



Secrets of the Millionaire Mind

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In recent years, there has been increased discussion in the financial education community about strategies to motivate people to adopt recommended financial practices. It is widely agreed upon that knowledge doesn't necessarily translate into action and educational efforts need to address obstacles to wealth-building, including psychological barriers and behavioral finance mistakes. Enter *Secrets of the Millionaire Mind*, which describes the concept of "money blueprints" and "17 wealth files" that contrast ways in which rich people think and act differently about money than poor and middle-class people. Each wealth file includes action steps that T. Harv Eker, author, motivational speaker and president of Peak Potentials Training, suggests that readers practice.

In the introduction, Eker shares his interesting personal "rags to riches" story. Part I explains how money blueprints work and how people are conditioned from childhood to think and act about money. Ecker notes that "the only way to change your *outer* world is to change your *inner* world" and he encourages readers to make verbal declarations related to the content of each of the book's chapters. Various childhood money influences are also discussed including verbal programming, modeling, and specific incidents, with examples provided by his seminar participants.

In Part II, each of the 17 wealth files is discussed in detail. Readers are encouraged to think, and subsequently act, differently about money. In a nutshell, they are characteristics of the wealthy (*see list on this page*).

A strength of *Secrets of the Millionaire Mind* is its numerous insights into specific ways that people sabotage their financial success through faulty thought patterns. Raised consciousness is a major objective, according to Eker, because people bring about what they think about. Financial counselors, in particular, should find the book valuable as a resource to challenge and redirect their clients. The biggest criticism of the book is its numerous references to Eker's different seminars. After a while, the infomercials get old. On balance, though, the book is a "must read" for those who are trying to motivate others to adopt improved financial behaviors. ✂

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17 Wealth Files

1. Rich people believe "I create my life."
2. Rich people play the money game to win and not just to be comfortable.
3. Rich people are committed to being rich.
4. Rich people think big.
5. Rich people focus on opportunities.
6. Rich people admire other rich and successful people.
7. Rich people associate with positive, successful people.
8. Rich people are willing to promote themselves and their values.
9. Rich people are bigger than their problems.
10. Rich people are excellent receivers (i.e. they see themselves as being worthy of success).
11. Rich people choose to get paid on results.
12. Rich people think "both" instead of "either/or."
13. Rich people focus on their net worth.
14. Rich people manage their money well.
15. Rich people have their money work hard for them.
16. Rich people act in spite of fear.
17. Rich people learn and grow.