

# Understanding the Secret Language of Money: Why most Americans are unaware of the ways successful people think, communicate, and behave when it comes to finance and money related decisions

John E Moriarty

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When I started creating the content for this book, my intention was to touch, move, impact, or agitate you, the reader, enough to change your perspective on finance and money related decisions. Some parts of this book may make you feel uneasy. If so, I encourage you to keep reading because you could be nearing a breakthrough. It's very possible to experience several different emotions as you digest the material in this book: curiosity, fear, anger, excitement, or even relief. This process needs to occur so that you can uncover your limiting beliefs. Once you realize what is standing between you and financial security then you can identify the resources and services that can add value to your financial life. My passion in business is to awaken the inner entrepreneur in all of us. The entrepreneurial mindset is present when individuals, families, and small business owners do the following: • Educate themselves on financial topics that protect their personal economies • Gain confidence in their minds that financial freedom is attainable for them • Take action toward customized, one-sized-fits-one solutions through proactive implementation of cutting-edge strategies • Establish trust with a team of resources that properly manage expectations • Adjust their paths as the world around them changes Why do I find this entrepreneurial awakening so important? I believe that there are real economic forces working against individuals, families, and small business owners who have saver mentalities because they contradict our consumer-driven society. I am not saying these forces are evil or intend to harm the average American, but I do believe that certain elements of our society benefit from the effects of consumerism. Also, I don't want readers to think that this book is only for business owners or entrepreneurs. I believe that you can have financial success regardless of occupation, current age, income, upbringing, or level of education. You will uncover the key to your success as you understand your relationship with money and the habits you have formed over time. Your beliefs about finance are built over many years of experiences. They start when you are a young child through adolescence into adulthood, culminating in your golden years. The ability to uncover your habits and relationship with money is a skill most financial professionals do not even possess. What differentiates our firm, E3 Consultants Group, from every other financial service organization in the country is how we use the science of neuro-linguistic programming (NLP). E3 is a comprehensive wealth management firm I started in 2003 that serves individuals, families, and small businesses interested in a different approach to finance and money related decisions. The science of NLP demystifies the link among the mindset, language, and behavior of any human being. NLP is a tool to unlock the clues to where you are right now in your relationship with money and helps solidify our firm's role in adding value to your financial future. Keep this in mind as you proceed, and I hope you can see why I want to proactively challenge the way Americans are educated about finance and money related decisions.

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