

Special Report

How To Double Your Way to a £MILLION in 28 Steps



By
Stuart Goldsmith

Publishers Note: If you know of others that may benefit from this guide pass it on to them, but to protect the integrity of the system please don't make any changes to the content of the guide.

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[It is recommended that you print this guide so that you can easily refer to it as you progress through each step of the doubling process]

Introduction

Hello and thank you for requesting this special report on **How To Double Your Money To A Million pounds** - starting from absolutely *nothing* (not even one penny piece of your own money).

My name is Stuart Goldsmith, internationally famous best-selling author of books such as '*The Midas Method*', '*Privacy*' and '*Seven Secrets of the Millionaires*.' Perhaps you have read my books or seen me on TV? My mission in life is to make the ordinary person rich, powerful and free.

I am probably best known for a unique course I run called '*Powertrans*'. This is a small group under my personal tuition. I teach this group (in a simple step-by-step manner) exactly how they can gain **unlimited personal wealth** and power, together with **absolute freedom**. Places are offered strictly by my personal invitation and these places are not advertised directly to the masses.

Meanwhile, on with the task at hand. **How To Double Your Way To A Million Pounds** which incidentally, is nothing whatsoever to do with *Powertrans* or my other writings. This unique system started as a bit of fun, but rapidly became serious as many people began to report to me their success using the method. The exciting thing about it is that you start from *nothing* - zero, zilch, nada.

You are not required to put one single penny piece of your own money into this system

It also teaches the vital strategies for becoming wealthy - strategies which **change as you get richer**. The techniques you use for making pocket change **will not work when you come to make the big bucks**. Through using this system you receive a vital training in how to make a million, ten million or even a hundred million!

The really big temptation is to *spend the loot as soon as you get a sizeable chunk*. Please try to resist this temptation!

What Is The 'Doubling' Method?

The human mind is a funny thing. It can't cope with large projects. Instructions such as: "Make one million pounds from nothing," or "put a man on the moon" are likely to be met with inaction. **The project is just too large - you cannot get your mind around it**. But as every software writer, engineer or designer knows, these large projects can only be handled if they are broken down into a series of easy steps. In fact, "the longest journey starts with the first step" is a very true saying.

Anything is achievable if you break it down into 'bite-sized' steps

The advantages of my unique doubling method are as follows:-

1. It teaches you to start from nothing. Any fool can make a million, given a 'kick start' of (say) half a million from 'Daddy', or wherever. But it takes guts, determination and real spirit to do this from nothing - flat broke. **This is what I want to help you achieve**.
2. It teaches you that making money is all about people, marketing and selling. Everyone is in sales. Even if you are employed, you are selling yourself (and your skills) to your boss; day by day, hour by hour.

3. It teaches you that different strategies are required for different levels of wealth. The strategy for doubling £50 into £100 is not the same strategy for doubling £250,000 into half a million, but they both involve selling, or trading, which is the same thing.
4. It teaches you to be *fearless* because you don't put one single penny of your own money into the scheme. With most ideas you are always worried about losing your 'stake money'. There is no stake money with this system! You really (for once) have nothing to lose by trying this method. When I say nothing, I mean nothing. You paid nothing for this report and you will not have to part with one single penny piece of your money.
5. It teaches you the limits of labour. You will rapidly realise that physically working has *strict limits* and will not get you past step 20 at best. After that (and preferably before) you have to 'get smart' and start trading without adding your labour as a significant factor. **Slaves labour - not you, but you haven't realised that yet!**
6. It teaches the tremendous power of **breaking large tasks into small, achievable, steps**. All major life-goals are reached one step at a time. But perhaps best of all, **it's FREE and it's FUN! The object is to start with nothing, get 1p and then double your way to way over one million pounds.**

Surprisingly there are only 28 steps required to achieve this. They are:-

Your Twenty Eight Steps To A Fortune

- Step 1 Find a penny lying on the ground, or be given it without asking for it.
- Step 2 1p-2p
- Step 3 2p-4p
- Step 4 4p-8p
- Step 5 8p-16p
- Step 6 16p-32p
- Step 7 32p-64p
- Step 8 64p-£1.28p
- Step 9 £1.28-£2.56
- Step 10 £2.56-£5.12 (Call it £5 to make it easier.)
- Step 11 £5-£10
- Step 12 £10-£20
- Step 13 £20-£40
- Step 14 £40-£80
- Step 15 £80-£160
- Step 16 £160-£320
- Step 17 £320-£640
- Step 18 £640-£1,280
- Step 19 £1,280-£2,560
- Step 20 £2,560-£5,120 (Call it £5,000 to make it easier.)
- Step 21 £5,000-£10,000
- Step 22 £10,000-£20,000
- Step 23 £20,000-£40,000
- Step 24 £40,000-£80,000
- Step 25 £80,000-£160,000
- Step 26 £160,000-£320,000
- Step 27 £320,000-£640,000
- Step 28 £640,000-£1,280,000

There! You've even got some spare change out of the million - **£280,000 to be exact!**

The Power of Stepping Stones

If your task were to turn a 1p piece into a million pounds in a fixed period of time, most people (myself included) would find this somewhat daunting. However, if you were given (say) £500 and asked to double it into £1,000 this would seem relatively easy. Indeed, you could probably think of quite a few ways of doing it. The same applies to any single step above, e.g. £40 into £80, or even £80,000 into £160,000.

If I asked you "Could you make a million pounds in one year?" you might reply "No way!" But if I say: "Look, how about if I start you off with half a million. Do you think you could turn it into a million?" Your reply might be "I'll give it shot! Give me the money and let's get cracking!" Certainly this task would not seem a 'ridiculous', 'preposterous' or 'stupid' suggestion, would it? You'd have to be a *real* spineless wimp to say "No thanks. Keep your £500,000; there's no way of doing that." Right, so this is the task:-

To turn 1p into one million+ pounds

There are some important rules which must be followed. Think of this as a game with a tasty prize at the end. If you don't want to abide by the rules, don't play the game. Also, don't ask questions about the rules. The umpire's decision (that's ME) is final!

RULES FOR THE DOUBLING METHOD

The Rules (The actual rules are in bold type. Supplementary information is in lighter type.)

Definition:- The amount of money you have at any one time (depending on which step you are on) is called 'the stake'. Initially, your stake is nothing. Then it's 1p, then it's 2p, etc. On starting (say) step 16, your stake would be £160.

Rule 1. You must find or be given the first coin; a 1p piece. Ideally you should find it in the street, etc. Give yourself at least one **month** to do so, although in reality you will find it in the first day or week at most. **You must not use 1p of your own money.** Any money you find after this 1p (during any stage of using this system) can be added to the stake money. E.g. finding a £10 note in the street (assuming you can't find the owner!) immediately leapfrogs you on step 12 (or can be added to the stake money if you are on a later stage).

Rule 2. You must use only the stake money during the current doubling attempt - you cannot supplement it with your own money, borrowed money, etc. You don't have to use all the stake money but you can't use more than the stake money. This is explained further in rule 4.

Rule 3. During the first fifteen steps you must use the actual coins and notes gained in the preceding step. Let me explain. Supposing you are on step 9 and have just doubled £1.28 into £2.56 (say two £1 coins, a 50p, a 5p and a 1p). You must use these actual coins as your stake money for step 10, and not different notes/coins, or a cheque for £2.56. After step 15, it gets difficult to keep it up as the larger amounts of money will be in the bank and sales/trades will have to be done by cheque, etc. After step 15 I urge you to set up a separate bank account just for this doubling operation, but this is not a rule, just a suggestion.

Rule 4. If your current step results in more than doubling, then you must spend the surplus on yourself and leave only the approved stake money. For example, if you are on step 17 and manage to change your stake of £320 into £700, then you must *spend* the extra £60 (leaving you with £640) and not carry this onto the next step to make it easier. Put simply - start each step with only the stake money allowed for that step.

Rule 5. If your current action results in less than doubling, then you may use as much of the original stake and profit to complete this step. In short, on any one step you don't have to double the money in one transaction. You can carry out as many transactions as you like, until you have succeeded in doubling the stake money.

Example: You are on step 18 (£640-£1280) and you manage to do a deal which increases the £640 stake to (say) £900. You may now use that £900 in another deal to try and reach £1280.

Rule 6. You must keep a diary of events. Use any notebook. One page per step. Head each of 28 pages with a title e.g. **STEP 11 £5-£10**. On the page you will record the date and method of achieving the step. You will also use it for planning the next step - coming up with ideas of how to achieve it.

Rule 7. Throughout your doublings, you will need several different strategies. It's obvious that the strategy for turning £1.28 into £2.56 will be different from the strategy for turning £160,000 into £320,000. Because of this, rule 7 (the most important rule) is: **Don't worry about how you are going to manage future doublings. Concentrate only on the current doubling.** (Thinking too far ahead will discourage you. Avoid deadly thoughts like this: "*Sure, I can double £5 into £10, but how am I going to double £40,000-£80,000? It's impossible. I may as well give up now.*")

Rule 8. You'll be tempted to break the chain when you get to a reasonable amount of money (e.g. £50,000). This temptation will be *overwhelming* the more money you make. So here is the most difficult rule of all: **You're not allowed to spend one penny of the money (apart from as a stake) until you have one million pounds+ in the bank. Then it's all yours.**

I have to tell you that most people remain poor for one major reason - lack of discipline. This indiscipline permeates their lives from top to bottom. Rule eight is the toughest of the lot. Do you have what it takes? You think so? Hmm, I wonder. Imagine you have £100,000 in the bank right now. Can't you think of a lot of 'stuff' you would want to run out and buy? Can you resist this temptation? We'll see...

Rule 9. Another tough rule: **You must not divert money into the system which you would have got anyway had you not been doing the system.** You must always use the stake money to gain the next step. Essentially then, you must trade to achieve each step, rather than work (in employment) to achieve it. You may take on extra work outside of your normal field of occupation, but I warn you now that there are *strict limits* to how far you will get using this approach. **Trade, don't work.**

Rule 10. You must use only the stake money, and not 'stolen' or 'hidden' resources. You can use resources that you own and are fully paid for (e.g. a PC, Fax Machine, car, etc.) but these should retain their value after you have finished the step (e.g. you can't sell them to raise money!). You should also avoid using anything which is part of an existing business run by you because the hidden costs are being born by that business and not by the system. Ditto for using your car, if the running costs are not being paid out of the stake money. Use common sense. The odd phone call 'on the house' or trip in the car is okay. Running a taxi service using a car you already own, or making 10,000 copies of a manual on the office photocopier, free of charge amounts to stealing from outside the system.

The doubling system should ideally 'stand alone', well apart from your normal employment and method of making money.

Rule 11. This is the snakes and ladders rule. **If you 'fail' on a step, you must drop down the 'snake' until you arrive at the step represented by your remaining money - and start again from that step.** E.g. you are trying to double £5-£10. You buy something for £2, hoping to sell it. You fail and have lost the £2, leaving you with £3. You are now back to step 10 (£2.56-£5.12).

Rule 12. You *are* allowed to add your labour. For example, you can buy raw materials for £20 (stake money), and rework them into something which you sell for £40. You will quickly realise the limits of this approach, however, and this is a powerful teaching lesson. You can't get rich by working in a conventional manner.

Rule 13. The 'master strategy' which works for every step is as follows:-

"Use the stake money to create a value which you can sell for more."

Ponder on this, meditate upon it. Herein lies the key to your success. Incidentally, this is the master strategy behind every single company, large or small, across the globe.

Further Notes and Examples

In case the rules are not clear, these notes expand upon the basic concept.

Rule One:- There is magic in finding or being given money. It is quite important that you *find* this initial coin, and you almost certainly will if you look hard enough. This is step one - finding a 1p piece. In the unlikely event that you do not find such a coin (try supermarket car parks!) then let me know and I will send you the first 1p. To double 1p-2p and a few further steps, just ask a friend (or even a stranger): *"I'm trying an experiment. If I give you this 1p, will you give me 2p?"* They'll give it to you. Avoid getting involved in discussions. Invent a reason why you need it. **Don't talk about the doubling program, ever.** This technique works for the first few steps! I've tried it! Just go up to a friend and say: *"Look, I know this sounds crazy, but I'm doing an experiment. Don't ask me any questions, I'm not allowed to talk about it, but if I give you 16p, will you give me 32p? I know you lose out to the tune of 16p, but it's only small change and it will help me prove a point. I'll tell you everything about it when I've finished the experiment in a few months".* **Few people can resist this.** It only works up to about 32p, for obvious reasons. Any more money you find is regarded as a 'gift' to the system and can be added to your stake money. As soon as you start this system, one thing you will immediately notice is that **you start finding money all over the place!**

Rule Two:- Supposing you are on step 13 (£20-£40). You see an amazing bargain which costs £30 and could be sold for £80. Sorry, but you can't add £10 of your own money to the £20 stake. You must either haggle them down to £20, or find another strategy. Think of 'outside' money as contamination to the special magic of the 'doubled' money. **Don't let outside money taint your stake.**

Rule Three:- Supposing you have just made £40 (in step 12). This rule means you can't put it in the bank (or spend it) and then use another different £40 (cash or cheque) as your later stake money for step 13. This breaks the chain. In the initial tentative first fifteen steps this has a magical effect. By then, you'll believe in the system and it becomes less important. It is also tricky to deal in cash over a few thousand pounds.

Rule Four:- For example, you do better than expected at step 14. Instead of £80 you find yourself with £90. This rule means that you must retain £80 and spend £10 on yourself as a treat. You must not use the full £90 as stake money in step 15, to make this step easier.

Rule Five:- For example, you are on step 14. You invest £40 and only get back £60 instead of £80. That's okay, you can use all £60 (or less) in an attempt to make the extra £20. If you make more, then rule four applies. You don't have to complete each step in one transaction or 'deal', although the earlier steps will almost certainly be 'one deal per step'. Later steps will almost certainly be several transactions per doubling.

Rule Six:- This is most important for charting your progress and for planning new ideas. It will also be an amazing document to own once you have completed the system, and will help other people to follow you.

Rule Seven:- More than anything, this is an exercise in mind power. You can ruin your chances of success if you fret about step twenty whilst on step three. It will stop you progressing. You'll be thinking: *"This is nonsense. How am I going to turn £80,000 into £160,000? I can't do that!"* And this whilst you are on step five - **trying to turn 16p into 32p!** As you progress, the next step will seem easy. For example, having successfully turned £5,000 into £10,000, you'll have some good ideas about how to turn £10,000 into £20,000. But you won't have these ideas whilst you are several steps before this - so **don't worry about it**. **Concentrate on the step you are currently trying to achieve, and ONLY this step.**

Rule Eight:- None of the rules can be 'enforced', particularly this one. It's up to you what you do with the money. But if you spend it at any point during the process, then that's the end of the system for you. Don't bother trying to pick it up again, because it won't work. The only thing you could do would be to start from 1p again at some future date. This is the most difficult rule. **People just can't keep their hands off the money.** The second it builds up to more than a few hundred, they 'dip' into it for some 'essential' *junk* and ruin everything. This is about self-will and determination. **If you don't think you've got the guts to see it through, don't even start the system.**

Rule Nine:- The money gained must be NEW money. Money you wouldn't normally have got unless you had started the doubling system. For example, you are on step 10 and struggling for a way to get to step 11. It is not permissible to work a few extra hours down the pub (or wherever you normally work) to get the money. You could have done this anyway, it is not 'new' money. Also, you are not employing the stake money to achieve this step. Supposing you are already running a small business. You are not allowed to use stake money to buy and sell within your existing field of operation (using overheads paid for outside of the system). This is not new money and you are using all sorts of 'hidden' advantages (existing products, customer loyalty, etc.) to help you achieve this step. You could have done this without the system. As a rule of thumb, you should trade in **totally unrelated areas** to your normal employment or business.

Rule Ten:- For example, it is not permissible to buy £40 worth of paper and then use the office colour photocopier to run off fine art prints which you can sell for £80. Why? Because you are **inputting more than the stake money**. You are not counting the cost of purchasing and servicing the copier, or creating the original artwork. In effect you would be stealing these values from someone else. The correct way of doing this would be to create the artwork yourself (or genuinely be given it, free) and then to go to a copy shop and pay the true price of colour photocopying. I hope you see the difference. This rule says little more than "don't cheat".

Rule Eleven:- Supposing you invest £80 and it goes horribly wrong. Instead of the expected £160, you end up with (say) £6. This can happen, don't worry about it. This means that you must consider yourself now to be back on step 11, trying to turn £5 into £10 (again).

Rule Twelve:- Be aware though, that this strategy will only work up until about step 20, after which you have to work too long and hard to make each successive step happen. Again, this must be something you're not doing already. Ultimately you will have to trade - buy and sell or start a profitable company with the stake money. Now please reread rule seven.

Rule Thirteen:- People will only part with money for something of value to them. Anything else is a 'con'. My entire philosophy of life is creating *values* which fulfil *needs* resulting in *honest trade*. Anything else is highly likely to fail. You could gamble the stake money (e.g. place a bet on a horse), but because you are not creating values, you are most likely to fail and lose the lot.

Hints & Tips

- Don't discuss this with anyone outside the system. Most people are negative, hopelessly entrenched sceptics. They will bring you down. They will laugh. They will scoff. **They want to destroy your confidence.** Why? If you succeed, that means *they* have to do something - and they don't want that. It's easier to knock YOU down to size.
- Form a 'mastermind' group of four or five friends, all doing the system. Like 'weight watchers' meet regularly and compare progress. All members help the slowest member. Discuss/share ways of doubling a particular step. Meet once a week to start, then once a month. Keep telephoning each other. Keep the momentum going. The biggest enemy is losing steam. I know people who have done the first ten steps in ONE AFTERNOON and then run out of puff!!
- **Start thinking positively.** Buy my book *The Midas Method* (www.entrepreneur-guide.com) or any motivational book. Get out of your previous negative habits. Start reaching for the stars. You may not get there, but you sure as hell won't come back with a handful of mud.
- Make this work for you. Stop *dreaming* about becoming rich or winning the lottery. The world is there for the taking by *doers*, not dreamers. **Dreamers remain broke.**

Now go out and find that first penny..!.

When you do, it will be an amazing experience, I promise you. Try shopping centres, supermarket car parks, etc. You WILL find one. Since starting this system, I have found several coins every week!

Good luck to you, but remember, 'luck' is found at the cross-roads where preparation and opportunity meet. Please write to me with your successes and I can tell other people.

Additional information to help you succeed can be found at:

www.Money-Making-Business-Ideas.com

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