

THE \$10,000 MINDSET SHIFT

A 7-Day Protocol to Transform Your Relationship with Wealth

By Rich Abbott
WealthDawn

WELCOME TO YOUR TRANSFORMATION

You're about to experience something most entrepreneurs never do: a genuine mindset shift about money and wealth.

Not affirmations. Not visualization. Not "manifest your dreams."

Real psychological transformation backed by neuroscience and proven through implementation.

Over the next seven days, you'll systematically identify and eliminate the scarcity patterns that are costing you money, opportunity, and peace of mind. You'll replace them with abundance thinking that creates sustainable wealth.

This isn't theory. It's a protocol.

Each day builds on the previous. Each exercise compounds the transformation. By Day 7, you'll think about money in a fundamentally different way—a way that opens doors instead of closing them.

What You'll Need

- **15 minutes per day** (non-negotiable - schedule it now)
- **A notebook or digital document** for exercises
- **Honesty** (lying to yourself wastes everyone's time)
- **Commitment** (all 7 days, no skipping)

How This Works

Each day follows the same structure:

1. **Concept:** The psychological principle you're working with
2. **Why It Matters:** How this impacts your wealth-building
3. **Exercise:** Specific action to create the shift
4. **Integration:** How to apply this going forward

Complete each day before moving to the next. Don't rush. The transformation happens in the doing, not the reading.

Let's begin.

DAY 1: THE SCARCITY AUDIT

The Concept: Hidden Scarcity Patterns

Most people don't realize they operate from scarcity. They'd be offended if you suggested it. "I'm positive! I'm ambitious! I believe in abundance!"

But belief and behavior are different things.

Scarcity thinking shows up in subtle ways:

- How you react when someone else succeeds
- What you do when money gets tight
- How you talk about pricing and value
- What you believe is "realistic" or "possible"
- How you feel when opportunities don't work out

These patterns were installed early—probably by well-meaning parents or teachers—and they've been running on autopilot ever since. You can't change what you can't see, so today you'll see it.

Why It Matters

Scarcity thinking costs you money in measurable ways:

Pricing: You undercharge because you don't believe people will pay more **Negotiation:** You accept less because you're afraid to ask for what you're worth **Opportunity:** You don't pursue big goals because you don't believe they're possible **Investment:** You avoid spending on growth because you're afraid of loss **Risk:** You stay small to stay safe

Every scarcity pattern is costing you thousands of dollars. Some cost you tens of thousands. The \$10,000 mindset shift isn't hyperbole—it's a conservative estimate of what eliminating these patterns will create.

The Exercise: Identify Your Scarcity Patterns

Answer these questions with brutal honesty. Write every answer down.

PART 1: Money Reactions

1. When you see someone driving an expensive car, what's your first thought?

(Common scarcity responses: "They're probably in debt" / "Must be nice to have rich parents" / "What a waste of money")

2. When a client or customer pushes back on your pricing, what do you feel?

(Scarcity: fear, defensiveness, immediate urge to discount)

3. When you have an unexpected expense, what's your internal response?

(Scarcity: panic, resentment, "I can't afford this," anger at the universe)

4. When someone in your field makes a lot of money, what do you tell yourself?

(Scarcity: "They got lucky" / "They probably compromise their values" / "That's not sustainable")

5. When you think about raising your prices, what comes up?

(Scarcity: "No one will pay that" / "I'll lose all my customers" / "Who am I to charge that much?")

PART 2: Scarcity Language Patterns

Circle any phrases you've said or thought in the past month:

- "I can't afford that"
- "Money doesn't grow on trees"
- "I'm not made of money"
- "That's too expensive"
- "Rich people are lucky/greedy/different"
- "It's too risky"
- "I need to be realistic"
- "I should be grateful for what I have"
- "Money is tight right now"
- "We can't all be rich"

Count your circles: _____

0-2: Mild scarcity conditioning

3-5: Moderate scarcity conditioning

6-8: Strong scarcity conditioning

9-11: Severe scarcity conditioning

PART 3: Behavioral Patterns

Mark TRUE or FALSE:

- ☐ I buy cheap versions instead of saving for quality
- ☐ I avoid looking at my bank account when money is tight
- ☐ I discount my prices when someone hesitates
- ☐ I feel guilty when I spend money on myself
- ☐ I assume financial success requires sacrifice or suffering
- ☐ I think about money multiple times per day with stress
- ☐ I avoid conversations about money because they're uncomfortable
- ☐ I base financial decisions on fear more than opportunity

Count your TRUES: _____

Each TRUE is a scarcity pattern costing you money.

PART 4: The Core Scarcity Belief

Complete this sentence as honestly as possible:

"Deep down, I believe that money is _____"

Common scarcity completions:

- "...hard to get"
- "...scarce"
- "...something I have to fight for"
- "...not for people like me"
- "...limited"
- "...unfair"

Whatever you wrote, that's your core scarcity belief. This is what we're transforming over the next six days.

Integration: Awareness Without Judgment

Don't beat yourself up about what you discovered today. Scarcity thinking isn't a moral failing—it's conditioning. You learned it from your environment. Now you're unlearning it.

Your job today: Simply notice when scarcity thoughts arise. Don't fight them. Don't fix them. Just notice.

"Oh, there's that scarcity pattern about not being able to afford things."

"Interesting, I just had a scarcity thought about someone else's success."

Awareness is the first step. Tomorrow, we start the actual rewiring.

Write this down and read it three times before bed:

"I am becoming aware of scarcity patterns that no longer serve me. Awareness is the beginning of transformation."

DAY 2: THE ABUNDANCE BASELINE

The Concept: You Already Have Evidence

Scarcity thinking has convinced you that abundance is rare, hard to find, and not for you. But that's provably false—you have evidence of abundance in your life right now. You're just not looking at it.

Today we establish your abundance baseline: the proof that abundance already exists in your experience. This isn't about "being grateful" or "positive thinking." It's about accurate perception.

When your brain has evidence of abundance, it starts to expect more abundance. Expectations shape what you see. What you see shapes what you pursue. What you pursue shapes what you get.

This is how the shift begins.

Why It Matters

Your reticular activating system (RAS) is constantly filtering reality based on what you've told it to look for. If you've programmed it to look for scarcity, you'll find scarcity everywhere. If you program it to look for abundance, you'll find that too.

Neither perception is "right" or "wrong." They're both selective attention to different aspects of reality.

The difference: Scarcity perception closes possibilities. Abundance perception opens them.

People who see abundance:

- Notice more opportunities
- Feel more confident pursuing them
- Take bigger (smarter) risks
- Attract better partnerships
- Negotiate from strength
- Build faster

This isn't magical thinking. It's neuroscience.

The Exercise: Document Your Abundance Evidence

You're going to create an undeniable record of abundance already present in your life. This rewires your RAS to start noticing more of it.

PART 1: Financial Abundance Evidence

List 10 examples of money flowing TO you in the past 12 months:

This could be:

- Income from work
- Unexpected refunds
- Gifts received
- Discounts or deals
- Problems that didn't cost as much as expected
- Opportunities that created income

Don't qualify them. Don't minimize them. Just list them.

1. _____

2. _____

3. _____

4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now calculate the total dollar value: \$_____

This is proof that money flows to you. Not "will flow someday if you get lucky." DOES flow. Present tense. Evidence.

PART 2: Opportunity Abundance Evidence

List 5 opportunities that came to you without you forcing them:

These could be:

- Job offers or client inquiries
- Introductions to helpful people
- Ideas that led to income
- Resources that appeared when needed
- Doors that opened unexpectedly

1. _____
2. _____
3. _____
4. _____
5. _____

This is proof that opportunities find you. They're not scarce. They're not locked away. They come to you.

PART 3: Resource Abundance Evidence

List everything you have access to right now that previous generations would consider miraculous wealth:

Examples to get you started:

- Instant communication with anyone on Earth
- Access to all human knowledge (internet)
- Climate control (heating/AC)
- Clean water on demand

- Transportation that crosses continents
- Entertainment on demand
- Medical care that prevents/cures deadly diseases
- Food from around the world
- Tools that multiply your productivity

Add 10 more:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

You are absurdly, historically, abundantly wealthy in resources. This isn't gratitude porn—it's factual inventory.

PART 4: Support Abundance Evidence

List 10 people who have helped you, taught you, or supported you:

This could be:

- Mentors or teachers
- Family or friends
- Colleagues or clients
- Authors or creators
- Strangers who helped you

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

9.

10.

You are surrounded by people willing to help. Support is not scarce. It's abundant.

PART 5: The Abundance Statement

Based on the evidence you just documented, complete this statement:

"The factual evidence shows that I live in a reality where _____"

Example completions based on evidence:

- "...money regularly flows to me"
- "...opportunities consistently appear"
- "...I have access to abundant resources"
- "...people willingly help and support me"
- "...abundance is already present in my life"

Write your abundance statement here:

Integration: Train Your RAS

Your abundance evidence is now your new baseline. This is what's true. This is what you're training your brain to expect more of.

Your job today: Every time you notice something abundant, acknowledge it.

"There's another opportunity showing up."

"Look at that—money flowing to me again."

"Interesting, someone just offered help without me asking."

You're not forcing positivity. You're accurately perceiving what's already there.

Write your abundance statement on a card. Read it 3x today.

Tomorrow: We interrupt the scarcity patterns at the root.

DAY 3: PATTERN INTERRUPTION

The Concept: Breaking Old Neural Pathways

Your scarcity patterns are neural pathways—literal connections in your brain that fire automatically when triggered. They've been reinforced through repetition for years or decades.

You can't delete these pathways. But you can stop reinforcing them and build new ones.

This is called pattern interruption, and it's the mechanism behind all lasting behavioral change.

Today you'll learn to catch scarcity patterns the moment they fire and interrupt them before they influence your behavior. This breaks the reinforcement cycle and begins building new pathways.

Why It Matters

Every time you think a scarcity thought and act on it, you strengthen that neural pathway. Over time, the pattern becomes automatic—you don't even notice you're doing it.

The scarcity cycle:

1. Trigger (situation involving money)
2. Scarcity thought (automatic negative belief)
3. Emotional reaction (fear, anxiety, stress)
4. Behavior (undercharging, avoiding risk, staying small)
5. Result (validates scarcity belief)
6. Pattern reinforced (brain learns this is correct)

You've been running this cycle thousands of times. It's now your default.

Pattern interruption breaks the cycle:

1. Trigger (situation involving money)
2. Scarcity thought starts to fire
3. **INTERRUPTION** (catch it before behavior)
4. Choose different thought (abundance evidence)
5. Different behavior (aligned with abundance)
6. Different result
7. New pattern begins to form

The first few interruptions feel forced and uncomfortable. After 20-30 interruptions, the new pattern starts to feel natural. After 100+, it becomes your new default.

The Exercise: Install Your Pattern Interrupt

STEP 1: Identify Your Triggers

From Day 1, you know your scarcity patterns. Now identify what triggers them.

Common triggers:

- Looking at bank account
- Paying bills
- Discussing money with spouse
- Setting prices
- Client objections

- Seeing others' success
- Making financial decisions
- Unexpected expenses

Your top 3 triggers:

1. _____
2. _____
3. _____

STEP 2: Map Your Current Pattern

For each trigger, map your current pattern:

Trigger 1: _____

When this happens, I think: _____

Which makes me feel: _____

So I: _____ (behavior)

And the result is: _____

Trigger 2: _____

When this happens, I think: _____

Which makes me feel: _____

So I: _____ (behavior)

And the result is: _____

Trigger 3: _____

When this happens, I think: _____

Which makes me feel: _____

So I: _____ (behavior)

And the result is: _____

STEP 3: Design Your Interrupts

For each trigger, design a specific interrupt and alternative response.

The Pattern Interrupt Template:

"When [TRIGGER] happens and I start to think [SCARCITY THOUGHT], I will immediately [INTERRUPT ACTION] and instead think [ABUNDANCE THOUGHT] which leads me to [NEW BEHAVIOR]."

Example:

"When I look at my bank account and start to think 'I don't have enough,' I will immediately take three deep breaths and instead think 'Money flows to me regularly (Day 2 evidence)' which leads me to look for opportunities rather than scarcity."

Your Pattern Interrupts:**Trigger 1 Interrupt:**

Trigger 2 Interrupt:

Trigger 3 Interrupt:

STEP 4: Choose Your Physical Interrupt

You need a physical action that snaps you out of the automatic pattern. This creates a break in the neural pathway.

Options:

- Take three deep breaths
- Snap a rubber band on your wrist
- Stand up and stretch
- Touch your thumb to each finger in sequence
- Clap your hands once
- Say "STOP" out loud (if alone)

Your chosen physical interrupt: _____

STEP 5: Practice Now

Right now, before you encounter the actual trigger, practice your interrupt:

1. Imagine your trigger happening
2. Notice the scarcity thought starting
3. Execute your physical interrupt immediately

4. State your abundance alternative out loud
5. Visualize your new behavior
6. Notice how this feels different

Do this 3 times for each trigger. This pre-loads the pattern.

Integration: Real-Time Application

Starting right now, your job is to catch and interrupt every scarcity pattern you notice.

This will feel awkward at first. You'll miss some. You'll catch others too late. That's normal. Just interrupt the next one.

Track your interrupts: Every time you successfully interrupt a scarcity pattern, make a mark.

Goal: 10 successful interrupts by end of Day 3

The more you interrupt, the faster the new pathway forms.

Reminder to read before bed:

"Old patterns are just habits. I am installing new habits. Each interrupt makes the next one easier. I am rewiring my relationship with wealth."

Tomorrow: The core identity shift.

DAY 4: THE \$10,000 VISUALIZATION

The Concept: Embodied Money Comfort

Here's what most people get wrong about visualization: they think the goal is to "manifest" money through positive thinking. That's nonsense.

The real purpose of visualization is to make your nervous system comfortable with the reality you want to create.

Right now, if someone handed you \$10,000, your nervous system would freak out. You'd experience anxiety, unworthiness, guilt, or fear. You'd either (a) immediately spend it to get rid of the discomfort, or (b) hide it away and never touch it.

This is why lottery winners often go broke. Their nervous system isn't calibrated for that level of wealth, so they unconsciously sabotage back to their comfort zone.

Today you're going to make your nervous system comfortable with \$10,000. Not through magical thinking, but through systematic exposure that creates new neural patterns.

Why It Matters

Your "wealth thermostat" is set at a specific level. When you go below it, you take actions to get back up. When you go above it, you unconsciously sabotage back down.

This thermostat was set by your early experiences and beliefs about money. It's been maintaining your current financial level for years.

To build more wealth, you must first raise the thermostat.

Visualization is how you do this. By repeatedly experiencing wealth in your mind with positive emotion, you teach your nervous system: "This is safe. This is normal. This is my reality."

After enough repetitions, your brain stops resisting wealth and starts pursuing it naturally.

People who are comfortable with large sums of money:

- Don't panic when they receive it
- Make better decisions about using it
- Attract more of it naturally
- Keep it longer
- Grow it more effectively

This is what you're installing today.

The Exercise: The \$10,000 Experience

You're going to visualize receiving and using \$10,000 in a way that teaches your nervous system this is normal, safe, and positive.

PREPARATION

Find a quiet place where you won't be interrupted for 20 minutes. Sit comfortably. Close your eyes. Take 10 deep breaths.

THE VISUALIZATION

I'll guide you through this. Read each section, then close your eyes and experience it fully before moving to the next.

PART 1: THE ARRIVAL

You check your bank account. There's \$10,000 more than yesterday.

Notice your first reaction. Is it fear? Disbelief? Excitement? Don't judge it—just notice.

Now breathe into it. Let your body adjust to this reality.

"This money is here. It's real. It's mine. I'm safe."

Feel your nervous system starting to accept it. Your shoulders relaxing. Your breathing deepening.

Stay here until the initial shock passes and it starts to feel real.

PART 2: THE GRATITUDE

Still in the visualization, allow yourself to feel genuine gratitude for this money.

Not generic "thankfulness"—specific appreciation:

- "This gives me options I didn't have yesterday"
- "This creates safety for my family"
- "This allows me to invest in my growth"
- "This proves money flows to me"

Let the gratitude fill your chest. Smile. This is what abundance feels like in your body.

PART 3: THE DECISIONS

Now, mentally decide how you'll use this money. Be specific.

\$3,000: Emergency fund or debt elimination (security)

\$2,000: Investment in your business or skills (growth)

\$2,000: Something meaningful to you personally (joy)

\$2,000: Gift or contribution to someone/something you care about (impact)

\$1,000: Treat yourself to something you've been wanting (celebration)

Notice how it feels to allocate money wisely. You're not hoarding it from fear. You're deploying it strategically from abundance.

PART 4: THE EXECUTION

Visualize yourself actually using the money for each purpose:

See yourself building your emergency fund. Feel the security.

See yourself investing in that course or tool. Feel the growth.

See yourself buying that thing you've wanted. Feel the joy.

See yourself giving to that cause you care about. Feel the impact.

See yourself celebrating. Feel the deservingness.

This is you being wealthy. Not someday. Right now, in this visualization.

PART 5: THE INTEGRATION

Now, still in the visualization, recognize this truth:

"I am the kind of person who receives \$10,000."

"I am the kind of person who uses money wisely."

"I am the kind of person who deserves wealth."

"This is normal for me."

Say each statement internally. Feel it becoming true in your body.

PART 6: THE OPENING

Before you open your eyes, set this intention:

"My nervous system is now calibrated for this level of wealth. I expect money to flow to me. I'm comfortable receiving it. I'm wise in using it. This is who I am."

Take a deep breath. Open your eyes.

INTEGRATION EXERCISE

Write immediately after the visualization:

What I noticed about my initial reaction:

What shifted as I stayed with it:

How it felt to allocate the money wisely:

The strongest emotion I experienced:

What surprised me:

Integration: Daily Repetition

This visualization works through repetition. Once isn't enough to rewire your thermostat.

Your commitment: Repeat this exact visualization every morning for the next 7 days minimum.

Each repetition:

- Makes your nervous system more comfortable with wealth
- Raises your wealth thermostat
- Creates new neural patterns
- Shifts your energy and behavior

After 7 days, you'll notice:

- Less anxiety about money
- More confidence in financial decisions
- Opportunities appearing naturally
- Different energy when discussing pricing
- Increased comfort with wealth

This isn't magic. It's neuroscience.

Tomorrow: The identity shift that makes everything else possible.

DAY 5: DECISION VELOCITY

The Concept: Wealth-Aligned Decisions

Wealthy people make decisions faster than broke people.

This isn't because they're smarter or have more information. It's because they use different decision-making frameworks.

Scarcity thinking requires perfect information before acting. "I need to be sure. What if I'm wrong? What if I lose money? Let me think about it more."

Abundance thinking optimizes for learning and opportunity. "What's the expected value? What's the worst case? Can I survive that? Let's move."

The speed difference compounds dramatically. While scarcity thinkers are analyzing, abundance thinkers have already acted, learned, and adjusted. Ten decisions later, they're miles ahead.

Today you'll install the decision frameworks that create wealth-aligned velocity.

Why It Matters

Every day, you face dozens of financial decisions:

- Should I invest in this?
- Should I raise my prices?
- Should I pursue this opportunity?
- Should I say no to this client?
- Should I spend money on this tool/service?

Each decision delayed is opportunity lost. Each decision made from scarcity is wealth blocked. Each decision made from abundance is wealth created.

The wealth gap is a decision gap.

The Exercise: Your Wealth Decision Framework

You're going to create a simple framework that accelerates all financial decisions while ensuring they're abundance-aligned.

THE FIVE-QUESTION FILTER

For any financial decision, ask these five questions in order:

Question 1: Does this align with my wealth goals?

What you're really asking: "Does this move me toward wealth or away from it?"

If YES → Continue to Question 2

If NO → Decline immediately (no analysis needed)

If UNCLEAR → Clarify your wealth goals first

Question 2: Can I afford the worst-case scenario?

What you're really asking: "If this fails completely, can I survive?"

If YES → Continue to Question 3

If NO → Either make it affordable or decline

If UNCLEAR → Calculate the actual worst case

Question 3: What's the expected value?

What you're really asking: "If I made this decision 100 times, would I be wealthier?"

Calculate: (Probability of success × Upside) - (Probability of failure × Downside)

If POSITIVE expected value → Continue to Question 4

If NEGATIVE expected value → Decline

If ZERO expected value → Opportunity cost makes it a decline

Question 4: What will I learn regardless of outcome?

What you're really asking: "Does this teach me something valuable even if it fails?"

If YES, valuable learning → Increases expected value

If NO learning → Stick with calculated expected value

If NEGATIVE learning (reinforces bad habits) → Decline

Question 5: What does my abundance baseline say?

What you're really asking: "Am I deciding from scarcity or abundance?"

Check your Day 2 abundance evidence. Are you acting consistent with that reality or contradicting it?

If CONSISTENT with abundance → Decide now

If FROM SCARCITY → Recognize the pattern, interrupt it (Day 3), reframe with abundance, then decide

PRACTICE DECISIONS

Apply the framework to these scenarios. Work through all five questions for each.

SCENARIO A: A potential client wants to hire you but asks for a 30% discount because they're "just starting out."

Work through the five questions:

1. Aligns with wealth goals? _____
2. Can afford worst case? _____
3. Expected value? _____
4. What will I learn? _____

5. Abundance or scarcity? _____

Decision: _____

SCENARIO B: A course you've been considering costs \$2,000. It teaches skills that could increase your income, but you'd have to put it on a credit card.

Work through the five questions:

1. Aligns with wealth goals? _____
2. Can afford worst case? _____
3. Expected value? _____
4. What will I learn? _____
5. Abundance or scarcity? _____

Decision: _____

SCENARIO C: You have an opportunity to raise your prices by 50%. Some current clients will likely leave. New clients at the higher price will take time to replace them.

Work through the five questions:

1. Aligns with wealth goals? _____
2. Can afford worst case? _____
3. Expected value? _____
4. What will I learn? _____
5. Abundance or scarcity? _____

Decision: _____

YOUR CURRENT DECISION

Think of a real financial decision you're currently facing. Apply the framework right now.

The decision: _____

Question 1: Does this align with my wealth goals?

Question 2: Can I afford the worst-case scenario?

Question 3: What's the expected value?

Question 4: What will I learn regardless of outcome?

Question 5: What does my abundance baseline say?

My decision (make it right now):

When I'll execute this decision:

Integration: The 48-Hour Rule

Most financial decisions don't require instant action. But they don't require endless analysis either.

The 48-hour rule: For any decision under \$10,000, give yourself a maximum of 48 hours to decide. Use the five-question framework. Make the decision. Move forward.

For decisions over \$10,000, allow one week maximum. Same framework, just more time for due diligence.

This rule eliminates analysis paralysis while ensuring thoughtful decision-making.

Your commitment: For the next 30 days, apply the five-question framework to every financial decision. Track your decision time. Notice it accelerating.

Wealthy people make more decisions, faster, with good frameworks. You're now one of them.

Tomorrow: Building your evidence journal.

DAY 6: THE EVIDENCE JOURNAL

The Concept: Confirmation Bias Working FOR You

Confirmation bias is when your brain selectively notices information that confirms your existing beliefs and ignores information that contradicts them.

Usually, this works against you. If you believe "money is hard to get," your brain finds evidence of that everywhere while ignoring evidence of abundance.

But confirmation bias can work FOR you when you intentionally direct it.

Today you're creating an Evidence Journal that trains your brain to notice, remember, and reinforce abundance evidence. Over time, this rewires your default perception from scarcity to abundance.

Why It Matters

Your brain's RAS (reticular activating system) is constantly filtering millions of sensory inputs down to the few hundred you consciously notice. It uses your existing beliefs as the filter for what's "important."

Currently, your RAS is tuned to notice scarcity because that's what your existing beliefs trained it to see. Even when abundance appears, you might miss it or discount it.

The Evidence Journal retrains your RAS to:

- Notice abundance when it appears
- Remember it (most abundance goes forgotten)
- Weight it as significant (not discount it)
- Expect more of it (creating a positive feedback loop)

After 30 days of Evidence Journaling, most people report:

- Noticing opportunities they would have previously missed
- Feeling more optimistic about finances without forcing it
- Making different decisions from natural abundance thinking
- Attracting more money and opportunities
- Experiencing less financial anxiety

This isn't "gratitude journaling" (though gratitude helps). This is systematic evidence collection that changes your brain's pattern recognition.

The Exercise: Build Your Evidence System

STEP 1: Create Your Journal

This can be:

- A physical notebook dedicated to this purpose
- A digital note in your phone
- A Google Doc
- A voice memo you add to daily
- Whatever format you'll actually use consistently

Create it now. Title it: "Abundance Evidence Journal"

Add today's date and this header:

"I am documenting evidence that abundance is present and growing in my life. This trains my brain to notice and expect more."

STEP 2: Daily Evidence Categories

Each day, you'll record evidence in four categories. The categories are designed to capture different types of abundance.

CATEGORY 1: Money In Any money that came to you today, including:

- Income from work or business
- Payments received
- Refunds or rebates

- Money found or saved
- Unexpected financial good fortune
- Discounts or value received

CATEGORY 2: Opportunities Any opportunities that appeared today, including:

- Client inquiries or leads
- Partnership possibilities
- Ideas for income generation
- Resources or tools discovered
- Introductions or connections made
- Doors that opened

CATEGORY 3: Value Received Any value you received without monetary exchange, including:

- Help or support given freely
- Knowledge or skills learned
- Time saved through efficiency
- Problems solved or prevented
- Kindness or generosity experienced
- Wins or accomplishments

CATEGORY 4: Abundance Indicators Any signs that abundance is increasing, including:

- Confidence in a financial decision
- Scarcity pattern successfully interrupted
- Abundance-aligned action taken
- New belief or perspective gained
- Evidence contradicting scarcity
- Synchronicity or "lucky" timing

STEP 3: Today's Evidence

Right now, document evidence from today in each category:

Money In:

Opportunities:

Value Received:

Abundance Indicators:

Even if you have to think hard to find evidence, find it. Your brain is learning what to look for.

STEP 4: The Weekly Pattern

At the end of each week, review your seven days of evidence and answer:

What patterns do I notice?

What types of abundance show up most frequently for me?

What surprised me this week?

What do I now believe about abundance that I didn't believe last week?

What abundance do I predict for next week?

This weekly review reinforces the pattern recognition and accelerates the shift.

STEP 5: The Challenge

Most people quit evidence journaling after a few days because:

- They forget
- They don't see "big" evidence
- They feel silly documenting "small" things
- They're impatient for dramatic shifts

The truth: The shift happens through accumulation of small evidence, not through one big event.

Documenting that someone helped you, or that you saved \$5, or that an idea came to you—these "small" pieces of evidence are what retrain your RAS.

After 30 days of consistent documentation, you'll have 120+ pieces of evidence (4 per day × 30 days). That's undeniable proof of abundance.

Your brain will stop being able to maintain scarcity as your default belief.

Integration: Make It Automatic

The system that works:

1. **Set a daily alarm** for the same time each day (end of workday works well)
2. **When the alarm goes off**, open your Evidence Journal
3. **Spend 3-5 minutes** documenting the four categories
4. **Read yesterday's entry** before writing today's (reinforcement)
5. **Do this for 30 days minimum** without skipping

The commitment:

Write this statement and sign it:

"I commit to documenting abundance evidence every day for the next 30 days. I understand that the transformation happens through consistency, not through dramatic one-time events. I will not skip days."

Signed: _____ Date: _____

This signature is to yourself. It makes the commitment real.

Tomorrow: Locking in your new mindset permanently.

DAY 7: INTEGRATION

The Concept: From Protocol to Lifestyle

You've spent six days installing a new operating system for how you think about wealth. Today, we make it permanent.

Permanent doesn't mean "never have another scarcity thought." It means:

- Scarcity thoughts become the exception, not the default
- When they arise, you notice and interrupt them quickly
- Abundance thinking becomes your automatic response
- Wealth-aligned decisions become natural, not forced

The shift from protocol to lifestyle happens through three things:

1. **Integration** (connecting all the pieces)
2. **Systemization** (building sustainable habits)
3. **Evolution** (continuous growth)

Today you'll create your post-protocol plan that ensures this transformation lasts.

Why It Matters

Most people complete a program like this, feel great for a week, then gradually slide back to old patterns. Not because the transformation wasn't real, but because they didn't integrate it into their daily life.

The neural pathways you've been building over six days are still fragile. They need consistent reinforcement to become your new default wiring.

Without integration: The old pathways reassert themselves within 2-3 weeks. You return to scarcity thinking without noticing.

With integration: The new pathways strengthen daily. Within 90 days, abundance thinking becomes your automatic response. Within a year, you can't remember what scarcity thinking felt like.

This final day determines whether this was a week-long experiment or a permanent transformation.

The Exercise: Your Post-Protocol Plan

PART 1: The Seven-Day Review

Look back at the previous six days. Answer these questions:

What was the most significant insight I had?

What pattern did I identify that I didn't know existed?

What shift in my thinking has already created different behavior?

What am I most proud of from this week?

What do I need to continue working on?

PART 2: Daily Abundance Rituals

Create a daily routine that maintains your new abundance mindset. Choose from these options or create your own:

MORNING RITUALS (Choose 2):

- ☐ Read my abundance statement (from Day 2)
- ☐ Do the \$10,000 visualization (from Day 4)
- ☐ Review yesterday's Evidence Journal entry
- ☐ Set an abundance intention for the day
- ☐ Read this protocol's key insights

EVENING RITUALS (Choose 2):

- [] Document today's abundance evidence (4 categories)
- [] Review one successful pattern interrupt from today
- [] Identify one scarcity pattern that showed up and how I'll handle it tomorrow
- [] Read tomorrow's abundance intention
- [] Gratitude for today's wealth experiences

Your chosen rituals:

Morning:

1. _____
2. _____

Evening:

1. _____
2. _____

Time commitment: 10 minutes morning + 10 minutes evening

PART 3: Weekly Abundance Review

Every Sunday (or your chosen day), spend 30 minutes reviewing:

1. Evidence Journal Review

- Read all seven days
- Identify patterns
- Note surprises
- Make predictions for next week

2. Pattern Interrupt Assessment

- How many successful interrupts this week?
- What triggers am I handling well?
- What triggers still need work?
- One improvement for next week

3. Wealth Decision Review

- What financial decisions did I make this week?
- Did I use the five-question framework?
- How long did decisions take?
- What was the outcome?

4. Integration Assessment

- Rate your abundance mindset this week (1-10): _____
- What evidence supports this rating?
- What would raise it by 1 point next week?

Schedule your weekly review now:

Day: _____ **Time:** _____

Put it in your calendar as a recurring appointment.

PART 4: Monthly Milestone Check

On the first of each month, complete this assessment:

FINANCIAL METRICS:

- Income this month: \$_____
- Change from last month: _____%
- Unexpected money received: \$_____
- Financial opportunities pursued: _____

MINDSET METRICS:

- Scarcity thoughts per day (estimate): _____
- Successful pattern interrupts per day: _____
- Abundance mindset rating (1-10): _____
- Evidence journal entries completed: _____

BEHAVIORAL METRICS:

- Prices raised: Yes / No (amount: _____)
- Investments made in growth: \$_____
- Wealth-aligned decisions made: _____
- Opportunities declined (good boundaries): _____

GROWTH AREAS:

- Biggest mindset win this month: _____
- Biggest challenge this month: _____
- Focus area for next month: _____

PART 5: The 90-Day Integration Plan

Weeks 1-4 (Maintenance): Focus: Maintain all seven days of work. Don't add new things, just reinforce what you've built.

- Daily rituals without fail
- Weekly reviews consistently
- Evidence journal every day
- Pattern interrupts when triggered

Weeks 5-8 (Expansion): Focus: Increase the challenge. Take bigger abundance-aligned risks.

- Raise prices or pursue larger opportunities
- Make one "scary" wealth decision per week

- Expand Evidence Journal to notice subtler abundance
- Share your journey with someone (accountability)

Weeks 9-12 (Integration): Focus: Make this your new normal. It should feel natural now.

- Rituals become automatic (you don't think about them)
- Abundance thinking is your default (scarcity thoughts are rare)
- Wealth decisions are fast and confident
- Evidence journal shows consistent abundance

Mark your calendar:

Day 30 Review: _____ **Day 60 Review:** _____ **Day 90 Review:** _____

On each review date, repeat the Monthly Milestone Check and compare to previous months.

PART 6: Your Abundance Commitment

Write this commitment to yourself. Make it personal. Make it specific.

My Abundance Commitment:

I commit to making abundance thinking my default operating system. For the next 90 days, I will:

1. _____
2. _____
3. _____

I know this transformation is worth:

- \$_____ (conservative estimate of wealth I'll create)
- _____ (time I'll save through better decisions)
- _____ (stress I'll eliminate)
- _____ (opportunities I'll pursue that I would have missed)

I am becoming the version of me who thinks from abundance, makes wealth-aligned decisions quickly, and attracts money naturally.

Signed: _____

Date: _____

Accountability partner (optional): _____

PART 7: When You Slip (You Will)

At some point—probably within the next two weeks—you'll have a day where you forget the rituals, act from scarcity, or feel like you've lost the progress.

This is normal. It doesn't mean you failed.

When this happens:

1. **Notice it without judgment** "Oh, I'm having a scarcity day. Interesting."
2. **Don't spiral into shame** "I'm a failure" is just another scarcity thought. Interrupt it.
3. **Restart immediately** Don't wait for Monday or next month. Restart the same day.
4. **Return to Day 2** Reread your abundance evidence. Remember what's true.
5. **Continue forward** One slip doesn't erase your progress. The neural pathways are still there.

Most important: Progress isn't linear. You'll have abundance days and scarcity days. Over time, abundance days dramatically outnumber scarcity days. That's the win.

Integration: The Transformation Is Real

You've completed a genuine psychological transformation. Your brain is now wired differently than it was seven days ago. The evidence is in your journal, your interrupted patterns, your new decisions.

What happens next determines everything.

Most people will:

- Feel inspired for a few days
- Gradually stop the rituals
- Return to old patterns within a month
- Forget this ever happened

You're not most people.

You have systems. You have commitments. You have evidence. You have new neural pathways.

All you have to do is maintain them.

10 minutes morning. 10 minutes evening. 30 minutes weekly. That's 2.5 hours per week to maintain a transformation that will create tens of thousands of dollars and eliminate years of financial stress.

That's the best ROI you'll ever get.

Your Next Step

Close this document. Open your Evidence Journal. Document today's abundance evidence (four categories).

Then, set your alarm for tomorrow morning's first ritual.

The protocol is complete. The transformation has begun.

Now, you live it.

CONGRATULATIONS

You've completed The \$10,000 Mindset Shift protocol.

What you've accomplished:

- Identified hidden scarcity patterns costing you money
- Documented undeniable evidence of abundance in your life
- Installed pattern interrupts for automatic scarcity thoughts
- Made your nervous system comfortable with wealth
- Created wealth-aligned decision frameworks
- Built a sustainable Evidence Journal practice
- Designed a 90-day integration plan

What's next:

This was never about one week. It was about starting a permanent shift in how you relate to money and wealth.

The rituals you've built, the evidence you've documented, the patterns you've interrupted—these are now tools you carry forward.

Use them. Daily.

Within 30 days, you'll notice:

- More money flowing in (often unexpectedly)
- Better opportunities appearing (and you'll pursue them)
- Faster, more confident decisions (without analysis paralysis)
- Less financial anxiety (even when things are tight)
- Different energy (people respond to abundance differently)

Within 90 days, you'll realize:

- This isn't a "shift" anymore—it's just how you think
- Scarcity thoughts are rare and easily interrupted
- Money flows more easily because you're not blocking it
- Opportunities multiply because you're noticing and pursuing them
- You're making more money with less stress

The \$10,000 in the title isn't a promise—it's a conservative estimate of what this mindset shift is worth in the first year. Many people experience 10x that. Some experience 100x.

The actual dollar amount depends on what you do with this new operating system.

But the shift is real. The transformation is yours. The abundance is waiting.

READY FOR MORE?

This 7-day protocol created the mindset foundation. Now you need the systems, strategies, and psychological frameworks to build lasting wealth.

Continue your transformation with:

"Millionaire Mindset: Discovering Abundance"

The complete 90-day wealth psychology system

→ <https://richabbott.com/millionairemindset/>

"Your Million-Dollar Why"

How purpose-driven entrepreneurs build wealth without compromise

→ <https://richabbott.com/million-dollar-why/>

WealthDawn YouTube Channel

Weekly videos on wealth psychology and practical frameworks

→ <https://www.youtube.com/channel/UCZ3bJuoXz6UQCd6AGQk66YA>

You've done the work. You've created the shift. Now, let's build the wealth.

— Rich Abbott

WealthDawn

© 2024 Rich Abbott / WealthDawn. All rights reserved.