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Hey, everyone. Look, it's an elephant!

The monstrous storm and how unreasonable people will prosper despite its devastation

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Have you ever felt like there's an elephant in the living room and you're the only one who notices it?

It's an odd feeling. You watch in disbelief as the rest of your family and all your friends walk around or under the elephant. You expect at any minute for someone to chase the elephant away, or at least to ask, *"Why is there an elephant in the living room?"*

Oddly enough, no one ever does, and after a while you wonder if there's a problem with *you* for even noticing the stupid thing.

That's the way I've felt for the past few months or so. Well, all right, that's not true — I've felt that way all my life, but that's beside the point.

During the past year, I've watched in profound mystification as news reports spew the latest findings on the Enron scandal. What have these clowns done? They've duped thousands into believing their pension funds were protected, their investments were rock-solid and their future was bright. Why do we, over and over again, continue to place our financial security in the hands of clowns?

And, to make matters worse, corporations like Enron are just the tip of the iceberg.

The elephant is in our own living room.

We place an inordinate amount of faith in our own retirement funds, social security, government subsidies and banks. We want to believe that these institutions have our best interests at heart.

However, the reality is, and I believe it will become more apparent in the coming years, that each and every one of us* has *to take responsibility for our own financial education and interests.

If we don't, we run the peril of being trampled by the elephant.

There are some pretty scary things lurking on the horizon—predicted stock market crashes, impending wars, oil shortages, globalization, economic and environmental collapse, even pandemics like the bird flu. Any one of these catastrophes, and certainly a combination of any, will change our world and the way we live in it.

Until recently, this has been a hard concept for me to grasp. I, probably like you, am an optimist. I want to believe that everything will work out. I've worked hard and contributed to society. I want to believe that my world, my government, my family, will take care of me when I need them the most.

However, I've recently come to realize that, I too, have placed the hopes of my financial future in the hands of others. I also now realize it's an unfair burden. Multiply my hopes by millions of other people who trust the same, and this hope unveils itself as an unsustainable expectation.

"The *reasonable* man adapts himself to the world," wrote George Bernard Shaw.

"The unreasonable one persists in trying to adapt the world to himself. Therefore all progress

depends on the unreasonable man."

I'm finally getting it. Over the last six months I've been voraciously reading, studying and beginning to follow the advice of unreasonable people.

These are individuals who buck the system and are not worried about their own future financial prospects, but thank goodness are willing to share their knowledge and experience with the rest of us. These are unreasonable people like Warren Buffet, Gary Schilling, Deepak Chopra, Robert Kiyosaki, Marianne Williamson, Alan Greenspan and many others.

However, I caution again, don't just take the "experts" advice as the solemn truth. Keep searching.

Educate yourself until you feel you have sufficient information to begin making decisions based on what feels true to you.

The authors and leaders highlighted here in *The Network Marketing Magazine,* present a phenomenal resource for our financial education and growth.

The next step is in implementation. Richard Kiyosaki, author of the *Rich Dad Poor Dad* series calls it, "building our financial ark."

I'm still an optimist. However, I now believe that despite the perils facing the world as we know it today, we can weather the storm and even *prosper from it* by climbing on the back of the elephant and becoming the architects of our own seaworthy arks.

Whether the foundation for your financial ark lies in network marketing, investing in real

estate, traditional business, sound stock market strategies or hopefully a combination of these, the time has come to ride the elephant. After all, it's already in our living room.

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