



Lesson # 2

How To Increase Your Effectiveness By 10 X

By

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Foreword

The buzz on The **DEBTonator Course**™ has been incredible! And I'm very excited that you're excited. ☺ One member's email to me kind of sums up what everyone's been writing to say...

"Bruce, all I can say is WOW! This is amazing!"

Listen, it's only gonna get **better and better** as we go along. I've got so much to share over the coming weeks of this program that I just can't wait to let the cat out of the bag. But, we'll get there.

I know you can't wait to get started with this week's lesson, but there is something I need to address and announce before we dive in.

As I mentioned on the FAQ page at <http://DEBTonatorCourse.com/faq.html>, I simply **cannot answer questions** related to the lessons. I'll be happy to support anyone having technical needs as always, but I just don't have the time to answer questions related to **applying** the content of the lessons.

Here's why-

Even if the question is "*Bruce, do you think this is a good idea?*" and all I did was type in "yes" or "no" (which is not the length of response you'd be looking for) there simply isn't enough time to read and respond to 1,000 of them, nor is it a good idea for me to farm it out to some unqualified staffer.

Do the math: If it just took ONE MINUTE to read and respond to an email, it would take me almost **17 hours** to answer 1,000. And that's nothing but "yes or no" answers. If I spent FIVE MINUTES on each and typed a short paragraph response, it would take over **80 HOURS** per week just to answer emails. I just can't do it.

Now, just to be clear, it's not an issue with the content. I always make the content straightforward and understandable and if anything needs clarifying, I'll be happy to do it for the entire group.

The type of questions that I am talking about are, "*Bruce, my grandmother is offering to make me a loan so I can pay off all my debt. Should I do it?*" or "*Bruce, I am considering taking 3 part time jobs to accelerate my success...what do you think?*" I'm talking about specific questions for specific people. I just can't answer them due to the volume of members.

But, after thinking things through, I've decided to create a **DEBTonator™ Inner Circle** personal coaching program for the first 50 members who join. The price is \$197 per month. If you are someone who would like some "hand holding" as we make our way through each week's lesson, then check out the details at <http://www.DEBTonator.com/innercircle.html> (It includes your own private message board where we will communicate, assistance with your weekly homework assignment and actual one-on-one interaction with me.)

Again, I will always make the lessons themselves very clear so there isn't going to be any kind of problem there. But, if you want personal access, I do have a limited number of coaching spots available. First come, first served. Fifty only.

Now, having said all that, let's dive into this week's goodies...

Note: Most weekly lessons will be 2-5 pages in length (not including cover page, legal page, and foreword) but the first few lessons will be a bit longer so we can lay a strong foundation upon which to demolish your debt.

Note: Download links for previous lessons will be at the close of each lesson in case you missed or misplaced an earlier edition.

CHECK YOUR INBOX IN 24-48 HOURS

Approximately 24-48 hours after you received lesson #2, you will receive an email with a download link for your **first unadvertised bonus**. It's a 17-page report entitled, "*The 10 Common Causes Of Leaky Bank Accounts*". In this report, I reveal the ways in which many lose thousands of dollars each month...without being aware of it. Of course, I also show you how to plug these leaks permanently.

Introduction



When the space shuttle launches, the rocket engines produce a powerful (controlled) **explosion** in order to lift the 240,000-pound craft into the air (gross weight at liftoff). Though the tonnage of the shuttle is astronomical, the **lift off explosion** is so intense; the shuttle is lifted high and fast. None of this could occur without the launch pad and launch towers.

In order to **demolish** your **debt**, it is mission critical that you have your debt launch pad and launch towers in place. These provide stability and assure accuracy and success.

These foundational elements are easy to learn and implement by using the acrostic TEAMS.

T- **T**eamwork
E- **E**motion
A- **A**ction
M- **M**indset
S- **S**uccess

These concepts create a formula that serves as your launch pad and launch tower for a super strong liftoff (we are just 3 weeks from launch date)!

Teamwork
+
Emotion
+
Action
+
Mindset
=
Success

Lesson # 2: How To Increase Your Effectiveness By 10 Times

In this lesson, we will look at 4 separate teachings from the ancient book that will increase your effectiveness by at least 10 times.

These teachings address **T**eamwork, **E**motion, **A**ction, and **M**indset.

Ancient Book Strategy # 2



"Two are better than one, because they have a good reward for their toil. For if they fall, one will lift up his fellow."

ABDSE49

Teamwork

Teamwork is the willingness to work with a partner toward the common goal of minimizing the general expenses of life and maximizing money toward debt elimination.

This willingness to redirect personal financial goals toward debt elimination is the fuel that enables middle class families to become millionaire families.

Let's face it: eliminating debt alone is a difficult journey. But demolishing debt with a partner is effective and fun! In order to experience this reality, one must discover the fun of seeing one debt after another evaporate instead of the fun in purchasing more stuff (more about that in the mindset section of this lesson).

Rapid debt explosion is even more fun than rapid debt expansion! Believe it.

If you are married, your partner **must be** your spouse. If you are not married, it is time to find a friend who has similar financial goals. You will hold each other accountable and cheer one another on to success.



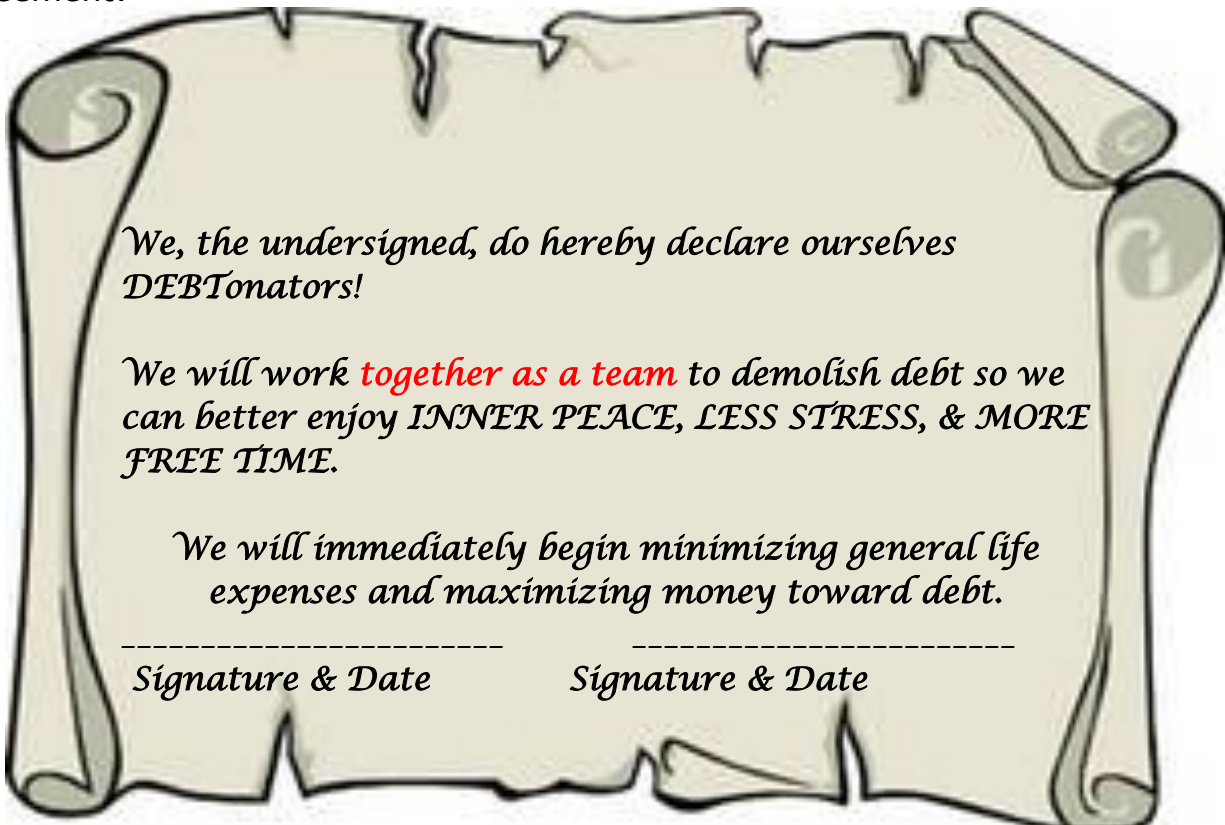
For the first 12 years of marriage, Daisy and Dave DeBtonator had separate financial agendas. Daisy wanted to do one thing with money and Dave wanted to do another.

There were even times when each would spend money quickly...as if they were racing to see who could spend the money before the other did.

Their communication was poor. They often overdrew their bank account. They always had more month than money. And they were receiving late payment notices and insufficient funds notices...as if marriage is not hard enough already.

They came to the realization that **any sacrifice they made to quickly remove this debt pressure would be worth it.**

They decided to commit to this journey together by making the following agreement:



This agreement created **synergism**: *the cooperation between two (or more) individuals to produce a combined effect greater than the sum of their separate efforts.*

Maybe synergy is why **the ancient book** says: *"I appeal to you, that there be no divisions among you, but that you be united and of the same mind."* **ABD51C110**

Daisy and Dave no longer worked against each other. They worked with each other. This not only resulted in rapid debt elimination, but every area of their marriage improved...WooHoo!

If you have an uncooperative spouse, consider the following:

- Encourage your spouse to participate in this course with you.
- Invite another married couple to participate in this course with you and your spouse. Your friends can get their copy of this course at <http://DEBTonatorCourse.com>
- Talk with your spouse about the **benefits** of being debt free. These include: more money than month, less stress, more fun, vacations on cash, etc.
- Explain that these benefits can soon be yours if both of you receive a weekly cash allowance and refrain from using credit cards, the checkbook, or the debit card. In fact, the credit cards and checkbook must stay home in the filing cabinet. The checkbook is only used to cover necessary household expenses and to pay down debt. And, it is only used by the spouse who is responsible to pay the monthly bills.
- Many spouses, who are resistant initially, become willing to cooperate if they receive a weekly cash allowance.
- The cash allowance must cover the basic necessities for the week **plus a little more**. However, be wise with this cash allowance amount. The larger the cash allowance, the longer it takes to eliminate debt.
- Consider setting up a mutual reward system. For example, if your spouse wants a big screen tv, make that a reward for getting the first 2 creditors paid off in full. A good reward system has won over many spouses. And add something you desire into the reward system too. Just don't get so carried away with the reward system that you negate your progress. One way to ensure this is that rewards must be paid for in cash...never on credit.
- If your spouse is still uncooperative, no problem. You will soon experience success and win them over when they see the value of what you are doing.
- Some marriages need marriage counseling to get over a few humps and hang-ups. Ruthie and I sought counseling for our marriage and it was one of the best investments we ever made.

Whether you are married or find an accountability partner, you will want to meet weekly for encouragement, and accountability. Make sure to recruit a "can do" type of person. Your accountability partner should be someone with a positive attitude. Your weekly meeting must be uplifting, and inspiring. Your partner can purchase a copy of this course at <http://DEBTonatorCourse.com>.

At each weekly meeting, ask each other the following:

- What is working in your debt elimination journey?
- What is not working?
- How can I help you?
- What actions will you take this week to accelerate your success?

This last question is easy...just show them the action steps at the end of the **DEBTonator Course™** lesson of the week.

Remember, your accountability partner may be working on a different **DEBTonator Course™** lesson than you if they signed up at a different time than you. This is no problem. You simply hold each other accountable for a different set of actions each week.

Ancient Book Strategy # 3



"In anger, the prophet overturned the tables of the financial abusers." ABD SM2112

Emotion

It's time to **get mad** at your debt. In our early days of debt elimination, I was so sick of debt I felt the need to vomit...literally! I was angry at it and sick of it.

Debt robbed us of freedom and caused me to feel tense 24/7. Debt stress caused many arguments between my wife and I. Debt placed us in a "more month than money position" resulting in late notices from creditors and insufficient funds notices from our bank. Debt prevented us from saving for retirement and being generous to our church and favorite charities. It even prevented us from being the best parents we could be. It prevented us from taking memory making family vacations. I got mad.

Debt is more harmful than you think. If you are not good at math, do not fret. You do not have to be good at math to eliminate debt quickly.

Though it is not important that you understand how the figures below were generated, it is important that you get mad at debt. The example below mathematically proves that most people pay over 90% interest on their credit cards without their knowledge. Getting mad yet?

Consider this question: is it possible to pay 0% interest on an 18% credit card?

Yes! Simply pay off the credit card, in full, each month. Don't miss this! The credit card company has created a way for you to **pay less than the stated interest rate** on the card.

In this example, 18% is the Annual Percentage Rate (APR), but you actually paid 0%. This 0% is referred to as the Effectual Percentage Rate or the EPR.

Anytime a credit card company creates an opportunity for you to **pay less than the stated interest rate**, you can be sure they have created multiple opportunities for you to **pay more than the stated interest rate**.

They do this by adjusting the minimum monthly payment to be mostly interest. For example: Daisy and Dave DeBtonator had a credit card with an APR of 18%. The balance on this card was \$10,000.

The finance charge was calculated like this:

$10,000 \text{ (payoff balance)} \times 0.18 \text{ (APR)} = \$1800 \text{ (Annual Finance Charge)}$ Then...

$\$1800 \text{ (Annual Fin. Charge)} \div 12 \text{ (months/yr)} = \$150 \text{ (Monthly Finance Charge)}$

The credit card company then **reduced the minimum monthly payment** to an amount that was close to the finance charge. This is done to take advantage of those who pay only the minimum monthly payment (the majority of credit card users).

In Daisy and Dave's case, their minimum required monthly payment was \$160.

Assuming Daisy and Dave only sent in the minimum payment:

Their EPR = 94% interest

Getting Mad Yet?

Calculating their EPR is simple. Here is the formula:

Monthly Finance Charge ÷ Minimum Monthly Payment X 100 =

Here is how Daisy and Dave figured their EPR:

$\$150 \div \$160 = 0.9375 \times 100 = \textbf{94\% of their payment went to interest charges!}$

It is good to get mad at debt. It may even be healthy to get mad at yourself for creating the debt (though it is not healthy to get mad at your creditors).

Use energy produced by your anger to pay off debt with a passion. We are just 3 weeks away from the 30-Day Debt Demolition. Get mad and get excited!

Ancient Book Strategy # 4



"Do not merely read and contemplate the truths in this book. Be strong and TAKE ACTION." ABDSQ122

Action

No one escapes debt by reading a book or taking a class. You get out of debt by taking action.

Books and courses are good and can serve as a guide, but the action success formula is:

*"Massive Action produces massive results.
Moderate action produces moderate results.
Minimal action produces minimal results.
Zero action produces zero results."*

—Bruce Ammons

As you mentally prepare for the 30 Days of Debt Demolition (weeks 5-8), prepare yourself for a busy month. This will require work, but you will be rewarded handsomely.

Consider the following motivational story:

Colonel Sanders and Kentucky Fried Chicken

In 1956, at age 66, Colonel Sanders was broke, and living off Social security. It appeared his business life was over. But he refused to quit. He took **massive action**. The results were astounding.

He took his chicken recipe along with a portable cooking unit and hit the road. He traveled to restaurants, prepared some of his "secret recipe" chicken and gave some to the owner. He then convinced the owner to pay him for the secret recipe. Some smaller restaurants would pay a small fee for every chicken they sold.

By 1960 Colonel Sanders had sold over 400 franchises. In 1964, he sold his brand but continued to work as the spokesman for Kentucky Fried Chicken. This man who was broke at 66 was now able to share the wealth with various charities, and he even adopted 78 foreign orphans. His company is now a Fortune 500 company. Wow!

Today there is a museum in his honor. He refused to allow previous failure to stop him from financial success. He turned his setback into a comeback. Though in a situation where depression could have set in, he became an overcomer and built great financial success.

How? By **TAKING ACTION!**

I have often asked why some do not take action after attending a financial freedom seminar. They respond that they did not know where to start.

Congratulations! Now that you own The DEBTonator Course, you have a weekly action checklist. This will make all the difference.

Take action on the checklist, and your debt disappears.

Ancient Book Strategy # 5

"Be ye not conformed to the patterns of this world, but be ye transformed by the renewing of your mind." ABDSR121



Mindset

According to the **ancient book** transformation comes by renewing your mind.

What is financial transformation? Permanent, positive, and dramatic financial life change!

How do you renew your mind? Start thinking different thoughts about money, debt, generosity, and wealth!

The **Rapid Debt Elimination Mindset** thinks about things like:

- *The way to get started is to quit talking and **begin doing**.* — Walt Disney
- *To become successful you must be a **person of action**. Merely to know is not sufficient. It is necessary both to know and do.* — Napoleon Hill
- *One of the greatest movements in my lifetime among educated people is the need to commit themselves to **action**.* — Peter Drucker
- ***Take action** to completion now. You can sleep when you are dead!* — Carrie Wilkerson

- **Action** is the antidote to despair. — Joan Baez
- Those who try to **do something** and fail are infinitely better than those who try nothing and succeed. (adapted) — Lloyd Jones
- For depression: **ACTION!**- Mrs. Antonina Douning
- **GIT_R_DONE!** Larry the Cable Guy
- **Just Do It.** Nike 7:7
- Debt is my **enemy**, not my friend.
- I will **demolish debt** once and for always.
- Any sacrifice I make to quickly **remove debt** pressure will be worth it.
- I am happy to endure short-term pain for long term gain.
- I can't wait until the 30 Days of Debt Demolition begins. I will take extreme action and experience extreme results.

This Week's Action Checklist From Daisy and Dave



One of the coolest features of The **DEBTonator**™ Course is that it is delivered in bite-sized segments. Though I believe in one or two day seminars, this format is much easier to digest and to take action upon.

Your only job this week is to finish this checklist and get excited for next week.

- ☐ Recruit your spouse or accountability partner to join you in this life changing financial journey.
- ☐ Continue keeping a spending log. These numbers will help you greatly in a few weeks.
- ☐ Write the **Rapid Debt Elimination Mindset** points on separate 3 X 5 note cards. Carry them with you and read through them often. You are reprogramming your mind. Have your partner do the same.
- ☐ Start brainstorming with your spouse about how you can minimize the general expenses of life and maximize the money toward debt.

See you in 7 days...Be Blessed Big Time,

Bruce Ammons

Bruce Ammons
Publisher, **The DEBTonator Course**™

Coming Up Next ...

Lesson # 3: "Ready...Preparing for the All Out Attack"

In the next lesson we'll get lay out our plan. Remember, to fail to plan is to plan to fail.

Weeks 5,6,7 & 8 are the 30 Days of initial Debt Explosion. Start preparing your mind for massive action! These are the days that serve you in Starting Strong!

Definitions:

detonate

verb

EXPLODE, blow up, shatter, erupt, ignite, bang, blast, boom

debtonate

verb

To do all of the above simultaneously to your debts, resulting in rapid financial debt elimination
