

THE BIG IDEAS

Forever Kind of Rich

It's the best kind.

Daily Practices

What do you do when you're on?

Feeding Our Minds

Give it the good stuff!

Healthy-Thought Nut

Become one.

Lack-yisms

Delete them.

Promise Keeping Ratio

How's yours?

The Helper's High

Serve!!

Become a POET

Of gratitude.

Practice Persistence.

And do the impossible.

"But through these highs and lows, Billye learned a valuable life lesson: You can't control your material wealth, but by cultivating a strong sense of confidence, you can control your attitude about whether there's enough to go around."

~ Tim Sanders



Today We Are Rich

Harnessing the Power of Total Confidence

BY TIM SANDERS · TYNDALE HOUSE PUBLISHERS © 2011 · 304 PAGES

"If you bought this book because you have struggled recently and want your "swagger" back, then this is your water-tower moment, a time for renewal. If you are a confident person who wants to stay confident, this is a way to keep yourself moving forward. The secret to renewal and true confidence is simple: Get back to the basics."

~ Tim Sanders from *Today We Are Rich*

[Tim Sanders](#) is awesome.

He was the Chief Solutions Officer for Yahoo! back in the day and wrote the uber-cool book *Love Is the Killer App*—which was one of the books that planted the seed for these PhilosophersNotes. (In addition to providing solid advice on how to read and mark up a book properly, Tim also encouraged peeps to share what they learned with their friends which prompted me to create my first set of "Notes" almost 10 years ago now!)

In this great book, Tim shares the wisdom of his beloved Grandma, Billye, who taught him the power of total confidence.

The key?

As Tim says: *"The secret to renewal and true confidence is simple: Get back to the basics."*

If you're feelin' it, I HIGHLY recommend the book. I was in tears within the first few pages and I was totally inspired throughout! (AND... I'm very excited about Tim's class on [Today We Are Rich](#) at our en*theos Academy. Cruise on over here to learn more and sign up!)

For now, let's have some fun exploring a handful of my favorite Big Ideas!

FOREVER KIND OF RICH

"Nope," she replied. "I meant that we have all we need, enough to share with Clarence. And because we were able to share, we're worth something. By being able and willing to give, we are rich." The puzzled look on my face must have told her I didn't get it. She continued, "There's bank-account rich, and there's rich in spirit. The second kind is achieved when you make a difference. It's the forever kind of rich that no one can take away from you but you."

Tim was raised by his *awesome* Grandma, Billye.

He kicks the book off with a ridiculously touching story about how, in the midst of enormous challenges of her own, his Grandma helped out a man in need named Clarence. The book is worth it for this story alone.

[Today We Are Rich](#) is all about the "forever kind of rich" Billye describes. A richness in spirit we all have the potential to experience every moment we give ourselves to the world and make a difference.

Here are some Ideas on how we can rock that.

DAILY PRACTICES

"Over the years, I realized she was right. You can't just change your feelings, but you can change your daily habits to strengthen your sense of gratitude, which will then produce feelings of gratefulness that will reinvigorate you."

~ Tim Sanders

"You know what to do," she said, "because I taught you. Your life lacks the daily practices you once had. You've taken your faith and your spiritual practices for granted. It's time to go back to what works—back to the basics. And it starts with rereading the masters: James Allen, Dr. Norman Vincent Peale, Napoleon Hill, Dale Carnegie, Claude Bristol, and Maxwell Maltz."

Two things here: First, Billye & Tim's great taste in inspirational literature.

Check out the Notes we have on [Napoleon Hill's *Think and Grow Rich*](#), [Maxwell Maltz's *Psycho-Cybernetics*](#), [Dale Carnegie's *How to Stop Worrying and Start Living*](#), and [James Allen's *As a Man Thinketh*](#). Those are CLASSICS. If you haven't read them yet, get on it! :)

Second, the importance of daily practices.

Let's check out another passage to bring this point to life.

Context: Tim is coaching a friend of his named Eric who used to crush it and is now experiencing some challenging times.

Tim says: "Eric and I had our second coaching phone call the week of Valentine's Day 2002. I began our conversation with a question: "What are you not doing today that you were doing when I first met you?" "I'm not sure what you mean," Eric said, laughing nervously. "What investments in yourself and others are you no longer making?" I asked. "What daily or weekly practices for a better you have fallen by the wayside?"

Those are some powerful questions.

Are you experiencing challenging times? (Or do you know you can turn it up a bit more? That would now include all of us. :)

Think back to a time when you were on fire. Life was amazing, you were rockin' it. All was good.

What daily or weekly practices did you use to engage in that, for some mysterious reason, have fallen by the wayside?

Were you exercising consistently? Eating a certain way? Reading inspirational goodness?

What were you doing when you were MOST on?

Are you still doing those things?

If not, GET ON THAT!!!

... How about we take a moment to make it official?

When I am most on, I do these things:

1. _____
2. _____
3. _____

Sweet. Now get on that! :)

FEEDING OUR MINDS

"You should be as careful about what you put into your mind as about what you put into your mouth. Your mind is a machine. When you ingest a piece of information, your mind goes to work, chewing on it, digesting it, and then converting it into a thought. When good stuff goes into your mind, good thoughts emerge. People who maintain purposeful mind diets of positive stimuli think healthy thoughts."

What are you chewing on these days?

"Billye had always warned me about that: "Uncertainty is a spiritual enemy that will siphon out your rocket fuel. It turns go-getters into giver-uppers."

~ Tim Sanders

Reality TV? News? Violent movies?

If so, get ready for some spiritual indigestion and emotional bad breath in the form of negative thoughts and attitudes!

Much better to become a healthy-thought nut!

BECOME A HEALTHY-THOUGHT NUT

"In my personal experience, positive thinking is the key to health. I believe my own health is shaped by my thoughts the way a sculpture is shaped by its creator. I am very careful about my mind diet and consider myself a healthy-thought nut."

Love that.

Plato must have been a healthy-thought nut, too, because he shared this wisdom 2,500 years ago: *"The greatest mistake physicians make is that they attempt to cure the body without attempting to cure the mind; yet the mind and the body are one and should not be treated separately!"*

We scientifically know that our thoughts shape our well-being.

Here's to becoming healthy-thought nuts! :)

DELETE THE LACKY-ISMS

"Closely related to the word lucky are "lucky-isms" such as shortfall, lack, worry/worried, I fear, or if only I could. All these words or phrases signal a sense of defeat, typical speak for an anxious "follower." Talk long enough about what you lack, and soon the only people who will hang out with you are "lackys." Dr. Peale urged his readers to specifically eliminate fretting from their discussions when he wrote, "Snip off the little worries and expressions of worry" like little branches atop a tall tree. If you are truly worried, sharing your concerns with others is like sharing a cold to help yourself feel better. You don't feel better; you just make someone else feel worse."

Let's remove the "lucky-isms" from our vocab.

No need to create a tribe of "lackys."

And, let's remember that sharing our concerns with others *"is like sharing a cold to help yourself feel better."*

Not wise. Nor cool.

Reminds me of [T. Harv Eker](#)'s great line from [Secrets of the Millionaire Mind](#) (see Notes) where he tells us: *"Energy is contagious: either you affect people or you infect people... I believe negative thinking is like having measles of the mind. Instead of itching, you get bitching; instead of scratching, you get bashing; instead of irritation, you get frustration. Now, do you really want to be close to people like that?"*

Scientists agree.

Here's how [Robert Emmons](#), the leading researcher on gratitude puts it in his great book, [Thanks!](#) (see Notes): *"Internal strategies are good but not enough. We live in social contexts, and other people can facilitate or hinder our desire to become more grateful. You might consider hanging out with grateful people and commit to spending less time with people who themselves lack this virtue. You may already do this, since ungrateful people, like chronic depressives, tend to be shunned."*

A well-established social psychological law is the law of emotional contagion: an emotion

"Maxwell Maltz humorously pointed out, "Someone had said that the greatest cause of ulcers is mountain-climbing over molehills."

~ Tim Sanders

expressed within a group has a ripple effect and becomes shared by the group's members. People are susceptible to "catching" other people's emotions.

... If we hang out with ungrateful people, we will "catch" one set of emotions; if we choose to associate with more grateful individuals, the influence will be in another direction. Find a grateful person and spend more time with him or her. When you yourself express buoyant gratitude, you will find that people will want to "catch" your emotions."

Let's spread the good stuff!

PROMISE KEEPING RATIO

"Keep your promises. Fulfill your commitments."

~ Tim Sanders

"Of all the values Billye holds, integrity is tops. "That's all you've got in the end," she told me once. She's right, too. If you don't respect yourself, you cannot maintain your confidence, regardless of how well you follow all the other principles in this book. Nothing will inform you as a person more than your actions, specifically your promise-keeping ratio during your life. It defines you as either a truth teller or a liar."

How's your promise-keeping ratio?

Following through on our commitments is *huge.*

The quickest way to stress ourselves out and erode the trust of those around us is to make a lot of promises you never fulfill.

[Stephen Covey's](#) Habit #1 in his classic [7 Habits of Highly Effective People](#) is to "Be Proactive." The most powerful indicator of whether you're being proactive?

Per Covey: *"The commitments we make to ourselves and to others, and our integrity to those commitments, is the essence and clearest manifestation of our proactivity."*

So, let's get REALLY aware of the commitments we're making and ONLY make commitments we intend to honor.

Then, as Tim points out, we want to remember Norman Vincent Peale's wisdom that *"promises are like crying babies in a theater, they should be carried out at once."*

Next time you make a promise see if you can carry it out at once.

P.S. Are there any promises you've made that you need to go carry out? Go ahead and rock that. Take care of that screaming baby. We'll be here when you get back. :)

THE HELPER'S HIGH

"According to Allan Luks, researcher and author of *The Healing Power of Doing Good*, Jon's experience is quite common. In his research, Luks studied thousands of volunteers and discovered that they achieved a "helper's high" that was very similar to what a person experiences after a long run. It's a euphoric feeling that, unlike "runner's high," lasts for several weeks. Luks also found that volunteers who later reflected on their giving were refreshed by doing so."

The "helper's high."

Love it.

Reminds me of [Wayne Dyer's](#) great passage from [The Power of Intention](#) (see Notes) where he tells us about the fact that when we perform an act of kindness for someone three people get a serotonin boost: the person performing the act of kindness + the person receiving the act of kindness + (amazingly!) people who happen to be WATCHING the act of kindness.

Scientists have proven that, not only do we get the runner's high that can last for several weeks,

we also LIVE LONGER.

Here’s how [Ed Diener](#) and [Robert Biswas-Diener](#) put it in their great book, *Happiness* (see Notes): “A very important finding comes from Stephanie Brown and her colleagues at the University of Michigan: giving support to others is more important to longevity than receiving support. She found that elderly individuals who gave little emotional or practical support to others were more than twice as likely to die during the five years she followed them compared to people who gave to others. Even accounting for initial health and other factors, people who gave to a spouse, to friends, and to neighbors were blessed with greater longevity.”

So there ya go.

Be nice.

Serve.

And enjoy a nice “helper’s high” as you add some years to your life! :)

BECOME A GRATEFUL POET

*“Foundations of Faith
author William Arthur Ward
is credited as having written,
“Feeling gratitude and not
expressing it is like wrapping
a present and not giving it.””*

~ Tim Sanders

“When it comes to finding reasons to be grateful—I think of them as avenues of appreciation—it helps to follow a practice I call the POET approach, which stands for People, Opportunities, Experiences, and Things. I put People first because taking note of their greatness in your life feeds your confidence in others. I put Things last because they cause us to focus on material items that can either be in short supply or be taken away entirely.”

Gratitude.

We talk about this all the time.

It’s a *huge* part of being rich and I just love Tim’s POET approach.

Let’s take a quick inventory now:

P: I am grateful for these amazing **People**: _____

O: I am grateful for these **Opportunities**: _____

E: I am grateful for these **Experiences**: _____

T: I am grateful for these **Things**: _____

Here’s to becoming grateful POETs!!!

"I was raised to believe that if you can finish what you start and do what you say you are going to do, anything is possible."

~ Tim Sanders

PRACTICE PERSISTENCE

"Consider some of our greatest achievers who practiced and preached persistence. Benjamin Franklin said, "Energy and persistence conquer all things." Thomas Edison has been credited with saying that many people who failed did so because they gave up without realizing how close to success they were. And even Albert Einstein reportedly stated that his success wasn't so much due to his intelligence as to the fact that he stuck with the problems he was working on longer..."

Treat the practice of persistence as one of the most important personal-development projects you'll ever take on. There is no greater asset than your sheer will to finish. Calvin Coolidge put it best when he wrote, "Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination are omnipotent. The slogan 'press on' has solved and always will solve the problems of the human race."

Persistence.

It's the ultimate confidence booster.

You practicing it?

Let's remember [Napoleon Hill](#)'s reminder from *Think and Grow Rich* (see Notes): "Those who have cultivated the habit of persistence seem to enjoy insurance against failure... The hidden Guide lets no one enjoy great achievement without passing the persistence test. Those who can't take it simply do not make the grade."

Here's to rockin' the basics and knowing that Today We Are Rich!

B

Brian Johnson,
Chief Philosopher

If you liked this Note,
you'll probably like...

[As a Man Thinketh](#)

[Think and Grow Rich](#)

[Psycho-Cybernetics](#)

[How to Stop Worrying and Start Living](#)

[Thanks!](#)

About the Author of "Today We Are Rich"

TIM SANDERS



Tim Sanders is a sought-after international speaker, a consultant to Fortune 1000 companies, and the author of the *New York Times* best-seller *Love Is the Killer App*. Tim, a former executive at Yahoo!, where he served as chief solutions officer and also leadership coach, is the CEO of Deeper Media, an online advice-content company. Tim has appeared on numerous television programs, including *The Today Show*, and has been featured in the *New York Times*, the *Wall Street Journal*, *Family Circle*, *Reader's Digest*, *Fast Company*, and *Business Week*. Learn more at: www.TimSanders.com

About the Author of This Note

BRIAN JOHNSON



Brian Johnson loves helping people optimize their lives as he studies, embodies and teaches the fundamentals of optimal living—integrating ancient wisdom + modern science + common sense + virtue + mastery + fun. Learn more and optimize your life at brianjohnson.me.