

Living and Being Prosperous in Any Economy - Part 1

In the early 1980s my wife, Vanessa and I were living in Caracas, Venezuela. The unit of currency in Venezuela is the Bolivar, named after Simon Bolivar the Liberator of Venezuela and several other Latin American countries. For several decades the exchange rate between the Bolivar and the US dollar was 4.2 to 1. This means that if you wanted to buy a US dollar you had to exchange 4.2 Bolivars.

On a Monday morning we awoke to discover that all the banks were closed and they remained closed for one week. When they opened the following Monday the exchange rate had been realigned to 7.3 bolivars to 1 US dollar. Because so much of the food and consumer products were imported the inflation rate quickly increased and reached over 65% per year.

With this rate of inflation, living prosperously became increasingly difficult but I started to notice that there were some people doing very well, about 10 %, regardless of this economic situation. As I looked closer at what they were doing, I discovered that each one of them had figured out a successful income generating strategy. They had figured out how to create exceptional value and understood the new rules of the new economy. Simply stated they had learned how to live in and apply the principles of what I referred to then as, a **Value-for-Value Exchange Economy**

They had learned this from a business and economic necessity. Over the years I have come to learn that this idea is also a truth and principle in all of life. Having learned it and now seeing so many people challenged in this new economy, I am committed to teaching anyone that will listen to me about this **Value-for-Value Exchange** and how it is based on the Law of Circulation.

The Law of Circulation is also known as the Law of Giving and Receiving. It states that all things in the Universe are always flowing in circulation. Everything we give, no matter in what form we give it, comes back to us. The Universe (God) always multiplies and gives back to us whatever we give and the return also reflects the manner and consciousness in which we give it. This idea is implied in the expressions: *“What goes around, comes around.”* and *“As we give we receive.”*

Increasingly we are coming to understand that there is a substance, an energy that exists everywhere. This is called energy, spirit, God, etc. As we give, or circulate, our time, talents, happiness, generosity, money, sadness, or sense of lack, more of the same, multiplied is returned to us. However, the return may not come back from the entity or person that we gave to.

Positive circulation is when what we give **increases** for our good. **Negative circulation** is when resources are **diminished** as a result of what or how we circulate. What we hold onto in consciousness will keep slipping away until there's nothing left. We can never escape the Law of Circulation. If we try to stop the circulation of something, it will still circulate, but in a negative manner. If it is money, it will be circulated into unexpected expenses such as paying for repairs and replacement of things that are damaged, stolen or lost.

When we give from a consciousness, or an attitude of lack, or not enough, we are not using the Law of Circulation to our advantage. As Eric Butterworth says: *“It is important to recall that it is not really for lack of abundance that we are experiencing want, but for lack of awareness of the ever-present reality of Divine substance and the faith to shape it into manifest form.”*

He also says: *“Your personal welfare begins with your consciousness. It is not what happens on Wall Street. It is not the “state of the economy.” You can be prosperous when business is poor, and you can experience financial difficulties even when business is booming.”*

We're talking about a basic attitude in everything we do all the time. If we're mowing the lawn, give our best. If we're taking our kids to school, do it with no sense of obligation or annoyance, do it with all the love we can muster. On our job, do the best work we can without watching the clock or worrying about what the other person is doing or not doing.

Since circulation is circular, it isn't only about getting. Rather, it's equally giving and receiving. God is Substance being us and God is givingness. Can you imagine God withholding anything good? Each of us is that same givingness. That is our true nature and God Substance will never stop circulating.

The best way to put the Law of Circulation into operation is to make the decision that any time we come into contact with anyone, we will give them something. It could be a flower, a compliment or a smile. These non-material acts of kindness (e.g. caring, attention, appreciation, love, gratitude) are some of the most precious gifts we can give and they don't cost us anything.

What this Law means to those that understand and live it, and what I try to help others understand, is that the more value you offer unconditionally, the more abundance you'll enjoy. Giving with strings attached creates feelings of fear (What if I don't get a return on what I give?) and lack (I don't have enough to justify giving to others without a clear benefit to me). Giving unconditionally creates feelings of abundance. **Ask, "How can I create more value and give?"**

People who feel wealthy and blessed and who bring value to their jobs, regardless of their pay, let the Universe know that they're ready to receive even more wealth. They may get a raise or an unexpected windfall, or they could attract the attention of someone who wants to hire them for a better job. When we meet these givers we easily recognize them. There is just something about them and we sense they will get ahead, get a promotion, a raise, or a more lucrative position somewhere and we can imagine that they lead a rich and abundant life.

When you give value unconditionally, you'll receive it in return and the more you give the more value and abundance you'll receive. People, who offer the minimal effort at their job, always rushing out the door at exactly 5 p.m. and never showing any initiative, are missing the opportunity to create abundance or value and reap the benefits.

You can offer value through creative ideas; suggestions for how to make your company work more effectively and efficiently, enthusiasm that inspires others, hard work, smart work, diligence and attention to detail, and going the extra mile in a situation.

If you're thinking of finding different work, or you've been considering making a change for a long time but feel paralyzed and unsure of what to do next, start by creating positive feelings so that you can access your passion and creativity. You'll get clarity about what you want to do next and avoid making the kind of mistakes we commit when we operate from negative feelings such as fear and lack. You won't jump from one unrewarding job to the next; instead, you'll find new, better opportunities opening up for you in response to the feelings of abundance, enthusiasm, and worthiness you've created. You'll recognize your beneficial purpose, value it, and attract more resources and wealth by giving unconditionally, letting your abundance flow into the Universe, and opening yourself to receive.

This Law of Circulation also referred to as the Law of Giving and Receiving was highlighted in a best-selling book, the Go-Giver. It tells the story of an ambitious young man named Joe who yearns for success. Joe is a true go-getter, though sometimes he feels as if the harder and faster he works, the further away his goals seem to be. (Have you ever felt that way?) And so one day, desperate to land a key sale at the end of a bad quarter, he seeks advice from a legendary consultant referred to by his many devotees simply as the Chairman.

Over the next week, the consultant introduces Joe to a series of successful “go-givers”: a restaurateur, a CEO, a financial advisor, a real estate broker and “The Connector,” who brought them all together. The consultant’s friends share with Joe the Five Laws of Stratospheric Success and teach him how to open himself up to the power of giving:

#1 - THE LAW OF VALUE: Your true worth is determined by how much more you give in value than you take in payment.

#2- THE LAW OF COMPENSATION: Your income is determined by how many people you serve and how well you serve them.

#3 - THE LAW OF INFLUENCE: Your influence is determined by how abundantly you place other people's interests first.

#4 - THE LAW OF AUTHENTICITY: The most valuable gift you have to offer is yourself.

#5 - THE LAW OF RECEPTIVITY: The key to effective giving is to stay open to receiving.

Joe learns that changing his focus from getting to giving—putting others’ interests first and continually adding value to their lives—ultimately leads to unexpected returns.

When you think about it, the misuse of the Law of Circulation is what is operating in our economy today. People are fearful and pessimistic and this is showing up in the economy. The economic malaise is a state of mind, not the absence of resources or money. Collectively we are blocking the flow. You however, can decide today to invoke this Law because, as a universal law, it works all the time, everywhere and for every one that applies it.

In Part 2 we will outline how to identify the value that friends, family, prospects and clients are seeking and how to provide it for the good of all.