



You are
WINNING
THE **BATTLE** AGAINST THE
RICH DEVIL



Here comes the big gun.

When you break away from the system, unplug from the oracle of poverty mindset, commit to not looking at money as bad, not delaying your decisions to the future.

The Rich devil knows you are very close to making sure your kids win the game of life, he knows you are breaking away from his grip and he knows he has to get you. He has so many tricks up his sleeve and he knows you at individual levels. He also knows your internal demons: he has conditioned you for the poverty mindset, and he knows your financial means.

The next trick he pulls is on the price. He has trained people for the poverty mindset and knows exactly how you make decisions.



What comes out matters more.

What does a chocolate bar cost? At first glance, it's an easy question to answer, most chocolate bars are priced around the \$1 mark in a retail store. That's why it is considered an impulse purchase.

But the price of anything does not determine its value. Its value is determined by "what you get out of it".

"Price goes in but what comes out is the single most important factor in decision-making", says the Millionaire Mom. For example you bought the chocolate bar for a \$1 but a single twixt has 502 calories. It would take a 150-lb. person 41 minutes to burn 502 calories kickboxing, according to the "Fitness" magazine calories-burned calculator. According to the Bureau of Labor Statistics, the average American worker gets paid \$24.57 per hour in December. This means the output price of that single chocolate bar is $\$16.8 + \$1 \text{ price tag} = \$17.8$.

The extra one pound of fat has an impact of 4,800 pounds for every mile walked on your knee joint.

A pound of body fat may contain anywhere from 3,436 to 3,752 calories. This means by just eating 6.8 to 7.5 Twix's you will gain one pound of fat, and if you are ten pounds overweight, you will be putting 48,000 pounds of extra compression on your knee joint for every mile walked. Although around 7 chocolate bars may cost only about \$7, the true cost of it is a lot higher. But we don't look at it that way. Why?

Because it's a deferred cost: something you don't see—something which will cost you over time and in the future. We are "here and now" type of people.

Rich Devil understands this better than anyone, and uses it to sabotage us, our kids and their future.



What is the best way to know if the poverty mindset has taken hold over you?

When any opportunity of life comes your way, even those which excite you, are good for you and you are looking into them, you still wait to hear the price.

For example, you register to attend a webinar but what you don't know is that, you have already beaten the Rich Devil but he never gives up.

He has trained you to first and foremost tell yourself, if the headline is no good and does not grab your attention, you will move on and not pay attention.

Let's assume the headline was good, and it did get your attention; it will try to make you think the body of the message is boring and then, you ignore.

If you passed that, you join the webinar and it will bring all kinds of things your way so you don't show up.

You beat him again and do show up. Now every minute you listen, it is trying to get you to stop; it is helping you find reasons to quit and leave. But you have a strong desire for your kids to get out of the poverty mindset. The devil then gets your thought process to go in a different way. Since you have not been listening, he starts to agree with you. He tells you, what you are hearing is good, it makes sense, but all you need to know now, is the price.

As soon it gets you to start thinking about the price, it knows, you are now paying less attention to what is being said.

You are ready but price must be right. It allows you to start thinking of what you can afford or what you will be willing to pay.





Since it is the Devil, although you don't know it yet, he already knows what the price will be. He is setting your expectations lower, to a level, where you think you can afford. And when the price is actually revealed, it drops the ball on you. Those who win the price war with the Devil act right away because they want their kids to win and are willing to do what it takes. Those who lose to the devil think different, they think this is too much; it is too expensive, and walk away from a life changing opportunity.

But more than 600 parents in Kidbizo were able to fight him, able to get out of the poverty mindset and were able to make a decision for their kids future, now.

Why? Because this time around, it was not about them, it was about their kids' future. Once they saw the truth, the light, the devil was no longer able to stop them.

If you haven't acted yet, you might still be thinking it's too much. But "the price is too high" is the thought-process when you look at the price you pay, not the value you get.

Think about it. The price you pay, if it increases your kids' confidence by even 5%, how much is that worth?

If it teaches your kids to start a profitable business now, how much is that worth?

If it allows your kids to positively contribute to the wellbeing of the world because they are successful themselves, how much would that be worth?

You have to be able to imagine, travel to the future in your mind first and see the success your children will create, and once you can see that fully in your mind, you should be able to take actions in the present.

In life, “it is not what you pay but what you get from it, that determines the value”. Says the Millionaire mom.

In this case, you must be able to evaluate the value in all honesty. Based on what you already know, here are the questions to answer :

- Will practice make your children better at whatever they are practicing about? Yes/No?
- If your kids are taught a positive mindset, would that help them do better in life? Yes/No?
- If your kids had a blueprint for creating successful businesses at a young age, would they be able to get better with time. Yes/No?
- Will you contribute to them becoming a boss rather than becoming an employee? Yes/No?
- Are you ready to kick Rich Devil where it hurts, to make sure your kids become the best contributors to the wellbeing of people and communities around them? Yes/No?



If the answer to all these questions is “Yes”, you must not let the Rich Devil let you focus on price; instead, look at what your children will gain.

Even the price itself, think about it. When your kids get this kind of edge and the price is less than a cup of coffee a day, why would you not act?

Act now!

Book a call with a KidBizo on-boarding expert and let us show you, how we can help you raise more confident children who will become bosses rather than employees.

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