



'It is my intent that reading this book
will inspire you, refresh you, lighten you, align you with your purpose, and manifest
wealth for you, in every way. May you grow, may you flourish and
prosper beyond your wildest expectations. May all your dreams come true.

May you fly!

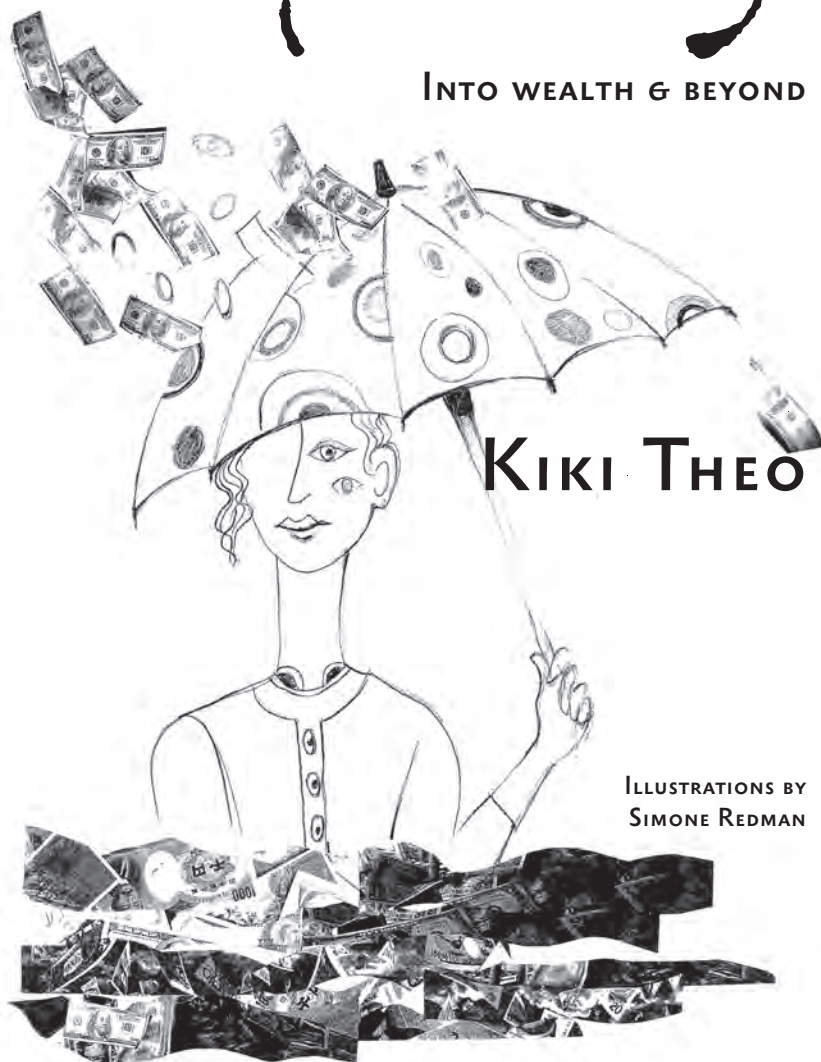
KIKI THEO

MONEY
ALCHEMY

INTO
WEALTH & BEYOND

Money Alchemy

INTO WEALTH & BEYOND



KIKI THEO

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A Beginning



Introduction

A training manual for wealth

This is a training manual for the money making journey. When you train for a race you need to develop qualities other than speed. To become a champion you must develop hidden qualities – belief, perseverance, stamina, vision. You must eat differently, develop a new routine, take vitamins. In other words you must change. It is the same with money making.

To make more money you need to change. You need to change who you are, how you think, and act and feel. That is the subject of this book. It is about how and what you need to change in yourself to make more money.

Each chapter introduces a new way to look at money, and enters into deep processing that enables you to change core aspects of yourself in a deceptively simple way. This work will transform you organically, subtly, and powerfully, into someone who makes more money.

You will discover and release any illusionary ideas you may be holding of what it is to be wealthy, and in so doing you will reveal the wealthy you that you aspire to become. You will also set up the path of attainment of that wealthy you.

Creating wealth is a journey of becoming. You do not need more intelligence, or education, or social connection, or even money making skill, to create more wealth. All you need is the willingness to change and a very clear idea of who you want to become.

You may already know this. You may also know that money is energy, that like attracts like, and that you need to picture your goals with deep emotion in order to create your own reality. But what does this mean when you try to translate it into a money making strategy? How does it help you to create wealth? How does it change who you are?

Knowledge alone is not enough. To journey into wealth you need training. You need to develop hidden aspects of yourself. You need to move from theory into practice. The practice is not conventional. It is a process which is mysterious, awe-inspiring, hidden from conscious awareness – it is alchemy, just as the title suggests.

This is a money making training manual that shows you how to change into someone who creates wealth. It works too.

To grow an oak tree, you must plant an acorn

This book will plant seeds, it will reconfigure your belief systems, it will drop pebbles into the pond of your consciousness, and it will cause a shift in the way you view money, yourself and the world around you. This will in turn change the way you behave, and that will change the way the world reacts to you in response. One day, a lot sooner than you imagine, there will be a very different you staring back at you in the mirror – a more connected you, a you that knows you *can*, a wealthy you, a you living a very different life from the one you are living now.

You will not be able to pinpoint exactly where the change started, or how it all came together. You will not be able to put it down to this process or that action, or that event. There will have been so many seemingly miraculous occurrences, synchronicities, things falling into place in your life quite effortlessly, that you will find the link back to this book you are holding in your hands right now nothing more than a tug in your mind. But the tug will certainly be there.

The effectiveness of this approach lies in its subtlety, simplicity and effortless. You do not have to do anything other than read this book, and do the processing contained in it, to set in motion a chain of events that will radically transform you and your life.

It is an organic process of becoming, set in motion by the intent which is projected from this book coupled with your intent, which you will set at the start. The process will be fuelled by the increased awareness and shift in perception which reading this book will initiate and cultivate, and by the processing which will reveal and transform key aspects of yourself on a very deep level.

It's like falling into water. The only thing you have to decide is to get in. Once you are in, you will most certainly get wet. Take the plunge! The water's warm.

It's just a jump to the left

To bridge money and energy is a journey. It is an alchemical transformation of the self. It represents the bridging of all the other

polarities in life – matter and spirit, visible and non-visible, material and spiritual, body and soul. To integrate the two you need willingness, intent, and attention. That is all. It can be really simple.

Here is my intent and my wishes for your Money Alchemy Journey, as usually stated before one of my Alchemy of Money courses:

'It is my intent that reading this book will inspire you, refresh you, lighten you, align you with your purpose, and manifest wealth for you, in every way.

May you grow, may you flourish and prosper beyond your wildest expectations.

May all your dreams come true. May you fly!'

Kiki Theo, 29 March 2008

Let the journey begin! Good Luck!

My Story

There is only one thing you want to know about someone who writes a book on money making, and that is, have they actually made money themselves?

You want to know that this is a real person, who has lived in the real world, and has some scars to prove it. You want to be able to relate to this person, to the extent that you believe that *if they* could do it, then you can do it too.

The story of growth

My story is the story of an ordinary Greek girl, abandoned by her mother at the age of two, raised by an abusive stepmother, and left to deal with a bankrupt company at twenty-two after her husband went into a coma. It is the story of going from there, penniless and without education or background, to becoming a director and owner of a private fund management company responsible for the management of hundreds of millions for some of the wealthiest people in the country, which I ran for ten years before its successful sale.

I retired a multimillionaire at the age of thirty-nine. I have delivered wealth creation courses and money coaching to individuals and businesses for more than three years since then, and more recently I have devoted myself to writing about money and transformation.

In order to become wealthy, I had to change from a painfully withdrawn, sad, angry, resentful, heartbroken, depressed, broke victim of circumstance to who I am today – a winner.

Today, I am financially independent. I am married to a wonderful sculptor and have two beautiful children. We all have curly hair. My husband Shaun used to have long blond curls like our little girl Sasha, when we first met on a Greek island. His hair is shorter now, turning a little silver. Alex, our little boy, has dark curls like me. We live in a beach house overlooking Kalk Bay harbour.

We live a simple, contented life. We are happy. I have come a long way.

The story of transformation

My study of transformation began when I was nine and first explored yoga. Since then I have studied psychology and healing of every kind, with a focus on Jungian psychology, meditation, and ancient energetic transmutation.

I have, over the years, developed numerous techniques and processes of my own which I have used and tested in the business world and, more recently, in one-on-one financial coaching and on my Money Alchemy courses. All the processes contained in this book have been tried and tested with great success by participants in my courses for the past three years.

I have been completely focused on two things my whole life – money making, and transformation. I know how to make money and how to grow and run successful businesses. I have created wealth for myself and also for wealthy clients whose investments I have managed. I also know how to facilitate transformation.

The story of wealth

Wealth is a relative concept. It means different things to different people. I set out to become wealthy because I wanted freedom. I wanted to break the cycle of having to work in order to keep living.

I wanted my life filled with assets, and no liabilities. I wanted to actually own my home and cars and investments. I wanted real, actual wealth; real cash in the bank – not credit facilities, loans and bonds. I wanted financial freedom, and I achieved it at the age of thirty-nine.

Apart from achieving financial independence for myself, my greatest qualification for money making is the combination of my working experiences. I have run businesses in fields as varied as power tools (at all of eighteen years), personal development, recruitment, life coaching, publishing, and investment management. Although these industries are totally unrelated, by applying a few basic principles and some solid plans and goals, I was able to turn each of them into a success.

It wasn't always easy; it wasn't all plain sailing. But the lessons born out of launching these ventures, more often than not without capital, and of overcoming fear and adversity, have been essential in providing the strength, optimism, and philosophy to enable me to look at money making objectively.

My greatest experience in money making comes from managing other people's money. For ten years I ran a private investment firm for wealthy individuals. It was not only the investment strategies that we applied that I learnt from. Working closely with our investors, who were some of the wealthiest people in the country at that time, gave me deep insight into their personal strategies and approach to money making as well as to life.

I found myself, at a relatively young age, in the unique position of not only being entrusted to manage the millions of my clients, but also of being exposed to their innermost thoughts and feelings. I was able to compare the individual approaches and psychology of hundreds of investors and observe how their attitude to wealth creation played out over time. Why is it, for instance, that two brothers can invest the same amount on the same day, yet only one creates enormous success, while the other continues to require financial assistance from the first?

My interest and involvement in transformation enabled me to make these observations consciously. While in the process of creating wealth for myself and others, I was observing how and what I was doing, what was working and what was not. I was using

the energetic approaches and transformational techniques that I learnt outside the workplace to grow my business and the wealth of my clients. I was also developing my own approach based on these experiences. I was formulating my own processes on how to cultivate the ability to create wealth.

I was in the business of making money out of making money. The more wealth I created for my clients, the more wealth I created for my company and for myself. This was a business which intimately connected me with money in every way. It was the perfect place for someone who planned to write and teach about money to be.

I have been blessed with wonderful mentors, amazing business partners and incredible staff and clients. I am grateful to them all.

Successfully selling my portfolio management company and retiring financially independent at thirty-nine was the culmination of all the life goals that I had set ten years earlier. I wrote these goals while sitting under a tree at a Buddhist retreat centre, relatively broke. I was living in a bachelor apartment at the time, driving a yellow beetle (the old kind, this was 1985). I decided I would pursue my lifelong urge to help others once I achieved financial independence.

My list of goals started with new duvet covers and a bedside lamp, progressed to a Mercedes sports and baby grand piano, and culminated with a fully paid up house and contents and a million in currency. I wrote in a fabric-covered book tied with a black satin ribbon. I still have it. I achieved all these goals and more, and I did it through changing myself, which is the subject of this book.

Your story

Two things I know for sure. No matter what your past or present circumstances, you can go from where you are to where you want to be with the help of the guidelines in this book. The other thing is this – if I could do it, you can definitely do it too. No exceptions.

The real story of this book is *your* story. It is your story of change and wealth creation that will be written on these pages. I am only a catalyst.

I wish you luck on your journey!

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