

## Gaining Control of Your Time & Money

*Robert Kiyosaki says, "Changing quadrants is often a change at the core of who you are, how you think and how you look at the world. Changing quadrants is often a life-changing experience."*

Ordinary people are taught that *liabilities* such as cars, boats, nice houses or other luxury items are assets—and purchase them as such.

Wealthy people spend money on assets such as rental property, businesses or paper assets like stocks. **Wealthy people define assets as vehicles which bring in cash flow.**

*"Making the change from the **E/S** to the **B/I** quadrant involves a shift in values."*

Many of us have been conditioned from our earliest days to think about job security, rather than financial security or financial freedom.

The left side of the cash flow quadrant is motivated by security, and the right is motivated by freedom. Often, when a person in the **E** quadrant decides they want more 'financial freedom', they strike out on their own and become an **S** (self-employed).

While the **S** quadrant can be the most rewarding, it is also the most risky. This is the hardest quadrant *because being successful can be worse than failing*. If you are successful, you then have to work longer and harder to continue being successful. Many **S**'s are prone to burn out.

Robert Kiyosaki believes the best way to move from the **E/S** side to the **B/I** side is to become a **B** first, then an **I** - Investor. Becoming a business owner gives you the experience, education, and cash flow to become an **I**. *If you lack both knowledge and capital, its financial suicide to try to become an investor.*

### **The 3 kinds of business systems which form the B Quadrant are:**

1. **Traditional S**, LLC and C- Type Corporations - where you develop your own system
2. **Franchises** - where you buy an existing system
3. **Network Marketing** - where you buy into and become part of an existing system

If you plan on creating a business as a corporation, you need to understand systems, and what systems you will need for your specific business. You will need to be able to manage people.

If you plan to develop your own system, you better find a mentor who has already successfully done what you want to do. Even with a mentor, developing your own system is labor intensive and prone to failure.

The right franchise has a huge advantage in that its systems are in place and a part of the package you are purchasing. For this reason, 95% of proven franchises are successful. However, the better the franchise and the longer its systems have been proven successful, the higher the startup costs—up to 7 figures including properties, for the most lucrative.

**Network marketing offers the opportunity to find a company with built in systems at low startup costs.**

When developing a network marketing business, direct product sales to loyal customers builds an **S** business. Then, adding a focus on seeking out entrepreneurs, building a network, following a system, and developing leaders will build your **B** quadrant.

Remember, changing from the **E/S** to the **B/I** involves not only changing what you do, but also how you think.

The main reason **S** quadrant businesses remains there is because the cost of turning a self-employed business that you run, into the **B** quadrant is far greater than most can afford or want to pay. The secondary reason—and one which is equally important—is that most self-employed people don't have the education or resources to develop the systems required to allow their business to run without them.

The low startup cost of Network Marketing allows people into a systems-ready industry who might not otherwise be able to buy into most other business models.

*Most network marketing businesses have invested the time and money to build a **B** Quadrant Business system. Once you have joined the business, your job is to follow the plan and work at your own speed to build your own **B** quadrant business.*

The real challenge comes in shifting your perception of how people make money. **Most people believe the best way to make money is by working for money.**

With network marketing you work for money in a different way. You are building an an asset...and sometimes the money will not come in for years. most people working in the **E** and **S** quadrant don't understand the value of investing into a business—they have learned to expect a paycheck for time in, immediately, rather than seeing an investment that creates massive time freedom for the future.

*The beauty of most Network Marketing systems is that you make much more money when you help others leave the **E** & **S** Quadrant and succeed in the **B** & **I** Quadrants. If you focus on helping others, then you will be successful in this business.*