

FREE SUCCESS SYSTEM OF THE
EMPOWERED MILLIONAIRE INSTITUTE

**DAY
50**



'90 DAY CHARGE'

(NOVEMBER 19 - S3 MODULE 16)



BASED ON THE
'MVP'
MILLIONAIRE
VALUE PACK

CONCEIVED AND DEVELOPED BY JAMES LEE VALENTINE
ESPECIALLY FOR YOU AT Great Personal Expense

(90 DAY CHARGE – ABRIDGED VERSION)
S3 EMPOWERED MILLIONAIRE COACHING
POWERIZER WORKBOOK

MODULE 4.1
WINNING PHILOSOPHY

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EMPOWERED MILLIONAIRE SATISFACTION GUARANTEE

If you are in any way dissatisfied with any aspect of the
Empowered Millionaire Coaching Success System
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Visit this website to view the full range of
Empowered Millionaire Success Systems
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MODULE 4.1

WINNING PHILOSOPHY

“The successful man is the average man, focused.”

WINSTON CHURCHILL

One of the most potent *Power Questions* to ask myself is this: *Who am I?* It is imperative that I know and understand who I truly am before I can design a lifestyle that accurately reflects the ultimate successful existence I seek. In everything there is the law of cause and effect. I will quite literally attract to myself that which I think, speak and do. So I must make my thoughts, words and deeds reflect those aspects of *who I truly am* for me to be living a life congruent with what I believe I desire.

The Empowered Millionaire knows exactly who he or she is and knows exactly where he or she is going. These individuals have the clearest vision of themselves that state precisely who they are. Here is the vital key in their — and my — success: *In everything I do, I shall seek to live the greatest version of my highest vision of who I truly am.*

For this example, let’s use the author — James Lee Valentine — as the illustration. In thirty words or less, this is his GREATEST VERSION of his HIGHEST VISION of who he truly is. This is a concise personal mission statement of his millionaire persona:

James Lee Valentine . . . empowered millionaire extraordinaire!
Creator of the most financially empowering success systems available today.
My programs positively impact the lives of millions of people worldwide.

It’s Day 50 . . . I’m empowered for life!

In the prior example, in exactly twenty-seven words, the author has dynamically expressed his millionaire persona and also noted his principal lifetime objective — which is to positively impact the lives of millions of people worldwide through his empowering wealth-creation programs. I shall be no less succinct in developing my own potent winning philosophy.

My Winning Philosophy Is My Millionaire Persona

Now, I must do precisely the same and write a concise personal mission statement — this is my *Winning Philosophy* — that will form the basis of a far longer, far more potent *Personal Power Declaration*, as detailed in Module 6.5. I shall write and re-write my own personal mission statement until I am totally clear on my own *highest vision* of who I truly am. Then I must ensure that I live this doctrine fully in my *highest thinking*, in my *highest speaking*, and in my *highest actions* — every day of my life.

One of the greatest secrets of success is that life is a process of creation. At every moment, I am creating myself anew. So I shall seek to create the highest vision of who I choose to be. The *S2: Empowered Millionaire Mastery* course outlines in great detail the *Five-Step Process of Creation* that enables me to create who I choose to be as my grandest image of myself. However, what if I create myself as something I do not desire? Well, I must recognize that I always have the power to choose a new creation — one aligned with the highest vision of who I choose to be from this moment forth. So, I shall bless the old non-desirous reality and call forth a more splendid truth. I do this by thinking my highest thought, saying my highest word and doing my highest deed. At every moment of my existence, I know this is my supremely empowered choice.

Success isn't the result of hard work alone; rather it is the result of right choices. My *Winning Philosophy* launches the process of these correct choices and is the one clearly defined sentence that captures the highest vision of who I truly am — it is my millionaire persona.

It's Day 50 . . . I'm empowered for life!

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This powerful statement is a directional force for excellence and a guidepost for achievement in my life — it enables me to keep my life on the right track to success.

My Own Winning Philosophy

This instant, I must write one sentence that captures the essence of who I am and what I am committed to on my journey to be an Empowered Millionaire. By writing my *Winning Philosophy* as a bold statement, I can refer to it again and again to keep me focused in the right direction. This is my own millionaire persona that encapsulates the essential qualities of what I will now stand for in my own life's mission. I hereby vow to tell every person close to me that this is who I am. And I hereby declare to live by this image of myself until I reach my ultimate objectives or until I choose to write a new one that reflects who I truly am at that particular moment in time.

WHAT IS MY WINNING PHILOSOPHY?

- *My Winning Philosophy is the one definitive 'clearly-defined' sentence of less than thirty words that states who I am and is my guiding principle in life.*

 *James Lee Valentine . . . empowered millionaire extraordinaire! Creator of the most financially empowering success systems available today. My programs positively impact the lives of millions of people worldwide.*

It's Day 50 . . . I'm empowered for life!

My Winning Philosophy Is A Personal Sound Bite

In this hectic busy-busy-busy world, people nowadays don't have the inclination to listen to the whole story. They want information capsulated and delivered instantly. The *Winning Philosophy* fits this bill perfectly and is what others have termed a 'sound bite' in modern terminology. A sound bite and a *Winning Philosophy* are effectively the same. They are a verbal business card to be delivered in less than fifteen seconds that are offered to people upon first meeting them.

The purpose of my sound bite is to tune-in my listeners to who I truly am and what I stand for. As per the examples on the previous pages of James Lee Valentine and my own *Winning Philosophy*, my sound bite must be a memorable message that makes the listener want to join my crusade. If I am selling a product or service, my sound bite must make the listener desire to purchase what I am offering.

My sound bite must reflect the powerful self-serving *result* the prospective client will receive from my product or service. It must stress what is in it for them — what is their result, benefit or advantage. My ultimate residual value will come from the positive identity I create for myself in the marketplace — and this comes from projecting an outcome that the client desires.

Within the thirty words and fifteen seconds of my *Winning Philosophy*, my sound bite must uniquely distinguish me and answer these four important questions:

- Who am I?
- What do I represent?
- Why do I make a difference?
- What benefit does the client gain from our interaction?

My sound bite must also be interesting enough to attract instant attention, powerful enough to endure in the memory and convincing enough to stir the listener into action. If I endeavor to become an

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Empowered Millionaire and be as successful as I am capable of becoming, I should take the challenge of this tall order and make myself sound like a star. I should make my *Winning Philosophy* seem startlingly unique.

The sound bite of a computer software engineer:

Jonathan Stevens... the kingpin of virus protection.

My state-of-the-art software revolutionizes computer security eliminating all viruses and blocking internet intruders forever!

The sound bite of a lady who authored a new weight loss book:

Raquel Anne Lopez... the queen of dieting.

I once weighed 250 pounds but now I'm size 8.

My book shows you how to lose weight and keep it off.



This is an abridged version
of the *S3 Module 4.1*.

The full module is available exclusively
with the one-year *MVP2010* program.

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