

# **Mastering the Massive Cash Injection: Income acceleration for business owners wanting to do more with less and get clear direction for immediate growth!**

## **Introduction**

We have all been in a situation where we needed to come up with a lot of cash quickly. Maybe we needed a down payment for a house or we needed to buy a new computer, or we had to pay for a wedding or a sudden medical expense.

In situations like that, many people borrow the money, but there is a better way.

Within the pages that follow, I'm going to share with you the formula that I developed for bringing in whatever amount of money you choose.

Once you learn how to use the formula and practice it, bringing in a lot of cash is relatively easy. You'll also find that you can increase the amounts to whatever you want.

You literally can bring in tons of money in a very short period of time.

## **My Story**

Before I get into how to do it, let me tell you my story. A lot of people don't realize that when I started my business, I didn't have much at all.

I was working for a corporation and there was this pain inside me, because I knew that I had a divine purpose that I was not fulfilling. I also knew that in order to allow that purpose to unveil itself, I needed to leave my job.

I had a wife, children, a mortgage, a car payment, so I resisted walking away from my source of income. Then, finally, making a long story short, I decided to step out and really test my faith. I quit my job.

At the time, I had about \$50,000 in savings, which I then invested in paying off some credit cards, starting up my business, buying computers, paying a licensing fee so that I could teach a course, and business travel.

By the time those expenses were made, the money was just about gone.

To be honest, I got really scared. I had never owned a business before so I didn't have that experience to rely upon. I was sitting in a makeshift office, looking out my window and wondering, "How am I going to make enough money to do this?"

### **The Carrot and Stick**

Another force at play was the agreement I had with my wife, which was that as long as I always had the next month's bills, about \$5,000 at the time, I could keep doing what I was doing. If our savings dipped below that, I'd have to stop and go back to work.

That agreement was both the carrot and the stick. The opportunity to live my dream propelled me forward; however, I also had to be practical. I couldn't put my family into jeopardy. My business had to generate real income and quickly.

The agreement spurred me into action, and you may need something similar. You can't just sit on the couch and think, "I'm going to follow these principles, but I'm not going to take any action. All that money David is talking about is going to fall into my lap."

I assure you that the money will not just fall into your lap. You'll have to take action.

In the following chapters, I'll address those actions as well as the formula for bringing in the cash, but first, here is the initial key to accessing that money:

You have to put some faith in the Law of Polarity.

### **The Law of Polarity**

The Law of Polarity states that you cannot have a need or desire for something without the way for it to be fulfilled already existing within your field.

In other words, the way to get what you want *already* exists around you.

Now, you don't necessarily have to believe in the law 100% for it to work on your behalf. You just have to have some faith in it as a universal principle. Be *willing* to believe. Let it prove its validity to you.

I did that, and I went from having only \$5,000 to building a multimillion-dollar business in a very short period of time.

If you want to, you can do exactly the same thing.

Begin to have faith that the money you want is already in your life.

It's around you *right now*.

Between now and the next chapter, I want you to practice putting your faith in the Law of Polarity.

Write this on a Post-it: "What I want already exists around me." (I'm not asking you to write a specific dollar amount, yet, for a reason.)

Now, put that Post-it on your computer or calendar or bathroom mirror. Look at it every day.

Look at it and prime yourself to receive the formula.

Get ready to put your hands on the cash.

## **Master the Cash Injection: Step One**

I've already begun sharing with you the formula for bringing in any amount of money you choose.

I told you that before employing the formula, you must put some faith in the Law of Polarity; that is, you have to be *willing* to believe that what you want already exists around you.

Today, we're moving on to step one of the equation.

### **Step One: Decide How Much Money You Want**

Deciding how much money you want sounds simple, but there are several imperative aspects to that decision.

1. First, think about how much money would make a significant difference in your life right now.
2. That amount of money must be real to you. It has to be an amount that you can actually see yourself receiving. (I'll say more about this later.)
3. Your figure must be exact, down to the penny. That way you can measure what you're doing and the amount of money that's coming in.
4. Know why you want that amount of money. Is it for a down payment? A medical bill? Your child's tuition? If you choose an income goal, for instance, you want to make an additional \$20,000 this year, know what you would do with the extra income.

### **Don't Rewrite the Equation**

Whenever I share this formula, right away some people start skipping the steps. They don't want to do something because it's uncomfortable, or they don't find it inspiring.

If you leave out one of the principles, either in mindset or the practical things you have to do, the process won't work.

So, follow the formula as I lay it out for you, step by step.

### **Start Where You Actually Are**

I tell my MasterMind members that they have to know two things in order to succeed: they have to know where they are and where they're going. The most important thing is to know where you are.

If you can only see yourself receiving \$1,000, so be it. That's where you are. As you'll find in the following story, the figure you start with is only the beginning.

When my mentor met his wife, she was making about \$29,000 a year.

She asked him, "Do you really believe that I can increase my income?"

He replied, "What's the most you've ever made?"

When she said it was \$29,000, he asked, "Can you see yourself making \$100,000?"

She thought for a moment, and then said, honestly, "I really can't see myself making \$100,000."

My mentor backed the number down to \$50,000, something she said she could believe in, and that figure became her goal.

Had they started with \$100,000, the result I'm about to share with you would never have come to be because she couldn't believe that it was possible for her to receive that much money.

If you choose a figure that's too high for you to believe in, you send a message of disbelief out into the universe.

That disbelief then controls your perception to see all the things you don't believe. For instance, you'll see all the reasons why you can't get the money. You'll think the money is not really there, this process doesn't work or, "Dave is full of baloney."

When my mentor started his future wife at \$50,000, she could actually see the money in her mind's eye.

And that same year, she made \$499,000.

Why did she make nearly 10 times her target?

Once she started to approach \$50,000, her belief that she couldn't make a lot of money completely shattered, as though it had never existed. Also, her success inspired her to continue expanding.

### **Believe in Your Number**

Be honest about where you are.

Believe in your number, love your number, however small it may seem.

Because if you start where you actually are, there is no limit to how far you can go.

## **Prevent Financial Disaster by Having a Bottom**

I've only shared the first step of my formula for bringing in an amount of money that you choose, but I've heard that a few of you are starting to see some new clients and extra cash coming in.

You could say that you're priming the pump. By starting to work the formula, you are likely more open to new clients and also more proactive. Those are two of the ways this formula works.

If you follow the instructions I lay out, there will be much more of that. You will move ahead rapidly.

Before I go forward, since Step One is so crucial, I'm going to spend a moment more on it, then share with you a concept that everyone should embrace, whether they're employing the formula or not. It's a concept that can prevent financial ruin.

### **Step One**

Last time, I told you to choose an amount of money that would make a significant difference in your life, but that you could actually see yourself receiving.

If you plotted your figure on a graph, it would be the point of intersection between what stretches you and what you believe is possible.

For example, let's say you've made \$60,000 before, but never any more than that. You might be able to see yourself bringing in \$80,000. If so, that's the number you pick. If you've never made more than \$30,000, but you're having a good year, you might be able to see yourself making \$45,000.

Don't try to aim too high. Starting at the correct number for you is the fastest way, *the only way* to reach a million dollars or ten million eventually, if that's what you want.

Remember what I said about my mentor's wife? She wisely chose \$50,000 as her goal and that year ended up making \$499,000.

If you choose a figure that you believe is possible, the same thing could happen for you.

### **Choose Your Bottom**

You've chosen your goal, your aiming point; now it's time to choose your bottom.

Everyone has an amount of discomfort or lack of money that they will tolerate in their life. Some people go broke and massively into debt. Others never do because they won't allow it.

This may sound harsh, but it's true: if you're often in dire straits and can't make ends meet, you're in that situation because you tolerate being there.

The good news is that you also have more power than you may realize.

If you want to stay out of financial chaos, consciously choose a bottom, the lowest amount of money you will tolerate having in your life, and refuse to go below that amount of money *ever*.

For instance, if you're completely broke, your bottom might be \$100 in the bank. If you're better off, your bottom might be \$1,000 or \$10,000. Whatever figure you choose, refuse to ever go below it.

Having a bottom that you never breach keeps you in a safety zone and prevents you from getting into desperate situations. It's a very prudent way to run your business. In fact, honoring your bottom can be a mindset shift that will eventually allow you to make millions.

Here's an example of how a bottom can help:

Jake has a bottom of \$5,000 liquid savings. Right now he has \$10,000, so he feels secure. But let's say, he has unexpected expenses and his savings dip to \$7,500. He's getting close to his bottom, so he gets into gear, becomes very proactive about following up, bringing in money, doing whatever he has to do to stay solvent.

If he didn't have a bottom, he might just continue to eat away at his savings until it was gone and then start drifting into the red.

Having a figure below which you will never go is like wearing a life preserver. You may end up in the water sometime, but you will never drown.

## **Mastering the Cash Injection: Step 2**

I know that some of you are already starting to see results from my formula for Mastering the Cash Injection and are excited to move on to Step 2.

Let me warn you, Step 2 may start to challenge you. You may resist or consider skipping this step or rewriting it. Don't. As I said before, it's vital that you follow the formula exactly as I lay it out or it won't work.

### **Step 2: Identify Resources**

In Step 1, I told you to choose an amount of money that would make a significant difference in your life and that you believe is possible to receive.

Once you decide on your figure, you have to identify your resources -- the means through which you will bring in the cash. Remember, the money is not going to fall out of the sky. You have to take action to get it.

There are three main resources: people, ideas, and your product/service. For example, with people: *who* can you sell to? If you don't have a business yet, people are still a resource. For instance, you might want someone to give you a loan.

If you do have a business, let me give you a shortcut: focus on the people who have the means to afford what you're selling. There are 6 billion people on the planet, 366 million people in North America alone. There is no shortage of people who can pay for what you're selling.

If you have a shortage of individuals, you don't have a shortage problem. You have a willingness problem.

**In other words, what are you willing to do to get in front of those individuals who have the ability to buy from you?**

### **My Case Study**

Here's what I did. When I first started my business, I asked: "Who are my resources?" I had personal contacts that I had accumulated over time, and I started selling seminars to those people.

Eventually, I ran out of people.

At the time, I didn't know how to get referrals and I wasn't very good at networking. I had no money to travel or go to speaking engagements. I had no money to market. I could barely use a computer. I can write copy, but I'm not very good at it.

For a while I felt stuck. My perception was being controlled by the fact that I had no money.

Eventually, my ex-wife handed me a network marketing magazine, which listed the names of people around the country who had just advanced in rank. It didn't list their phone number or address, only the state in which they lived.

I realized that while I had no money to market, I did know how to sell.

I got on the phone, dialed information in all of those states, and found the phone numbers for a quarter of the people on the list.

Then, I cold-called those individuals, which led to 25 sales, and that would have been enough for me to run my business for another month...but only a month.

I needed more people, so I didn't stop at just the one sale. Since those individuals had been featured in a networking magazine, I knew they knew people. I asked each one, "Who do you know? Let's get everybody you know into this seminar. Get me on the phone with them."

From just those 25 people, I put 300 people into an event -- all because I was willing to stretch and grow.

### **Who Are *Your* Resources?**

There's no reason that you can't do something similar.

Sit down and list the people or groups or types of individuals who might be a resource for the money you want to bring in. Who can you tap that you never thought of before? (Save your list -- we'll return to it later.)

Bringing in the cash doesn't have to be difficult.

Join me next time as I share more about Step 2.

## **The Impression of Increase**

Is it getting exciting as we narrow in on my complete formula for mastering the massive cash injection? We're honing your ability to bring in an amount of money that will make a significant difference in your life!

Today, I'm sharing with you the sales secret that will make it easy to master the formula. In fact, it's the only sales skill you'll ever need.

It's called the "Impression of Increase."

### **The Law of Increase**

Before I explain the skill, you need to understand the Universal Law behind it.

In *The Science of Getting Rich*, Wallace Wattles wrote that "increase" is the fundamental impulse of the universe. It is the desire in all people and nature to expand, to grow...to increase. At the root of that impulse is a formless intelligence within all life that seeks fuller expression.

Wattles goes on to say that our desire for increase is behind our seeking a better lifestyle, a nicer home, more knowledge, more pleasure, more beauty...in short, more life.

### **The Impression of Increase**

Once you understand that we all seek *increase*, the secret is to embody the "impression of increase" -- that is, to convey the impression to the people around you that if they associate with you, their own life will expand or increase in a positive direction.

We're all born embodying the impression of increase, and it gets taught out of most of us. Small children can be extraordinarily convincing. They sell all the time and get adults

to do things they wouldn't normally do. Why? Because they're so certain in what it is they want.

I bet you can think of a person in your life who still possesses that quality. Others are drawn to him or her; her practice is full, his classes have waiting lists.

You want to be around that person and you're not even sure why ... it just feels good.

Let's explore that a bit: what qualities comprise the impression of increase? The top three are confidence, passion and not being controlled by fear.

### **How to Embody the Impression of Increase**

Can you relearn the impression of increase? Absolutely.

You can do so by being bold, by really going after the thing that you want, by refusing to tolerate failure, and by being willing to take the actions that others will not take.

When you do all of those things, something shifts inside of you. You begin to see opportunity where you never saw it before.

The people you meet will feel your shift too. They won't know why, but they'll want your product or service.

A couple of weeks ago, a client of mine was at a workshop and met a woman at lunch. Without even knowing what the woman was selling, inexplicably, my client felt drawn to buy from her and was surprised by the strength of that feeling. The emotion was so strong, my client finally said to her, "I don't even know what you're selling, but I want it!"

What she was selling was increase -- the hope that my client could be as confident and fearless as she was.

### **An Exercise to Get You Started**

a. To help you relearn the impression of increase, I want you, first, to notice in what areas you still embody it. In what ways and under what circumstances are people, money, clients or customers drawn to you? What qualities are you exhibiting when that happens?

b. Next, think about the areas of your life that are more difficult. When do people, clients, customers or money seem to shy away? When that happens, what qualities are you expressing?

c. Now, I want you to list three ways that you can imbue the difficult areas of your life with the qualities that you listed in step a. For instance, if you make friends easily because you are passionate and generous with them, but you clam up with clients because you're afraid of making a mistake, you might see if being more open with clients resulted in more profitable relationships with them.

Finally, start practicing. It may feel unnatural at first, but, remember, the impression of increase is your birthright.

Get out there and reclaim it.

## **Accurate Thinking**

Beyond “the impression of increase”, there’s another key ingredient of this formula. Once you’ve identified your resources -- the people, products, services and ideas that are the means through which you will bring in the cash -- you have to think *accurately* about those resources.

### **Accurate Thinking**

By “accurate thinking,” I mean that when evaluating and making decisions, you use logic, rather than emotion, and a deep understanding of the Law of Cause and Effect.

When a person has a dream, their mind is in a fantasy stage. They’re working with the dream in their imagination, and they feel it in their heart, but they have no experience with bringing that idea into form, and their ideas for doing so often make no sense.

It’s like if a person were going to start a garden but didn’t know how and was trying to plant seeds in a rock. He’s saying, “God gave me the seeds, and I know that there’s food in them. If I can just get them planted, I’m going to reap an enormous harvest.”

You would tell that person, “Yes, but you’re trying to shove the damn seeds in a rock! They’re not going to grow in a rock.”

But he keeps insisting, “They’re seeds. They’re going to grow.”

That person is not thinking accurately. He's not doing it intentionally. He just doesn't have the experience to understand the medium in which his seeds need to be planted.

The same thing happens with resources. If you don't know what to do with your resource, you can't employ it. You see people who literally lose their lives when the resource to save them was right next to them, but they didn't know how to use it.

If that's inaccurate thinking, how do you think *accurately*?

### **Exercises for Accurate Thinking**

Because we're not aware that we're thinking inaccurately, it can be challenging to catch and correct our thinking, so here are a few ways to begin:

**1. Become aware of how you tend to think *inaccurately*.** For example, let's say you want to bring in \$10,000 in one month. You think that making a CD to sell is the way to do it. The problem is you've never made a CD before, you don't know how and you don't have any content recorded. It would take longer than a month for you to produce that CD much less generate income from it. Now, notice if it's a pattern for you to prefer a complicated solution that's unlikely to deliver over a simpler one that will.

**2. Ask yourself: Am I thinking logically?** Using the same example, ask: "Can I make the CD and sell it for \$10,000 in one month?" If you're thinking logically, the answer is no.

**3. Redirect your thinking.** Ask yourself what action *could* bring in the money quickly. For example, could you make sales calls *today* to existing and lapsed clients, asking for work and/or referrals?

### **Accurate Thinking with People**

When you're working with the resource of people, it's crucial that you come from the place of helping them, meeting *their* need, not your own.

Too many entrepreneurs approach prospects with an almost desperate panic for validation or profit that chases prospects away.

Whenever I encounter a new person, I always ask, "How can I help this person?"

If I have the solution for him or her, the sale is automatic; I don't have to push. If I don't have the solution, I recommend someone who might.

Remember, there is no lack of people who need what you offer. Everything comes from one divine source.

If you really believe that, and bring that belief into everything that you do, you will never be short of anything in your life.

## **The Formula In Action**

We've come to the last piece of the puzzle for mastering the cash injection.

Before I lay it out for you, let me quickly run through the entire formula again.

1. Understand the Law of Polarity. Recognize that what you want already exists around you.
2. Decide how much money you're going to bring in. When doing so:
  - Be exact, so that it's measurable.
  - Make sure that you believe that it's possible to bring in that amount of money.
  - Know why you want that amount. Is it for tuition, a new car, a medical procedure?
  - Identify your bottom, the lowest amount of money that you will tolerate having, and then raise that bottom.
3. Identify your resources of people, ideas, products and services. They are the vehicles through which the money will come.
4. Once you identify your resources, take the obvious action that is connected with each resource. This is the last step.

For example, if an inactive client comes to mind, call that person. He or she may need your help again or have a perfect referral for you.

If you just felt a tickle of fear about calling the inactive client, don't be discouraged; that's a normal reaction. Just don't let that fear stop you. Try the exercise below.

### **An Exercise for Action**

At the top of a whiteboard or sheet of paper, write the amount of money that you want to bring in, and beneath it, write: "How I can:"

Your resources and the obvious action to take with each one will immediately start coming to mind. However, at the same time, you'll try to talk yourself out of your ideas.

For example, you might say to yourself, “I could go to the bank and get a loan,” and your next thought would be, “They’re not going to give me a loan because I have poor credit or I can’t pay my bills or I don’t have an income.”

The solution is to bring in the Law of Polarity. Remind yourself that the money *already* exists, and then take action right away.

Go to the bank. Now, the loan officer *may* turn down your business loan, but she may also say, “I believe in what you’re doing and we can give you a personal loan,” or “I know somebody who would give you a loan.” I’ve seen this happen 100 times.

I told you before that the first time I did this exercise, I needed to generate \$20,000 in 24 hours. I had never come up with \$20,000 in 24 hours before, but I knew that this process worked, so my business partner and I wrote the figure on a board and started listing resources.

One of them was a person that neither of us knew, but my partner said, “That’s where the money will come from.”

I replied, “That guy doesn’t even know us.” Then I caught myself and said, “Wait. The Law of Polarity says that the money must be here. There’s a reason that name came to mind.”

By 11:00 that night, we had a check for \$20,000 through that resource.

I’ve done the same with \$50,000 and \$150,000.

If I believe in the figure and employ the formula, within 24 to 48 hours, I can have any amount of money I choose.

And so can you.

A reader of my ezine was projecting a 2010 income of \$39,000, but she was inspired by this series to bring in an additional \$5,000 to add to her savings for a down payment on a house. She wanted the money by year’s end, so even though I hadn’t provided the entire formula, she began looking for opportunities. During the last weeks of December, she got an unexpected project that brought her total to \$47,439, by far the most she’d ever made.

So get out there and bring in the cash, and then tell me about it [on my blog](#). If we see a good number of responses, it could be fun to write a follow-up article, acknowledging your accomplishments!

## Succeed with the Formula for Mastering the Cash Injection

In the last chapter, I finished sharing the formula for mastering the cash injection -- that is, bringing in an amount of money that you choose -- and I invited you to share your results [on my blog](#).

How are you doing with it? Have you started to see some results?

If you are employing the formula as I laid it out, the money should start to flow in. Remember, it already exists around you.

If it already exists, you may ask, why can't you see it?

### **Your Belief Controls Your Perception**

Most people believe that bringing in money is difficult. If you concur, that belief may be getting in your way.

Our beliefs control our perceptions. That means you will only perceive with your senses according to your belief.

If you don't believe it, you won't perceive it.

The good news is that as your belief expands, so does your perception. You will start to see the money that's already in your life.

So, how do you change your belief that bringing in money is difficult? One way is to give yourself the *experience* of earning more.

And how do you do that?

### **1. Embody the *Impression of Increase***

The first way to give yourself the experience of earning more is to embody the *Impression of Increase*. As I told you before, that means you convey to the people around you that if they associate with you, their own life will expand or increase in a positive direction.

To embody the *Impression of Increase*, be bold. Go after the thing that you want. Refuse to tolerate failure. Be willing to take the actions that others will not take.

When you do that, something shifts inside of you, and you will see opportunity in your resources of people, products and services, and ideas that you never saw before.

Your prospects will also see their own opportunity in you. They will be drawn to you like a magnet.

Your earnings will increase, and that experience will expand your belief of what's possible for you.

## **2. Adjust Your Figure**

Despite my cautions, when you chose the amount of money that you wanted to bring in, did you aim too high? Many people do. They're embarrassed by what they actually believe is possible or they think that they *should* aim higher.

If you aimed too high, adjust your figure. Otherwise, you send a message of disbelief into the universe and you won't succeed.

If you want to expand what you believe is possible, you have to start where you are.

Remember the reader from last time, who decided to bring in an extra \$5,000 over her projected 2010 income? She actually brought in \$8,439 extra. That's 69% more than her goal.

And then there's my mentor's wife, who exceeded her figure by a factor of 10.

That's how this works.

As you advance toward your modest goal, you give yourself the experience of earning more, which expands your belief.

As your belief expands, so does your perception. You see more and more opportunity.

Now, you do still have to take action on those opportunities.

### **Take Action**

No matter how much belief you possess, the money will not simply fall into your lap.

You have to pick up the phone. Visit the bank. Send out the emails.

If your mind tries to talk you out of your inspired ideas for action, bring in the Law of Polarity. Remind yourself that the money already exists, and then, quickly, take the action.

If the first action doesn't yield fruit, take the second one and so on. Refuse to tolerate failure.

Keep the faith that the money is there and you will find it.

You will bring in the cash.

And, again, as you bring it in, tell me about it [on my blog](#).

If you missed any of the formula, here it is again:

### **The Formula for Mastering the Cash Injection**

1. Understand the Law of Polarity. Recognize that what you want already exists around you.
2. Decide how much money you're going to bring in. When doing so:
  - Be exact, so that it's measurable.
  - Make sure that you believe that it's possible to bring in that amount of money.
  - Know why you want that amount. Is it for tuition, a new car, a medical procedure?
  - Identify your bottom, the lowest amount of money that you will tolerate having, and then raise that bottom.
3. On a sheet of paper or a whiteboard, identify your resources of people, ideas, products and services. They are the vehicles through which the money will come.
4. Finally, once you identify your resources, take the obvious action that is connected with each resource.

Count the money.