



**LIFEWORk**  
*Coaching*

NEWSLETTER

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**For busy professional women and small business owners wanting more success and fulfillment in their careers and more time, balance, and joy in their personal lives.**

## Secrets of the Wealthy

I recently attended a coaches' retreat focused on creating abundance and prosperity throughout our lives. Prior to the retreat, I'd been thinking about reading the classic book, "*The Millionaire Next Door*."

The day before we left, Tom and I were in Starbucks, one of my favorite establishments. And lo and behold, they had a book exchange! Guess what book was on the shelf?

*Now I don't know about you... but when the book I want on "The Secrets of America's Wealthy" falls into my hands for free... I pay attention!*

This book was fascinating. It's caused me to rethink my core values and beliefs about money and wealth. The authors have compiled a detailed picture of *who the rich are and how they live...* one that's bound to change your perception of the people who've accumulated wealth and make you rethink your own values and lifestyle choices.

A little background first... the authors, Thomas Stanley and William Danko, are academicians who've spent over 20 years studying the wealthy in this country. So beware, the book, published in 1996, is a little dry with lots of statistics. But it can be scanned easily to get the salient points. Here's the book report version.

*"Most people have it wrong about how you become wealthy in America. It's seldom inheritance or advanced degrees or even intelligence that builds fortunes in this country. Wealth in America is more often the result of hard work, diligent savings, and living below your means..."*

*Many millionaires bargain shop for used cars, raise children who are often unaware of their family's wealth until they are adults, and above all, reject the big-spending lifestyles most of us associate with rich people."*

The millionaires of our country are...

- *First generation affluent.* About 80% percent created their wealth *in this lifetime*. They've realized an average net worth of \$3.7 million, with no inheritances.
- *Self-employed.* Two-thirds are in what would be classified as "dull normal" types of businesses. They're welding contractors, auctioneers, owners of mobile home parks, pest controllers, and paving contractors.
- *Living well below their means.* The average value of the millionaires' home is about \$320,000. Half of them have occupied the same home for more than 20 years. They wear inexpensive clothing, drive American-made cars, and shop at Sears and Penney's instead of Lord and Taylor.
- *Meticulous budgeters, savers, and investors.* They save at least 15 percent of their earned income. The women in the millionaire families often take the lead as dedicated budgeters and savers.

Is that what you expected to hear? It's certainly not the stereotype that's promoted in our culture. Watch an old episode of the *Lifestyles of the Rich and Famous* and see if that's the snapshot you get.

Unfortunately, the book has another truth to reveal.

*"Most households with six-figure annual incomes are not affluent. They are debt-prone and are on an earn-and-consume treadmill. Consumption controls them... Motivation is focused on the symbols of economic success. And each year, they're forced to maximize their income, just to make ends meet."*

The consumer-driven spender with the big house, expensive cars, designer clothes and designer kids worries about money and is often anxious about whether they'll be able to keep all the balls in the air.

Bottom line? A person who's compelled to earn more to support and enhance their consuming lifestyle rarely becomes wealthy. And rarely knows what true financial freedom is all about.

Now I have to admit. I can be a bit of a snob. I rarely shop at Sears at Penney's. I do tend to like my designer labels. And this book has stopped me in my tracks.

Stopped me to consider what I want most. I can have that Liz Claiborne outfit or I could put that money into my financial freedom account. I can defer the immediate gratification for the real gratification of a truly prosperous retirement in ten years. This has me re-thinking my decisions. Even the little ones, like my all-too-frequent trips to Starbucks.

There's a useful distinction that's applicable here, coined by Landmark Education, a transformational coaching company. It's called "looking good." In a nutshell, those two words describe how we as human beings are highly motivated by how we *appear* to others. We make many decisions and choices based on HOW WE LOOK. Think you don't? Watch yourself for a day or two with this in mind. If you're like most of us, you'll be utterly amazed by how often your concern for looking good shows up.

When you get down to it, isn't that the distinction between the "real" millionaire and the person who's driven to look affluent? When we make choices to wear expensive clothes, drive luxury vehicles, or join prestigious clubs, *because we're unconsciously driven by some outward signs of success*, we're doing nothing more than trying to "look good."

The true millionaire is someone you might not recognize... a frugal planner and saver, heading for a path of real freedom, unencumbered by the trappings of "lifestyle." That's who I want to be when I grow up!

## Creating a Breakthrough in Your Life

I spend about eight hours each month preparing these newsletters, intending that they bring you tools, distinctions, and strategies that will make your lives abundant and happy!

I do it because there's no greater joy than living out my purpose in life, helping other women become all they're meant to be. Whether I get to work with you one-on-one as your coach... you avail yourself of the products we've created with you in mind... or you're someone who takes the time to read my newsletters once a month, I want to make a difference in your life.

*"Denise has spoken to our Business Alliance several times and I purchased both her CDs, **Decide ~ Believe ~ Dream** and the **Power of Attraction**. Because of these programs, I was able to maintain steady confidence in my dream. This belief, combined with her practical, visionary tools to reach my goals has helped make my lifelong dream come true. I've opened my own independent private school this fall and, to add to my delight, we are just shy of maximum enrollment!"*

- Kate Hyde, Asheville, NC  
The New Classical Academy

*On the CDs Kate mentions, I share with you the very strategies and practices I used to triple my income in three years working in a business that is more fulfilling to me than any work I've ever done. It's not all about the money, although that's nice. It's about making your dreams come true!*

You'll learn a proven process to intentionally create *anything* you want, whether that's rewarding work, financial success, or new and better relationships. If there's something you want that you haven't been able to bring into your life yet... you've got to listen to these CDs.

These programs will dramatically raise your chance for success. Guaranteed.

In order to make it easy for you to do that, I want to give you a gift - a **20% discount off the retail price**. Through the end of this month, you can buy both CD programs for only \$40! Simply click [here](#).

Enter this promotional code, **October06**, when prompted and you'll receive a 20% discount on anything you order this month. And please, feel free to pass this discount on to your friends or family.

Wishing you wealth in every area of your life,  
Denise

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