

HOW TO ESCAPE THE RAT RACE!



12 Proven Wealth Creation Strategies Used To Escape The Rat Race

- By Rod Moore

© Copyright 2006 - 2007 – Rod Moore. All International Rights Reserved.

Copyright 2006 - 2007 - Rod Moore. All International Rights Reserved.

This publication may be shared with others as long as the original content remains unchanged. No part of this publication may be reproduced or translated into any form by any means without the written permission of the author.

www.EscapeRatRace.Info

Introduction

Dear Friend,

The information contained in this e-book has the potential to radically change your life ... if you *approach it with an open mind* and a keen desire to escape from the rat race!

I don't make that claim lightly. I have spent the last 17 years of my life discovering these twelve proven wealth creation strategies. Thinking back I can only imagine how I could have fast tracked my success had I known these strategies from the start.



In my work teaching people how to design their dream life I have had the good fortune to work with more than 20,000 people. As the creator of the Goals Magic System I have been in a position where literally thousands of people have shared their dreams, goals, and hopes in life.

I can't even begin to tell you how many times I have had people tell me that their main goal in life is to become a millionaire and become financially free. It breaks my heart then when I know that the current strategy or vehicle they are using to achieve this goal will never work for them.

I see so many people who are totally caught up in the rat race ... and they don't even realise it! So I have put these twelve strategies of wealth creation into this simple easy to read e-book that has the potential to totally change your life.

Here's to you escaping your rat race and enjoying both financial abundance and time freedom!

A handwritten signature in black ink, appearing to read 'Rod Moore', with a long horizontal line extending to the right.

Regards

Rod Moore
Goals Magic System

What is the Rat Race and Why Would *You Want to Escape the Rat Race Anyway?*



For the last 5 years I have had the good fortune to work with more than 20,000 people teaching them how to set and achieve more of their goals in life.

What do you think the number one goal of most of these people is?

If you said to make more money then you are close! If you said to enjoy greater financial freedom then you are even closer

The number one goal of nearly everyone I have worked with is *to escape the rat race* that they are currently in by becoming financially wealthy and having the time freedom to enjoy it!

The truth is ... **you are** probably **caught up in the rat race** right now and you may not even be aware of it. This special report is designed to give you choices and show you 12 proven wealth creation strategies used by those people who have successfully escaped the rat race.

So what exactly is the rat race?

Well ... like you, when I was growing up I was told that if I got a good education and went to work for a good company then I could settle down and own the great Australian dream ... my own home.

So that's what I did ... I went and studied IT and got my first job in a major corporate in their IT department. I was totally enthusiastic too ... I would get in early, stay back late and do more than what I was paid to do. I was looking for rapid advancement and a successful career ...

Six months later I was sitting on the train heading to work ... and I started looking into the faces of the other people on the train. They all looked as miserable as I felt. They all looked like they were heading off *to jobs that they hated* and like they would rather be doing something else that day.

In that moment I realised how unhappy I had become ... you see, no matter how hard I worked I was not going to advance any further in my career because of the structure of the system. What was worse is that I was working twice as hard as the person in the desk next to me but he was earning double the income simply because he had been there longer.



Now maybe you love your job and if you do that's great! I'm certainly not suggesting *you will want to leave your job right now ...*

Whilst I enjoyed the work I did I hated the fact that no matter how hard I worked my income was capped. I was not paid for the results I produced ... so there was no incentive to try any harder.

The other thing that I hated about having to work in the rat race was the fact that my employer told me when I could have holidays and for how long. This really did not suit me because I love summer and the beach ... in fact my goal is to be able to just follow the sun around the globe and just do summer!

Imagine how different your life could be if you had both the financial freedom and the time to take your holidays wherever you want, when you want and for as long as you want.



Today I am getting very close to being able to do that ... in fact shortly I am heading off to escape Australia's winter by going to Italy and France for six weeks and par take in their summer.

You can't do that when you have a job you have to go to!

So as I was sitting there on the train that morning I said to myself ... ***your current approach to life and becoming financially independent is not working for you!***

And even though I was earning a good income, certainly better than average, I still had a feeling that *this is not what you want out of life ... there is more to life* than just going home to work then work to home day after day after day ... have you ever had that feeling?

My friends and family all looked at me and thought I was a success in life ... and at certain times I even managed to convince myself I was successful ... but what I discovered is that you can be successful in the rat race with nice cars and big houses ... **BUT YOU ARE STILL A RAT!**

The other thing that frustrated me, and I don't know if *you have experienced this* yourself, is that *the more you earn the more you seem to spend*. So you are busier working harder and all the while your credit card debts, car repayments and mortgage payments just seem to go up and up.

In fact right now ... there are more people highly geared in debt than at any time in history! And what is worse is, you may be so caught up in the rat race you don't even realise how bad the situation is.

Now if you are sitting there thinking that this doesn't apply to you then let me ask you a question ...



Are you living in your dream home right now? ... Or are you living in the house you can afford? Let's face it ... most of us dream of living in a beautiful home ... but because you are so stuck in the rat race you settle for something less and give up on your dreams.

And what about your car? Is it the car you want to drive or is it a Toyota (or some other popular selling family car)? Do you own it ... or are you making monthly payments on a car that depreciates in value every day you get in it?



Why aren't you driving the car you really want to be driving?

Now I don't know what sort of car you would love to drive, or what your dream home is ... or even how you would like to spend the rest of your life ... all I know is that if *you are settling for something less than your dreams* right now then you are caught up in the rat race.

Now there are going to be some people reading this, maybe even you, who already have their dream home, dream car and all the money they could want ... but chances are good to excellent that you are just a bigger rat than your friends in the same rat race!

Let me explain ...

I was chatting with the guy who owns the café next door to my office. He is very successful financially and owns four cafes... But he has no life! He was telling me that he had his first Sunday off in three years last week.

I asked him what he did on his first Sunday off in three years and he told me he took his son to the football for the first time ever ... wow ... that just blew my mind!

Why would you wait three years to take your son to the football?

Why would you work so hard to achieve financial abundance only to wind up where you are totally poor in time? Or even worse ... work so hard making money to get your dream home that you are missing out on your children growing up?

Here is the most important point of this whole report ...

If you are currently trading your time to earn money you are just another rat in the rat race, regardless of your current career status or financial success!

So what can you do to escape the rat race?

What are your options?

What can you do to enjoy both financial abundance and time freedom?

These questions and more are currently being asked by hundreds of thousands of people just like you right around the world at the moment. In fact one of the biggest trends taking place today is the shift from the corporate world to home based business.

These are also the questions that I asked myself ... the answers to which are compiled in the twelve principles that follow in this book. You will want to study these principles and look for ways that you can apply them in your life.

Strategy 1 – A Dream of Escape!



The first strategy you need to escape the rat race is to have a powerful all consuming dream that drives you forward.

Those who have successfully escaped from the day-to-day mundane life of being caught in a rut have done so because they have had a dream for something better!

Prosperity teacher Randy Gage says this ...

‘If you don’t have bold, daring and imaginative dreams then you’re just not being realistic!’

The reason so many people stay stuck in the rat race is that they have simply given up on their dreams in life. Before you can successfully make a great escape you need to get back in touch with your dreams.

At one point in your life you no doubt had dreams ... you would not be reading this book if you didn’t still have some dreams ... but to escape the rat race you have to bring your dreams back to life.

So what are your dreams?

What are your goals in life?

How can you acquire an expanded view of possibility for you and your family?

Answer these questions and you are well and truly on your way to raising yourself above your present circumstances. Get excited about your dreams and you will develop an internal drive to take action to achieve your dreams. Expand your dreams even further and you will become unstoppable when obstacles get in your way.

Here is the thing ... I could show you how to create a residual walk away income for life that would give you both time freedom and financial freedom ... but chances are good that without a powerful dream you would never do anything about it!

So ... all success in life starts with a dream!

When coaching thousands of people around the world to set and achieve more of their goals in life the first thing I have them do is write a list of 100 things they would like to Have, Do and Be in their life. This would be an excellent place for you to start right now!

Imagine for a moment that both time and money was no object in your life ...

What would you have in your life? What would your dream home be like? What car would you drive? What other toys and material possession would you acquire?

What about the things you would do in life? Remember that time and money in life are no obstacle ... so what would you do? Just go wild for a moment and write down as many ideas as you can.

And finally ... who would you become? As a person, what characteristics would you like to acquire? What personality traits and roles would you take on?



Write down all of your dreams in life ... see if you can make a list of 100 things you would like to Have, Do and Be in life!

Once you have made a list find as many images as you can that represent your dreams. Surround yourself with these images and begin to imagine your life being complete with all of your dreams turned into reality ... from there it is simply a matter of the right vehicle to manifest your dreams.

All success in life starts with a dream ... it is the starting point of escaping the rat race!

Strategy 2 – STOP Trading Hours for Dollars

The greatest trap of the rat race is the trading of hours for dollars.

As long as your only wealth creation strategy involves the trading of your time for money the more trapped you will be in the rat race.

The second strategy for escaping the rat race is to STOP trading your time for money!



Now I am not suggesting you should quit your job today ... but you *should begin immediately to create an additional income stream* that gives you greater leverage than your job does.

As long as your income is dependent on the hours you spend earning it you will never have time freedom.

So no matter how much money you earn in your career or business ... you will never have a dream lifestyle because you will not be able to fully appreciate the financial success you have created.

In my sales training company I earn great money for doing a days sales training. The problem is though ... once I have done the training I am back to zero. I am back to looking for the next client to conduct training for.

As an employee you are in even worse shape ... you are stuck deep in the rat race!

Decide today that in the future you will no longer trade your time for money directly. Make the decision that you will look for a business that allows you to take advantage of our third strategy. It is vital to getting out of the rat race!

Strategy 3 – Look For Leverage



'I would rather have 1% of the efforts of 100 people than 100% of my own efforts'

- **J Paul Getty**

If you are caught in the rat race right now then ask yourself this question ... *on who's efforts do you currently get paid?*

If your answer is you only get paid on your own efforts then you need to look for greater leverage if you are serious about leaving the rat race.

Our third strategy to escape the rat race is to look for an opportunity to gain maximum leverage on your personal efforts and time.

As John Paul Getty says ... it is better to earn a small amount on the efforts of a large group of people than it is to earn 100% of your own efforts ... what if you stop going to work for a month what happens to your income?

I was chatting to a sales manager the other day and he told me that he was getting paid on the efforts of his thirteen sales team members. We chatted about this for a while and he soon realised that if he took the rest of the year off he would soon be unemployed ... and as such he had little leverage in his current job.

A major step to getting out of the rat race is to look for an opportunity to gain massive leverage through the multiplying effect of lots of peoples efforts combined with your own efforts!

Strategy 4 – Start Your Own Business

If you truly desire to create wealth and escape the rat race then you must have your own business.

Why?

Well ... as business mentor Jim Rohn says ... *'Profits are better than wages!'*

It's a simple principle based on the cold hard fact that few people become wealthy working for someone else. If you work for someone else they are simply buying your talents, skills and experience at wholesale and selling you at retail ... they keep all of the profits.

You must have your own business if you are to have a true chance of gaining massive leverage through the efforts of a large number of people.



A word of caution though ... not all businesses provide the same level or opportunity to escape the rat race. Do you know that there are many people who mortgage their house, scrape together all of their savings to go and buy a fast food franchise (or any other franchise). They then work ridiculous hours, manage difficult employees, pay massive overheads, and only to take home a meagre wage.

Sounds like they would be better off having a job!

They are certainly no closer to escaping the rat race.

It is vital that you look for a business opportunity that you can start and run whilst keeping your current job. You want a business that involves little investment or risk, can be run part time in hours that suit you, and provide an unlimited stream of income as a result of its leverage creation opportunity.

Look for an opportunity that you can channel your TV time into (or 8 to 10) hours per week for the next two to four years. With the right opportunity you will be able to create financial freedom and escape permanently from your rat race.

You must start your own business to escape the rat race and become fabulously wealthy ... but it must be a business that is highly leveraged!

Strategy 5 – Seek Opportunity Rather Than Security

As long as you seek security in what you are doing you are destined to remain a member of the rat race. Security is the shackle that binds you to the rat race. So many people are caught up in the rat race simply because they are more focused on security than they are on opportunity.

In order to break free from the rat race you need to seek opportunity first and security second. The landscape of opportunity is where the promised land of freedom lies.



In our society we are taught to get a good education and then find a good company to work for that will provide you with a secure position and income for many years.

But did you know that this mindset is a new development?

Around a hundred years ago most people worked for themselves either on the land or through specialised skills.

Most people were entrepreneurs who had a mindset of seeking opportunity first rather than security. It's only been as a result of the industrial age that people en masse have gone to work for large corporations because they thought it would lead to greater security.

Whilst you may believe you have security in what you are doing right now ... the truth of the matter is that most of the people who have sought security are miserably unhappy being a worker drone in the larger collective.

People who seek security first always see the negatives or what is wrong in the opportunities they do look at. People who seek opportunity recognise the negatives, but their focus gravitates towards the positive side and the potential.

To break free from the rat race and create wealth for you and your family you must begin at once to seek opportunity that has the potential to lead you to freedom.

Strategy 6 – Take Decisive Action

The next key strategy used by those who have broken free from the rat race is that they have all taken decisive action!

When you put off taking action you put off your better future. When you procrastinate on moving forward in an empowered way you dig yourself deeper into the rut that you may find you are currently in.

Decisive Action ... that is what is going to make the difference for you in moving from your present circumstances to the life you can only dream of right now!

Those that do break free take decisive action when they are presented with the right opportunity. They carefully evaluate all opportunities until they find an opportunity that excites them and stands up to their stringent assessment criteria.

Once they believe they have found it ... they move swiftly and decisively to get involved. They make an empowered positive yes decision to get started immediately. There is no hesitation or indecision. They literally jump at the chance to begin working on their freedom.

If you are serious about improving your life, breaking free from the rat race and creating financial abundance then you must act decisively.

The best business opportunity in the world is of little value to the person who decides to think it over for a week or two, or more, and eventually succumbs to the temptation of watching all of the TV sitcoms every night rather than being decisive, bold and action oriented.



Yes ... it is possible for you to break free from the rat race and live your dream life ... but only if you take decisive positive action when you are presented with the right business opportunity!

Strategy 7 – Follow A Proven Business System

A big mistake many people make is to start a business and become a solo-entrepreneur. If you do this then you will need to make all of the mistakes yourself, learn all of the lessons you need and eventually figure out what you need to do to be successful.

How do I know this? I know this because this is exactly what I did and I don't recommend it.

When I decided to become a professional speaker, trainer and coach I went into business for myself and to be honest with you ... I really had no idea what I was doing at the time. It was only through several years of trial, failure and error that I learnt what I needed to know. There was no one who would come and help me become successful in business.



You do not want to be a solo-entrepreneur! It is much better to join a business that provides a proven business system.

Why? Simple ... you will fast track your success!

You are far more likely to succeed in business if you can plug into a proven business system and follow the process of someone who has already been successful.

This is why the franchising business model is so popular ... it provides a proven step-by-system that can be run by pimply faced seventeen year olds. Only problem is there is no leverage in most franchise businesses. Franchise owners outlay huge sums of money to buy into the business because they want the proven system to follow ... but the reality is they are simply buying themselves a job.

There are a number of business opportunities available that provide you with a proven business system, and successful people who will work with you directly to virtually guarantee your success.

Strategy 8 – Work With A Mentor

You will break free from the rat race faster by finding a mentor who has successfully done it before you!

In the corporate world ... in order for you to be successful in winning that new job, or promotion, it invariably means that someone else misses out. If you own your own business and you win a new client you can rest assured that your competitor just missed out on that new client.

There is no incentive for people to mentor you to success in the rat race ... because if they do mentor you and you become successful you wind up in competition to them. As a result it is almost impossible to find good mentors that have success in the field you are endeavouring to be successful in.



A good mentor is worth their weight in gold.

A good mentor can help you avoid the mistakes you might otherwise make.

A good mentor will assist you to accelerate your success.

If *you truly desire to break free* from the rat race then you will do so at a greater rate of knots than trying to go it alone. Find a mentor that you respect and feel comfortable working with and your life transformation will manifest overnight.

You will accelerate your progress and break free from the rat race at a greater rate when you find and work with the right mentor!

Strategy 9 – Acquire Necessary Skills

Lets face reality ... if you are currently caught up in the rat race, financially just getting by and not living your dream life ... then you may need to acquire some new skills.

Those people who do escape the rat race do so by being prepared to invest in themselves and acquire the necessary skills!

If you are going to be successful in your own highly leveraged business then there are some new skills you may require. The great news is these skills are easily accessible. Anybody with a strong enough desire can acquire these skills starting today.



Firstly you will need to think differently than the people you may currently associate with through work and your social life. For most people their thinking is the number one thing that holds them back from their dream life.

If you are to be successful you need to change your old habitual ways of thinking, and your lack consciousness, and begin to adopt a prosperity mind set. Failure to do so will leave you right were you are in your current situation only this time even deeper.

Everything you need to know to achieve success can be learnt. All of the information, skills and mindset that you need is within arms reach ... all you have to do is be prepared to reach out for it.

Without these skills and new way of thinking you are destined to remain where you are right now. Is this what you want? I suspect not or you would not be reading this book right?

All of the skills you need to live a dream lifestyle and become financially wealthy are available to you!

Strategy 10 – Focus Your Efforts

Once you have found the right opportunity and made a positive decision to get involved then you must focus all of your efforts in the right manner.

One of the key reasons that people fail to create a successful home based business is that they fail to focus all of their efforts in a laser like manner. They become easily distracted by everything else that is going on in their life. Every new business opportunity that comes along they join and then do nothing.



If you are to become a success and live your dream lifestyle then you must learn to focus all of your efforts like a laser.

But what do you focus on?

You could easily do what a lot of people do and that is focus on the things like ...

- The product was delivered a day late
- Someone said no
- You didn't make a million dollars in your first week

... but the question is *'Is this the most important thing for you to focus on to achieve success?'*

Of course not ... you must focus on those areas of your new business that will lead you to success. Yes there are always going to be things that go wrong. Yes there are always going to be negatives if you look for them.

Unless you learn to focus on what is most important to you in achieving your success you are destined to immerse yourself in those things that lead to failure.

Focus all of your efforts on that which will lead you to success!

Strategy 11 – Take Advantage of Timing

My first multi-millionaire mentor taught me how critical it is to take advantage of timing. When you understand this strategy you will be able to quickly narrow down all of the potential business opportunities out there to just a few.

The fast track to escaping the rat race is to take advantage of perfect timing!

When I was in my early twenties I went to work for a multi-millionaire named Graeme Shelby. Even at an early age I understood the value of working with a successful mentor. I asked Graeme what he felt was the number one key to his incredible success.

He replied with ... *'If you want to achieve massive success you must take advantage of timing!'*

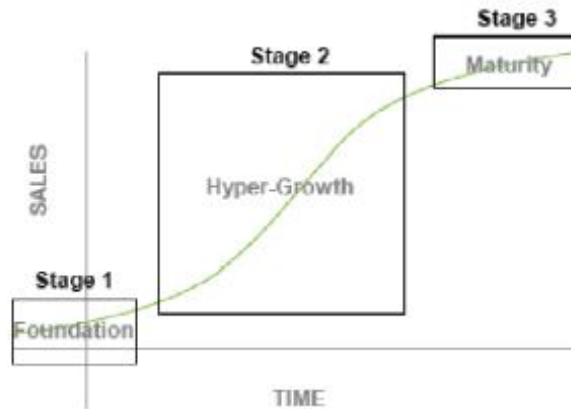
Graeme went on to explain that his success was mostly due to the fact that his timing was perfect. He did this when he created a trade show / exhibition for PC's after listening to Bill Gates explain Microsoft's vision of putting a PC in every home and office.

Taking a risk Graeme invested everything into the creation of the PC Show; a trade show about personal computers. Naturally everyone told him he was crazy because no one had a PC or could ever afford to buy one. At the time the only computers were large mainframe computers in large corporate.

But Graeme understood the importance of timing and in effect positioned his business idea before the PC industry exploded and went into hyper growth. The incredible growth of the PC industry propelled Graeme and his business into the stratosphere of success.

So the key to you accelerating your success is to look for an opportunity in which you can take advantage of perfect timing.

In the chart over the page you will see this graphically illustrated.



Those who get involved in an opportunity during its foundation period frequently achieve rapid success. If you are fortunate enough to recognise a brilliant opportunity during its foundation stage you can take advantage of timing.

When you are positioned in the foundation of a business you will be there when it goes into hyper growth. Those who are involved in the foundation of a company usually enjoy the benefits of hyper growth. Hyper growth is where true wealth is created.

Now I am not saying *you can't be successful by joining a more mature company*, but it is certainly easier to be there at the foundation.

So do as my first multi-millionaire mentor did and position yourself in front of a business or industry that is about to go into hyper growth.

You can accelerate your success by taking advantage of perfect timing!

Strategy 12 – Unique Product in a Proven Industry

Our final strategy is to minimise your risk by finding a unique product from an industry that is proven to be profitable.

If an industry is all ready proven to be on a growth curve then you are already halfway to achieving success. You can minimise your exposure to risk when you get involved with an industry that is proven to be profitable.



Only a fool would get involved in an industry that was dead or dying. Many do and wonder why success eludes them.

A profitable industry that is on an upward growth curve is what you want to look for. When you find such an industry your best chance of success comes from finding a unique product within this proven industry.

So what are some proven industries that you might want to consider? Here is just a handful of industry ideas for you:

- Nutrition & Wellness
- Retirement planning
- Home based business
- IT & Telecommunications
- Internet Marketing
- Personal Development Industry

You get the idea, right?

The key is to find something truly unique within a proven profitable industry. Look for the next category-creating product to enjoy a greater chance at success!

It's Your Turn to Escape the Rat Race!

So what should you do now?

How do you *take this information in this e-book and apply it* to make your great escape from the rat race in the shortest possible period of time?

From my observation, the greatest chance you have of breaking free and becoming financially wealthy is to get yourself involved with a business opportunity that has the following benefits:

- Low investment to get started (Less than \$2,000)
- Low or no monthly overheads
- Requires no holding or warehousing of products
- No staff
- Has a proven business system you can duplicate
- Provides massive leverage on your efforts
- Is perfectly positioned in front of a major industry growth trend
- Offers a unique product within a proven industry
- Mentors with a vested interest in your success
- Unlimited income potential
- Work part time during the hours you choose

Like you I was searching for a business opportunity that provided all of the above benefits. I looked at hundreds that promised these benefits but found few that could actually deliver on all of them.

Now you will want to discover what my Escape the Rat Race business partners and I have found is the best vehicle for creating both time and financial freedom. **If you are serious about making your great escape and becoming wealthy then I highly recommend you listen to the audio overview at <http://www.EscapeRatRace.info/escapeaudio.htm>**

"The moment you commit and quit holding back, all sorts of unforeseen incidents, meetings and material assistance will rise up to help you. The simple act of commitment is a powerful magnet for help." --- Napoleon Hill