sacrificed and gave more than they had.

Jack Canfield, for grokking my message when it was a bunch of pages bound with a piece of tape.

Dr. Stephen R. Covey, who inspired me to get into the business of helping people when the cassette album of *The 7 Habits of Highly Effective People* fell off a church bookshelf and landed at my feet. I swear I'm not making that up.

Through the years, many have shared ideas, inspiration, mentoring and support that have impacted my life, each in a different way. While it's impossible to thank everyone, please know that I appreciate you greatly:

Alex Mandossian, Arianna Huffington, Barbara DeAngelis, Gary Vaynerchuk, Jenny McCarthy, Joel Osteen, John Lee Dumas, Marie Forleo, Marie Osmond, Suze Orman, Adam Farfan, Anik Singal, Ashley Massengill, Dr. Brad Nelson, Chris Stoikos, Dan Bova, Daniel Marcos, Dave Meltzer, David Deutsch, David Hancock, Dr. Fabrizio Mancini, Glenn Morshower, Harvey Mackay, Jay Abraham, Jeff Magee, Jen Groover, JJ Virgin, Jim Kwik, Joe Polish, Joe Vitale, John Assaraf, John Cito, Dr. John Gray, Jon Benson, Kat Parker-Merritt, Dr. Kellyann Petrucci, Kody Bateman, Lisa Nichols, Mari Smith, Mike Filsaime, Neale Donald Walsch, Noah Kagan, Peng Joon, Ray Higdon, Reid Tracy, Rich Schefren, Richard Rossi, Russell Brunson, Sandra and Kym Yancey, Tom Junod, Walter

O'Brien, Verne Harnish, Yanik Silver and SO many other people who have helped me in my career!

Will Smith, for your music and a life that has inspired me to charge full steam at whatever I'm most afraid of.

Very special thanks to the vast and growing tribe of our phenomenal coaching clients around the world who believe in the power of this message. Thank you for spreading the word about my work to all corners of the globe!

Every day, as I hear more and more stories of how the coaching work we do together is changing lives, you inspire, encourage, and uplift me.

I am humbled by your stories of how my work has changed your lives—truly, more than you know. Whether you're a member of our Coaching Family, attend one of our virtual events or online trainings this year, or simply commit to telling your friends about this book, I'm grateful for you.

Every day brings with it the opportunity to be reborn in the next greatest version of ourselves.

Now it's YOUR turn—I look forward to being a part of YOUR Success Story!

ABOUT THE AUTHOR



DR. NOAH ST. JOHN is recognized as “The Father of AFFIRMATIONS®” and “The Mental Health Coach to The Stars.”

Working with Hollywood celebrities, 8-figure company CEOs, professional athletes, top executives and elite entrepreneurs, Noah is famous for helping his coaching clients make more in 12 weeks than

they did in the previous 12 months, while getting 1-3 hours back in their day and 4-8 weeks per year.

Noah’s clients are the 0.1% rock stars who love to take action and get amazing RESULTS.

Noah is also the only author in history to have works published by HarperCollins, Hay House, Simon & Schuster, Mindvalley, Nightingale-Conant, and the *Chicken Soup for the Soul* publisher. His 16 books have been published in 18 languages.

Noah’s mission is to eliminate not-enoughness from the world and he is internationally known for his signature coaching services and facilitating workshops at companies and institutions across the globe. Noah delivers private workshops, virtual events and online courses that his audiences call “MANDATORY for anyone who wants to succeed in life and business.”

One of the most requested, in-demand business and motivational keynote speakers in the world, Noah is famous for having “The Midas Touch” because his coaching clients have added more than \$2.7 billion in sales.

His sought-after advice is known as the “secret sauce” to business and personal growth.

He also appears frequently in the news worldwide, including ABC, NBC, CBS, FOX, The Hallmark Channel, National Public Radio, iHeart Radio, Clear Channel, Chicago Sun-Times, Parade, Los Angeles Business Journal, The Washington Post, Woman’s Day, Entrepreneurs on Fire, Selling Power, Entrepreneur.com, The Jenny McCarthy Show, Costco Connection, and SUCCESS Magazine.

Fun fact: Noah once won an all-expenses-paid trip to Hawaii on the game show *Concentration*, where he missed winning a new car by three seconds. (Note: He had not yet discovered his Affirmations® Method or Power Habits® System.)

Book Noah to speak for your next event at **BookNoah.com**.