

7 KEYS TO UNLOCK FREEDOM,
PURPOSE, AND ABUNDANCE

THE NEW MILLIONAIRE'S PLAYBOOK



BOOK
PREVIEW

THE NEW MILLIONAIRE'S PLAYBOOK

**7 KEYS TO UNLOCK FREEDOM,
PURPOSE, AND ABUNDANCE**

GORDY BAL



HAY HOUSE, INC.
Carlsbad, California • New York City
London • Sydney • New Delhi

Praise for *The New Millionaire's Playbook*

"Gordy Bal walks the walk and invites others on the path with him. This stuff is life-changing."

— Dave Asprey, founder of Upgrade Labs and four-time *New York Times* best-selling author

"Gordy Bal is a revolutionary thinker who doesn't tell you what to think, but how to think. His message of raising human consciousness is deeply important for this time."

— Dr. Shefali, conscious parenting expert and *New York Times* best-selling author of *The Conscious Parent* and *The Awakened Family*

"Gordy Bal is one of those unique humans who can get to the core of who you are in just minutes through humour, honest questions, and deep insights."

— Dr. Gabor Maté, best-selling author of *When The Body Says No* and *In The Realm of Hungry Ghosts*

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resources to support your
journey toward freedom,
purpose, and abundance.**



INTRODUCTION

VISION OF THE NEW MILLIONAIRE

*We cannot solve our problems with the same
thinking we used when we created them.*

— ALBERT EINSTEIN

Right now, you are better positioned than at any other time in history to design the life of your dreams—a life and reality where everything is possible and you are able to manifest whatever it is you wish. The abundant access we have to exponential technologies as well as the revitalization of ancient wisdom give us godlike superpowers that have been hidden from us for far too long. We have everything we need to live a mind-expanding, heart-opening, and soul-nourishing existence.

So, why does it seem at times like the world is on the brink of falling apart? At this precise moment, you are

reading these words right here, right now, because there is much about the way the world works that isn't sitting right with you. You know on some level deep inside of you that the game is rigged, and you are ready to see behind the veil.

You are a part of a growing group of humans that are waking up and not only questioning the systems we live within but also questioning reality itself. You find yourself asking things like: *How does the world actually work? What is the nature of our reality, and what is the meaning of life? What is my purpose?* I, too, have been exploring these questions over the last 20 years and am certain that we are connected and meant to be here and now. I'm grateful and excited to be connected with you at this unique time in history, where we have the power to change the trajectory of the future and live in alignment with our truest selves.

Together, we'll go on a journey where I'll show you that your dream life is closer than you may think. Whether you are looking to upgrade your relationships, purpose, finances, location, lifestyle, or simply your understanding of the way the world operates, you will have the opportunity to release the shackles that bind you and become free.

I played the Old Millionaire game for far too long. I was a walking cliché of a person who thought money could buy happiness, and all I had to show for it was a big bank balance and a bankrupt soul. I had a yearning for meaning, purpose, and joy. You may be in a similar place right now. I was fortunate that I had the resources to embark on a decade-long journey to explore consciousness. In some ways, I didn't have a choice, since despite business and material success, there were days I couldn't drag myself out of bed.

I was experiencing extreme bouts of what scientists call *cognitive dissonance*—internal distress from feeling like my actions and beliefs were misaligned. It was as though I had climbed the summit of a mountain and there was nothing but emptiness at the top. I had to face myself as I realized my life was a façade and that I had bought into a fraudulent dream. I could blame societal programming—and, believe me, for years, I did—or I could share with you how I deconstructed that programming and learned to think my own thoughts.

Think your own thoughts.

Yes, this is critical and doable. In short order, you will see what it means to think your own thoughts. All that noise—from old programming, media, parents, societal expectations—gets muted and replaced by your own thoughts. You will begin to see your thoughts as the most powerful currency you have and learn how to invest them to create *your* reality, on *your* terms. The universe does indeed conspire for us and through us, and I will show you how you can interface with it to shapeshift your experience. Your *mental wealth* will grow and be your foundation for becoming the New Millionaire.

In my consciousness journey, I went all in. I spared no expense in terms of time, money, or soul to figure out what I was meant to do on planet Earth and how I could turn my frustration and hopelessness into love and joy. I spent over a million dollars traveling, studying, and experimenting. The best part, and what I can't wait to tell you more about, is that I discovered a small group of people who had *cracked the code* on living an amazing life. Instead of being used by technology, they are using it. They live to thrive rather than survive. Their work, which is connected to their purpose, creates *freedom, purpose, and abundance*.

As my kids would say, *they're crushing it, dude*. And now, because these people let me into their world as a friend and business associate, they have helped me unlock the formula so *you can do this too*.

Clarity of purpose is a hallmark of New Millionaires. You will also see that earning money goes hand in hand with consciousness and that you can create abundance while living your purpose. From that place, alignment and resonance begin to show up. Once you gain the power to think your thoughts, you stop playing a rigged game. Since your dream is linked to your humanity, you will cherish your capability to effect positive change on *any* scale.

As you gain clarity in what you are meant to do, your conviction grows. Whether it's raising capital, recruiting talent, or acquiring customers, your shift of mindset will become contagious and be your strongest source of influence. This book provides a process to clarify your purpose through seven Keys. Armed with this, you have a good chance of being led to epiphanies where the intersection of commerce and consciousness create abundance. As you see how simple the seven Keys are to apply, you'll feel a new sense of hope. The Keys are:

1. Unplug from the Matrix
2. Discover Your Purpose
3. Measure Your MEPS
4. Find Your Mission to Mars
5. Build Resilience, Resources, and Relationships
6. The Wealthy Spiritual Warrior
7. Expand Your Consciousness

Let's now zoom in on the term *New Millionaire* and give it a proper definition.

DEFINING *NEW MILLIONAIRE*

What do you think of when you hear the word *millionaire*? It might bring to mind images of the old definition of millionaire—someone who chases money, uses relationships as a form of currency, and focuses on profit over purpose. This lifestyle leads to feeling trapped and constricted and leaves little time for nourishment and rest. This way of being is part of the old paradigm. The new millionaire operates on a different level. Money chases them. They experience freedom, purpose, and abundance. They have fulfilling relationships and they balance their mental, emotional, physical, and spiritual well-being with intention. They generate more profit through living their purpose.

The new millionaire's measurement of success is impact, not money. You positively impact one million lives, starting with your own. Health is wealth, and financial abundance flows as you live your purpose. With new awareness and tools, you begin to play the most magnificent game you can and enjoy the glorious experience of being alive on this amazing planet at this precise moment in human history. Your time is your own, your relationships are harmonious, and you feel a sense of peace. You are moving mountains with little or no effort.

We need resources, and that requires money. This is not a book about how to live off the grid. It is a book, however, that isn't afraid to tell you how fragile the grid and legacy systems are. But, rather than be fearful, we'll focus on building resiliency, creating abundance, and

unplugging from toxic societal norms to the extent that you can. A part of that means earning money to solidify yourself financially.

Imagine this:

- You are connected to your purpose. The work you are doing is positively impacting the lives of others. If it doesn't already, you see how it will impact millions.
- You have a healthy relationship with your phone and seamlessly use technology to make your life better.
- You feel confident that you have full sovereignty over your funds and feel excited about the projects you are invested in.
- You feel connected to the people in your life and cultivate easeful relationships in a fun and joyful way.
- You look in the mirror and feel love toward the reflection looking back.

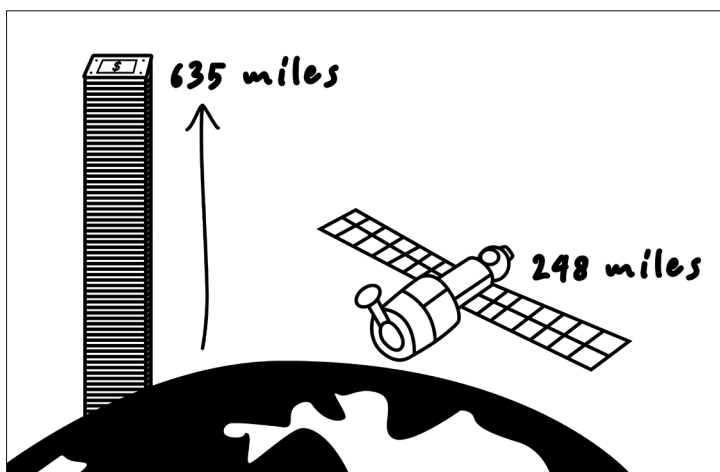
Welcome to your new reality. It only gets better from here.

THE GREAT WEALTH TRANSFER

We are living at an unprecedented moment in history, when an astronomical amount of money will be changing hands. Instead of designing Old Millionaire mousetraps to *extract* that money, with your shift in consciousness, you'll be able to *magnetize* that money. As a result, *money will chase you*.

As Gen Z and millennials inherit mass wealth from baby boomers, we're looking at a "Greater Transfer" of wealth than we've ever seen. *Forbes* reported that in America alone, more than \$68 trillion will be inherited by millennials from baby-boomer parents before 2030. To put this into context, if you were to stack a trillion dollars in one-hundred-dollar bills, it would be twice as high as the International Space Station—that's 635 miles above Earth's crust.

This wealth transfer is happening at a time when we are experiencing a new generation of humanity that is more focused on building a regenerative economy. It's incumbent on us to lead the way. You could say I'm overly optimistic or accuse me of attempting to speak this into existence, but I do believe that the next generation cares more about the collective well-being than generations before. I see a shift in values where instead of hoarding and controlling, there's a real desire to connect more deeply with others and with nature.



As an investor, I see that the companies getting funding are ones that care about consciousness. That's how you *magnetize*. You show up authentically with a desire to serve and connect, and opportunities (and money) will find you. Part of our journey together will be to create the frequency that attracts what you are seeking.

We're not buying into the "suffer now to climb the corporate ladder" mentality that created massive wealth for corporations as wages stagnated. The Great Resignation, Quiet Quitting, and WallStreetBets are all indicative of a change in consciousness. As the wealth disparity grows and social media propagates envy, more and more people are refusing to be cogs in the corporate wheel. The days of sacrificing our mental health for a company, especially one without a soul, are over. There is a better way.

Becoming a New Millionaire means *more choices*. Some 18-year-olds, instead of going into debt for a university degree, know where to find opportunities that allow them to do good for themselves and for the world. I know people in their 20s and in their 70s choosing to be digital nomads who live and play all over the world. Those who are most awake have found the balance of being connected to the world (via technology) and connected to themselves (via self-exploration and nature).

Entrepreneurs and CEOs have the opportunity to serve by taking on a bigger mentor role, lifting others up, and injecting conscious principles into all of their decisions and negotiations. Having more sovereignty gets you out of the rat race and into more purposeful work. Instead of chasing something that you can never attain by looking externally, you realize that everything you need is internal.

We are coming into an awakening that has the potential to challenge the current capitalist paradigm—one that is not only causing extreme social damage to mass groups of people, but environmental damage that could lead to our own extinction. Before we get to that dire point, we have the power to take responsibility for our capital and to coexist not only with all of humanity, but also with all other life forms (including our future AI overlords . . . only half kidding).

We are emerging into a new type of consciousness where we are deeply connected with nature, coexisting with exponential technology, and leading from a place of love—where we see ourselves as an integral part of the universe. This state of humanity takes us to a place where we see our investments as in direct correlation with our state of consciousness in the moment. Our thoughts are made manifest through the way we spend our dollars. We have the power to tap into our greater wisdom and change the energetic value of money.

We must move from **ME** consciousness to **WE** consciousness, which is why we need a Conscious Thought Revolution.

CONSCIOUS THOUGHT REVOLUTION

We are on a profound inner journey to becoming New Millionaires. A Conscious Thought Revolution is our gateway. The seven Keys that I will share with you unlock the portals of the practical steps for moving through that process.

We're going to spend a lot of time exploring where thoughts come from and how we can take back the power to *think our own thoughts*. In fact, the first step to embarking

on a Conscious Thought Revolution is divorcing yourself from the voice that tells you that you are not enough. This requires shifting from *thoughtlessness* to *thoughtfulness*. From here, you can create your own beliefs—beliefs not held as a rigid system, but instead with a constant curiosity about yourself and the world you want to live in.

What is a Conscious Thought Revolution?

Let's break it down.

CONSCIOUS

To be aware and responsive to one's surroundings.

In other words, to be awake.

THOUGHT

An idea or opinion formed by our mind. It is not reality itself, yet it does *create* our reality.

REVOLUTION

An overthrow of a certain social order to bring forth a new system. It is a complete change in the fundamental institutions of society.

Piecing these definitions together, **Conscious Thought Revolution** is a mission to wake up, become aware of how our thoughts create our reality, and break through outdated paradigms to pave a new way forward.

MY OWN CONSCIOUS THOUGHT REVOLUTION

As a child of the Internet age, by the time I was 15, I dove deep into the world of Internet marketing and soon learned how to mine attention. There's a system to it, and I learned to hack it. A few keystrokes here and a few more there, and I succeeded in getting inside people's heads to stimulate their desires. Even without artificial intelligence or the complex algorithms that exist today, I saw that those who knew how to mine attention were beginning to take over our thoughts.

As I observed the inner workings of their operations, I learned quickly how to use the language of fear, greed, and urgency to persuade people to click through to a website and take out their credit cards. I learned that simply changing the color of a button from blue to orange could double the number of conversions because of the way humans psychologically react to different colors. Yes, it really was that easy. Across the marketing and media industries, there was an arms race for more tech, more tools, and more power to take over people's minds. The money was ridiculous. It also put me on a win-lose course. My wins were at the expense of those whose attention had been mined.

By 20, I was running multiple businesses while studying psychology at the University of British Columbia. This allowed me to combine marketing, psychology, and technology to make even more money. Before long, I was running a call center business (boiler-room style), a government student loan business, a mutual fund business, an online casino affiliate business, and an ad arbitrage business. In a world full of acronyms, the one that dominated my thoughts was *CTR*: click-through rate. In online advertising, CTR is the key metric that determines success.

The click-through rate is the ratio of users who click on a specific link to the number of total users who view a page, e-mail, or advertisement. Your skill at growing CTR is determined by how well you convert eyeballs to clicks. I was winning the money game I thought I was supposed to, yet I was finding myself depressed, unhealthy, and numb.

Then 9/11 happened. This was the first time I really tuned in to a global event that changed the world as we knew it. I did plenty of soul-searching and started to connect the dots that were invisible to the naked eye. It would have been great to have friends and family who weren't afraid to challenge the traditional narrative and who could unpack what was going on. When I say we should "question the narrative," I mean *all* narratives. I had unanswered questions about 9/11, just as I had questions about what it meant to "make a living" and about how the world actually works.

As I continued my exploration, which included plenty of finger-pointing, it wasn't long before my fingers pointed in an uncomfortable direction: right back at me. Suddenly, hard questions were being launched my way as I asked, *Why do I choose fear over love? Why is money my scoreboard for success? And what is the endgame? If the game to accumulate as much money and power as possible is rigged, then what?* When I couldn't answer that last question, I hit a wall. Instead of continuing to look outward, I needed to look inside.

This inward journey brought on a familiar sense of discomfort that I was finally ready to sit with. Instead of numbing myself not to feel it, I became present to all the things inside me that I was not facing. This self-reflection revealed that I was as guilty as anyone for putting financial gains above community and personal well-being.

In 2007, upon waking up and seeing a record six-figure day, I acquired the domain name CTR.com for even more than that. I thought I was clever and would build a technology platform that helped advertisers increase their click-through rate. While the mainstream press was celebrating how much more efficient technology had made us, no one spoke about the losers (that is, most of the people using technology).

There was also a win-lose battle happening in my life. The more my wallet won, the more my soul lost. This fell in lockstep with Big Tech and Big Finance: profits rose at a steep pace, right alongside obesity, depression, anxiety, and environmental destruction. The money was too easy for everyone. And the boom led to a bust. In 2008, the global financial crisis destroyed wealth for a lot of people. I realized that few were asking the same questions I was, such as, “Why are the ‘too big to fail’ banks who created the crisis not being penalized?”

As disgusted as I was by the bailouts, it taught me that being angry and staying in victim mode prevented me from seeing opportunities. As legacy financial systems were teetering on the verge of collapse, Satoshi Nakamoto’s white paper on Bitcoin was published. Suddenly a new money system was proposed that would give power back to the people. It would be decentralized (meaning no government control), and currency could be programmed with a new set of rules and principles that the community at large could agree on and co-design. A new game could be designed and played by all. To me, it was a nine-page tapestry of hope interwoven with smart technology.

Gradually I realized that consciousness was the only way to rectify the game. I went deeper to explore the link between brain development and human potential. I began

to redefine capital beyond traditional means and to view thoughts as investments. And as we shift our thoughts, so we deploy our capital.

**And as we shift our thoughts,
so we deploy our capital.**

As I started to express my truth—that consciousness is my path—I found my way to the right people and the right events. In 2015, in a deep state of vision questing, I realized that our planet does not need a higher click-through rate. What it needs is a different kind of CTR: a Conscious Thought Revolution.

Two years later, I attended a transformative event with my dear friend Andrew to set goals for the year. Andrew was already living the life of the New Millionaire. He was building his first of three unicorns (billion-dollar companies) in blockchain and continuously upgrading his own consciousness while living deeply with a sense of purpose to create a much better world for all.

This was the moment when I finally said, “Enough is enough.” Emerging from that workshop, I declared that I would use all my energy to create a Conscious Thought Revolution. My goal was clear: to measurably accelerate the evolution of consciousness. I knew what I had to do. Against the advice of everyone around me, I needed to shut down all business operations that were not dedicated to this mission and aligned with my soul. This meant I had to enter a place of uncertainty; I didn’t know where money would come from and how I would pay my staff. I didn’t even know how to tell my wife. Sukhi and I had three young boys at the time. Yet when I broke the news

to her, she didn't panic or meet me with fear or concern. Instead, she looked at me with a deep sense of certainty and trust and said, "I don't care if we have to sacrifice for a while. I have your back."

It was that vote of confidence that gave me the courage to deliver the news to my business partner. His practical side has always been the perfect balance for my visionary side. I worried about his reaction, especially since my declaration meant turning off the faucet that was churning out massive revenue.

He got very serious with me. I braced for impact. He said, "You know that 'set and forget' plan for investing in crypto that we started a few years ago?" I wasn't sure where he was going with this, so I let him continue. "I just checked our balance, and it gives us four years of runway. I'm on the same page, brother. Not only do I want to devote all our effort to a Conscious Thought Revolution, but we have the capital and team to make it work."

"Oh! Plus," I added, "we already have that prime three-letter URL!" Buying CTR.com had been a prescient investment after all.

It happened: the stars aligned. This was evidence of how the universe conspires with us to manifest our own reality when we connect to our true purpose.

YOUR NEW REALITY

That was my story. Now it's time to write yours. Your goal is to uncover the truth of what it means to be wealthy, and to unlock freedom, purpose, and abundance. These ideas come together to show you a new way of living and a powerful path forward. This playbook provides all three and will lead you on a path to:

1. **Freedom.** The power to think, act, and live freely in accordance with your beliefs
2. **Purpose.** Your core “reason for being”; where life has clear meaning and direction, guided by an inner compass and deep knowing of who you truly are
3. **Abundance.** A state where all of your needs are met and there is no feeling of lack or scarcity; the experience of fulfillment that occurs beyond the material realm

The flow of the book has been carefully designed. The foundational work will lead you to an exploration that culminates in a Conscious Thought Revolution. At the end of every chapter, there are four to six “power plays” that lead you on a clear path to becoming a New Millionaire.

You have everything inside you to tap into your unique purpose and unapologetically live your life with freedom, purpose, and abundance. What you’re reading will simply affirm that and give you a gentle, loving nudge to claim your life and become a New Millionaire.

Treat this as an opportunity to reconnect to the sacred that forever exists within you, and to the knowledge that is innately yours. It requires you to look deep within yourself, as well as all around you, and decide what is true and important to you. While I can lead you to the door, only you can use the seven Keys I give you to open it. I know how challenging it is to pave a new way, and I also know that it is so worth it. The life of your dreams is waiting on the other side.

Let’s get to work creating a Conscious Thought Revolution.

Together . . . as New Millionaires.

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please order your copy.**

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