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Feel Like a

MILLION BUCKS

(EVEN IF YOU'RE NOT SUPER RICH)



*A guide to getting
more bliss for your
buck*

Feel Like a Million Bucks (Even If You Are Not Super Rich)

A guide to getting more bliss for your buck

By Sol Ballard

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Picture this:

You feel unfulfilled and stagnant in life, there maybe a hint of depression in the mix and on a random day you decide to try your luck at the lottery.

You've always said that if you had more money you would happier so you give it a go.

As luck would have it, you actually win!

And VIOLA! Money brought you all the happiness in the world and now you can live happily ever after.

Probably Not. Very unlikely. Maybe. If you spend it right.

Turns out half of the time that situation works out way better in your mind that it does in real life.

You may be familiar with documentaries such as E!'s "Curse of the Lottery" that feature real life people who have hit the jackpot yet they are worse off than ever before.

From losing it all, to threats, fake marriage proposal, to people coming out of the wood work trying to get a piece, the stories are far from fairy tale.

Not saying that winning the lotto is always bad, since there are many others who have won and have done alright for themselves but it wouldn't necessarily be the answer to all your prayers either.

Almost 100% of the time wishing to win the lotto is just a means to an end.

The means being money and the end meaning happiness.

According to Aristotle the ultimate end is: “that which is always desirable in itself and never for the sake of something else”.

Basically we just want to feel good as often as humanely possible.

Most people think that money is the only way of attaining that.

If you are not a millionaire, you will be relieved to know that once above \$75k in household income, your happiness levels off according to research.

Money could be a way (out of many) of attaining that euphoria.... *if you spend it right.*

You may even be delighted to know that to feel like a million bucks you don't necessarily have to have a million bucks.

And if you think money can't buy happiness then you are just not spending it right!

So why should you be more happiness savvy with your dinero?

Because spending your money the “wrong way” could make you lose out on opportunities to invite joy into your life, make you less likable by others, and potentially less successful.

But let's stay focused on the positive.

This guide will help you get more bliss for your buck so you can invest that discretionary hard-earned cash into enhancing your happiness rather than depleting it.

The world's leading positive psychologist, Shawn Achor, has proven that happiness brings about success not the other way around.

Your focus should be on increasing your happiness which will attract more success into every area of your life.

So once you apply these, your pockets could be as loaded as your happiness.

Not too shabby of a deal, right?

I am a big believer that happiness is our ultimate goal as Aristotle theorized.

When you are happy, success in every area of your life ensues.

You will learn how to spend your discretionary income more wisely so you can shift out of the means-to-end gear that keeps you depleted economically and emotionally and shift into a more blissful state in which magic happens.

In a research it was discovered that how you spend your money is at least as important as how much you earn.

Boom!

You didn't see that one coming did ya?

Most of the time we focus on how much we are making, which needless to say robs of happiness in the present, so that we can keep spending our money on “means-to-end” things when we can just shoot straight for the end, ultimate bliss.

Spend your benjamins right, and you might be able to acquire more of this highly sought-after euphoria.

So what are we waiting for? Let's cut to the chase.

Happy Spending Tip No. 1

Go Green

By go green I do not mean recycle. (Although I am sure you can find happiness in that enterprise).

Go green by adding some life to your life.

I am talking about greenery: house plants and flowers.

Investing your dollars in this manner immediately boots your well-being and shorten recovery time from illness according to sources.

This easy-to-implement tip is often overlooked because of its simplicity but do not for a single minute underestimate it's power.

I first learned this tip while listening to John. C Maxwell's audio book, 100 Ways to Motivate Yourself.

I was so inspired by this tip that I wrote a blog post about it here.

In John's words:

“Buy yourself flowers and every time you look at them let them remind you of how colorful your future is going to be, how fresh your thoughts are, how easy it is to honor yourself, how much power you have to make your environment beautiful, and how sweet the smell of the Universe can be.”

Then this blurb from my [blog](#) ensued:

“ Being happy and living in a beautiful environment is an inside job. I used to think that life was treating me unkind then I realized that I AM LIFE and I treat myself however I want. We tend to think that magical outside sources have control over our life and our feelings. I have spent years of my life on autopilot allowing people and circumstances to predict my present situation and set my mood. As I walked past the flowers at the grocery store, I wondered why it took me months to take John's advice.

Today I take control over my life and my environment. Flowers are a small kind gesture to myself but they will remind me of the control I have over my life and my feelings. They symbolize freedom from outside forces and the ability I have to honor myself.”

A plant has the power to turn your life around.

Now those are a few dollars well spent.

Happy Spending Tip No. 2

Spend money on others

You know that shopping high you get when you buy a new pair of heels, a handbag, or insert your weakness here?

Well that high is second-rate cheap buzz compared to the happiness boost you get from spending your hard earned moolah on others.

Say what?

That's right.

It is proven that bliss increases when you allocate your dinero in this manner. You experience a greater sense of happiness than if you were to splurge on yourself.

In fact, according to other astonishing research donating money or buying a gift for someone you love has a similar relationship to happiness as doubling your household income!

Aha!

This might explain the warm fuzzies you get right around Christmas time.

Happy Spending Tip No. 3

Turn the “drool factor” into a practice

With technology and our modern obsession with instant gratification it has become easier to have anything you can possibly want at your doorstep in a click of a button.

Which is amazing, if you’ve run out of toilet paper.

But this study shows that taming our instant grat demon, pays off when it comes to indulging in things we love.

It’s not surprising to consume something you absolutely love as much as possible.

Although researchers, Elizabeth Dunn and Michael Norton advice to do the opposite so that you instill the “drool factor”.

The “drool factor” is the period of anticipation that can make the eventual pleasurable consumption of the experience way more enjoyable.

For instance, I make this delectable sugar-less chocolate coconut homemade ice cream that it nothing short of amazing.

Last week, I ran out of the ingredients to make it and when I finally made it a few days ago it was absolute glory.

By going a few days longer than usual without my delicious ice cream, it made the actual consumption of it, much more enjoyable than if I were to have my homemade ice cream every day.

So instead of giving into pleasurable habits daily, try making them a treat and only indulge in that pleasure once in a blue moon.

Which also allows you to save up and get the good stuff!

Happy Spending Tip No. 4 **Be an Experience Consumer**

If you really want to feel bliss, spend your discretionary income on making memories rather than purchasing material objects.

For one, memories can be relived time and time again and are most likely to be shared with others- which is a huge happiness booster.

Piggy backing on the last tip, experiences make it so we don't get caught up in the humdrum of life.

We tend to get used to circumstances, great and not-so great, that new experiences break us from the day to day blah.

So switching up your experiences is probably a good idea.

Cornell University researchers found that people who do things rather than get things tend to be better liked.

And who doesn't like to be liked?!

So invest some of that leftover dough on trying out a new restaurant with friends, learning a new skill, going to concerts, or on an alluring vacation instead of a designer handbag.

Happy Spending Tip No. 5

Purchase Time

Lastly but definitely not least, buy time.

If I had a dime for every coaching client who tells me they feel stressed out and overwhelmed with their busy life I would probably have a whole lot of dimes.

Those phrases almost always mean there is a happiness leak in my client's life.

The money department can alleviate some of these symptoms by directing its focus to getting more time.

Think about it, if you hire that cleaning service, you will free up more time to share new experiences with loved ones or to simply just relax for a change.

Or if you hire a sitter, you could attend more hot and steamy date nights with your significant other ultimately creating more *you* time and decreasing stress.

Buying time can give you access to more happiness boosting activities.

According to the Journal of Consumer Research, “losing time tends to be more painful than losing money” since we can't make up for lost time.

So Invest those dollars wisely.

BONUS TIP

Use your discretionary income to do the above even if you have to save up.

Avoid using credit cards to attempt to boost your happiness.

Turns out credit card debt makes most people miserable.

Shocker!

The common line I hear from clients

From ancient philosopher Aristotle, who theorized happiness was the ultimate purpose of human existence, to leading positive psychologist Shawn Achor, who proved that happiness brings success not the other way around we have plenty of reasons to direct our focus towards happiness.

I wrote this guide due to patterns I see with my clients and reader's responses to my "Tailored to You Content Survey" where many have answered that money keeps them stuck in life.

Although there may be many reasons why readers and clients have "money blocks" I wanted to rule out the popular belief:

"If I had more money I would be happier."

that I hear quite often.

Turns out happiness can be achieved without having the amount of money you think you need to be happy.

Most of the tips above can be achieved for free or for barter. So let there be zero excuses, okay?

Trust me I totally get it, money could be a huge factor when we are having a hard time making ends meet.

But just know that when you place your focus on being grateful for what you do have and feel happy where you are even though you would like to be farther along, you allow your mind to relax and get creative in finding abundant streams of income.

Keep expecting more emails from me such as easy-to-fix mistakes that could be building a barrier between you and joy, and a simple process that can revolutionize your thinking so you can streamline your success.

If you loved these tips I would love for you to forward this link to a friend:

<http://solballard.com/millionbucksguide/>

After entering their name and email address they too have have this useful guide to happier spending.

Talk to you soon.

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