

# Why Having A Millionaire Mindset Is Essential for Success

By Joe Heller, High Performance Sales Coach

We must all adopt a millionaire mindset --

"Those who condemn wealth are those who have none and see no chance of getting it."

-- William Penn Patrick, 1967

Using the principles he teaches, Joe Heller co-founded a company that went from zero to 33 million dollars in only 3 years! He combined a unique brand of 'street-smarts' with an advanced sales and marketing blueprint he developed.

Joe Heller is the founder and president High Performance Sales Coaching, the fastest growing marketing and sales development company in North America. Heller's high-energy 'cut-to-the-chase' style keeps his audience spellbound. Heller's motto is "talk is cheap" and his unique ability is getting his clients to take "action" in the real world to produce real success has benefited those he touches.

But in the early days as an entrepreneur money was scarce. In his first start-up venture until he proved that his advanced trust-based selling blueprint could produce revenues as quickly and easily as he had promised. However, six months into his first entrepreneurial business venture he had rapidly burned through \$300,000 in cash because of the rapid growth he was experiencing. After many sleepless nights and hitting a 7-figure run rate Heller's "trust-concept" was proven and he quickly negotiated a \$1.1 million investment from a strategic partner in less than 30-days.

Note: In this article every time I refer to myself (i.e. Heller) in this article insert your name. This article is about you overcoming adversity, self limiting beliefs and acquiring a millionaire mindset. You can do exactly what I have done and more. In this article I am just an example.

Finally after many years of challenges, Heller's current business venture grew at thousands of percent a year stretching its reach, serving mid sized business across North America. He sold his 17.5% stake of the company to a private investor for a tidy sum to pursue helping others reach high-levels of success.

With the sale, Heller reached his dream. He was finally a millionaire; however, in less than two years, the money was gone. Through a combination of poor judgments and unchecked spending, Heller was back at his original net worth... living in an inexpensive duplex.

It was at that point that Heller began developing his theories about people's mental and emotional relationship to money. He realized that he did not have an entitlement mentality; his "money barometer" was set for a specific amount of financial success and that would always limit him if he did nothing about it. After all, it was easy for Heller to make millions for others; he just couldn't do it for himself yet. He was lacking the "millionaire mindset".

He noticed this was not uncommon; most people had a self limiting financial point too. His most profound discovery was that his money mindset could be changed. Using the principles he learned from one of his mentors, Horatio Alger Distinguished American – William E Bailey, Heller was able to reengineer his own "millionaire mindset" to not only create success, but to keep it and grow it and once again become a millionaire.

During his years of struggle, Heller vowed that should he ever get rich, he would help others do the same. He has kept his promise. Today, he is the president of High Performance Sales Coaching, one of the largest and fastest-growing seminar companies in the world. He has reached out and touched the lives of over 100,000 entrepreneurs, helping them build consistent revenue streams to move closer to their goal of true financial freedom.

Heller has spoken to over 100,000 entrepreneurs from all over the world who attend one of his unique Revenue Warrior seminars. Teaching the principles for massive revenue growth and leapfrogging the competition and creating a few millionaires along the way. His events change people's lives!

"There is no friction in positive thought only thoughts of fear create friction and limit growth. Eliminate fear, and become truly wealthy."

-- William E Bailey, Horatio Alger Distinguished American

Heller is the author of the best-selling sales program – High Performance Selling for Revenue Warriors, has added millions of dollars in new revenues to entrepreneurial businesses worldwide.

One final note; in order to make more sales for your business and create great wealth – you must become an avid student of lead generation and marketing strategy – the high-payoff items for necessary to succeed in business. And I've developed a toolkit that gives you powerful 1-2-3 lead generation and marketing techniques that can skyrocket your success.

The point of this article is you must adopt a millionaire mindset as I have done because no matter how successful you are, no matter how much money you make, it can rapidly slip through your fingers faster than it took you to make it.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

Joe Heller, Sales Coach is available for - Individual Coaching, Team Coaching and Group Coaching in the United States and Worldwide.

Dedicated To Multiplying Your Sales;

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