

Your Internal Mental Financial Capacity (“IMFC”)

By John Assaraf

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For over 20 years I have been studying the human brain and specifically how it relates to success and money.

If you really want to understand the reasons behind your financial results, you must look a little deeper than just your bankbook; you must look at the real cause of your financial results and not your circumstances or symptoms.

Due to recent technological advancements in the neuroscience (brain research) field we are now aware that over 98% of what we thought to be true about our brain is basically obsolete.

In the last 2-3 years brain scientists have unraveled some incredible new discoveries that are really worth understanding, especially if you want financial abundance.

Since the discoveries are numerous, I'll discuss one of the new pearls in detail with you so you can use it immediately to make any necessary shifts in your brain. (This is brain surgery at it's best.)

What I will share with you can be the determining factor behind your success or failure in life, especially financially, so pay close attention.

One of the latest discoveries is something called 'brain plasticity.' Scientists used to believe that we were all hard wired at birth and that we weren't able to become smarter than our initial number

of neurons (brain cells) and neural pathways (connections) allowed us from birth.

They also thought that our capacity to form new neural pathways or connections was finite. This we've just found out is absolutely false.

Every thought or experience we have creates a mini neural pathway and a new DSP connection. We now know that the number of new neural connections each one of us can make is in the TRILLIONS!

We indeed have unlimited potential when we know how to train our brain to expect the very best for ourselves.

Why is this important you may ask?

If you are constantly thinking negative thoughts or about the lack of money you have, you are in fact reinforcing and recreating the very 'neural pathway' you DON'T want.

Once a neural pathway is reinforced over and over with the same patterns of thought, it becomes 'fixed' in the brain and neurotransmitters fire off AUTOMATICALLY without conscious awareness.

Some of the thoughts or self-talk we have about money (or anything else) are negative so we call those 'ANTS' or Automatic Negative ThoughtS.

Once you are 'wired' with your 'IMFC' you will not have too much variance (up or down) in your income. Sure you can have spurts of income growth but because you are controlled by your unconscious neurons (habits), it won't and can't last long unless you change at that level.

You are currently wired to expect and achieve exactly what the 'old conditioned' mind has been programmed to expect. If you want to know your past conditioning about money, just look at your bank account, your income and your net worth.

Your results are not good or bad so don't judge yourself; your results are purely a result of the conditioning you've had in the past.

At a neurological level you are not mentally conditioned to expect, see, or behave in the same ways as someone with a different 'IMFC.' Some people's financial conditions are better than yours and some are worse. It all boils down to your past 'financial conditioning' and nothing else.

You must realize that you are conditioned to be exactly where you are financially due to the mental conditioning you have been exposed to over the course of your life and not your ability or potential.

People with more money than you aren't any smarter than you; however, they are wired differently and that is what gives them the advantage. It's time you get advantage for yourself.

I'd like you to think back to what your parents or other teachers said or taught you about money. When you were young, was there any negative talk, behaviors, or emotional experiences around money?

Did you hear things like 'money doesn't grow on trees' or that 'money was the root of all evil'? Did you experience any negatives at all around money or even that money wasn't the be all and end all?

Well if you did, chances are that you got 'conditioned' to believe and experience something that isn't the truth about money and I'll suggest it's holding you back from the riches you deserve.

By the time you and I were 15 years old we heard on average, 'no you can't' approximately 150,000 times. By contrast, we've heard 'yes you can', an average of only 5,000 times.

If we consider what I've discussed above, the natural neural pathways most people have are negative in nature and therefore fire off negative neurotransmitters without thought especially about money. This is what causes them to act and achieve their results.

Even though you have the desire to have more money, you are 'wired' not to. It doesn't matter if you are earning 25k a year or 500k. Your current internal neurode patterns and conditioning about money will always determine your financial results... for now.

This research also explains why once we are conditioned to earn a certain income we only see things that are in line with what we already are conditioned to see and nothing more. This is just how our brains look for and decipher information.

Your conditioned neurons' job is to find and see things that are familiar to them vs. things you may think you want like more money.

Your desire to earn more is absolutely not enough. Your desire to want more is absolutely natural and a part of your spiritual self wanting more

If you REALLY want more money you must RE-train your brain to expect more and see more.

Here are a few tips for you to use immediately to stop your own financial 'ANTS'. Whenever you have a negative financial thought about money or your abilities, catch yourself and immediately think of the opposite and add emotion to the new thought.

When emotion is added to a thought with an association, our brain reinforces it much better than without emotion.

Another tip for you to do right away is to start creating new neurode patterns or pathways of what you want by replaying your desired financial goal as if you've already achieved it over and over in your mind.

Remember, repetition with emotion causes your new brain cells to develop. You want to develop them often and reinforce them over and over again since repetition is one of the ways we learn.

There are numerous other ways I teach people to alter their brain for financial success. These are ones you can do immediately. And remember you must do it frequently everyday for at least 30-40 days (scientifically proven) if you want permanent financial changes in your life.

P..S. The reason why people who are always a bit short of money remain that way and why rich people can lose all their money and gain it back in short order is totally because of the way they are mentally wired, and not because of their intelligence or ability.

If you want to make more money, be healthier and happier, I highly suggest you join me for my next Mentorship Event.

For more information, go to www.onecoach.com,
and I'll help you to 'change your
brain' so you can change your life.

To You Having It All,

~ John Assaraf

New York Times & Wall Street Journal

Best-Selling Author, Trainer & Entrepreneur

Discover My Secrets To Building Multi-Million
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