



Dear Colleague,

Is your audience in debt, struggling to make ends meet or fed up with not having enough money? Is your audience you doing OK financially but they want to do much better? Are they doing well financially but feel trapped, restricted or confined by what it takes to sustain their success?

If you answered "Yes!" to any of those questions, your audience, like most of the world, has been playing *The Money Game*. They were taught certain rules and regulations and they've been following them faithfully, never once questioning their truthfulness or validity or looking for alternatives.

You can become a better player of *The Money Game*. You can pile up more and more “winnings” in your accounts. But you can't win. Why? Because an unsettling Truth no one wants to talk about is that *The Money Game* was designed to create total and utter failure.

No matter how much money you pile up, there's always a major price to pay in the form of restriction, stress, relationship strain, health issues, disillusionment, etc. — *if you play according to the rules and regulations you were taught.*

The only way to win *The Money Game* is to bust loose from it altogether, discard the rules and regulations you thought you had to play by — and start playing a new game with a new set of rules that work for you.

The *Busting Loose* Process opens you up to True Financial Freedom (as opposed to the fake financial freedom most experts talk about) and makes money a total non-issue in your life. Once you bust loose from *The Money Game*, there's no more worrying about bills or the balance in your checkbook. No more denying yourself what you really want because it's "too expensive."

Once you bust loose, there's no more worrying about bills or the balance in your checkbook. No more asking "Can I afford that?" Or "Should I buy that?" No more complexity, worry or stress from trying to manage, grow and protect the winnings you've piled up..

Once you bust loose, there are no more limits or restrictions of any kind as it relates to money. And when you reach that point, the other aspects of your life open up and expand too — in ways you can't even imagine right now.

Sound unbelievable? Maybe so at first blush, but it's actually very real and absolutely doable – when you have a map, which this revolutionary new book will give your audience.

No matter what your audience thinks they know about money, wealth, prosperity and abundance, or how many books, tapes or seminars they've experienced on those topics, this book will open a portal to a mind-blowing new relationship with money and a radically different way of living.

**BUSTING LOOSE FROM THE MONEY GAME: Mind-Blowing Strategies For Changing The Rules Of A Game You Can't Win** (Wiley; September 2006; \$24.95, Cloth, ISBN: 0470047496) offers a proven system for finally experiencing True Financial Freedom and making money a total non-issue in your life.

The concepts that led to the breakthroughs shared in *Busting Loose From The Money Game* were originally passed to author, Robert Scheinfeld by his grandfather, Aaron Scheinfeld, who busted loose from The Money Game himself. Aaron was the Founder and original Chairman of Manpower, Inc., the world's largest temporary help service -- now a *Fortune* 200 company with \$16+ billion in revenue.

While *Busting Loose From The Money Game* offers a revolutionary level of transformation, Scheinfeld offers a very practical, step-by-step system for achieving it.

Make no mistake, we're not proposing a show, segment or interview on "balance," investing, day trading, buying and selling real estate, reducing taxes, retirement planning, or the other financial topics you generally highlight. *Busting Loose From The Money Game* offers fresh, original and controversial content that's sure to blow the mind of your audience and give them a great gift. They'll love you for introducing them to it!

I look forward to discussing how you can share this definitive work with your audience.

Sincerely,



Nancy Hoadley  
Ultimate Lifestyle Academy  
434-220-3440  
support@bobscheinfeld.com

## Tycoon's Dying Words Lead To Treasure More Valuable Than Gold

Everyone wants to experience financial freedom. Historically, however, for most people, the pursuit of it has been like dogs chasing mechanical rabbits at the track —forever chasing but never catching the coveted prize.

Despite that historical pattern, everyone can experience financial freedom. There is a secret about money that empowers anyone to do what they love *and* have all the money they need to do it. Robert Scheinfeld, a successful entrepreneur and author heard the following words from his dying grandfather, Aaron Scheinfeld, Founder and Chairman of Manpower, Inc, a Fortune 200 company and the world's largest temporary service.

“As you grow up,” Aaron said, “you’ll be taught many things about money. It will all seem perfectly reasonable, accurate and true. But it’s not reasonable, accurate *or* true and the illusion causes endless amounts of stress, frustration and failure. There’s a secret about money few people ever discover. Follow the clues I’m leaving you and you’ll uncover it, a treasure more valuable than gold.”

“The secret isn’t found in bigger numbers or playing The Money Game better, which is what everyone else preaches,” Scheinfeld says. “It’s about making a shift in consciousness so powerful, so radical and so revolutionary that the numbers become irrelevant and you finally experience the pure joy of True Financial Freedom.”

For 35 years, Robert followed the clues and searched for the treasure. Along the way he made millions, lost millions, stressed out and exhausted himself, saw similar symptoms surface with his ultra-successful friends and associates, and experienced the truth of his grandfather’s words first-hand. Then, in July of 2005, he finally found the treasure and busted loose from The Money Game—permanently and completely.

Robert will discuss these issues and more with your audience:

- The Truth about “The Money Game” and how it ruins your life
- The path that leads you to a stress free life filled with everything you *really* desire
- How *not* making money the sole focus actually brings more of it to you
- How to finally bust you loose and enjoy the life of your dreams

Scheinfeld says when you bust loose from The Money Game, there’s no more worrying about bills or the balance in your checkbook. No more denying yourself what you really want because “it’s too expensive.” No more worry or stress from trying to manage, grow and protect the money you’ve piled up. And when you cross The Busting Loose Point, the rest of your life opens up and transforms at the same time—in ways you can’t even imagine right now.

“To some, it sounds unbelievable at first blush, like pure fantasy or pie in the sky,” Scheinfeld says, “but it’s very real and very doable when you have the right map.”

In his brand new book, *Busting Loose From The Money Game: Mind-Blowing Strategies For Changing The Rules Of A Game You Can't Win* (Wiley, 2006), Scheinfeld reveals the clues his grandfather left him, the treasure map he created by following them, and the process and tools everyone can apply to bust loose themselves. For more information and to book an entertaining and life-altering interview with Robert, contact Nancy Hoadley at 434-220-3440 or visit Robert’s website at [www.bustingloosefromthemoneygame.com](http://www.bustingloosefromthemoneygame.com).

###

## About Robert Scheinfeld

For more than 20 years, Bob Scheinfeld has been helping people worldwide create extraordinary results, in less time, with less effort, and much more fun.

Bob captivates audiences through his unique and memorable personal stories of transformation and sharing valuable and empowering insights from his own rich life.

Bob is the grandson of Aaron Scheinfeld, the Founder and original Chairman of Manpower Inc., the world's largest temporary help service. Manpower is a Fortune 200 company with sales in excess of \$16 billion a year.

When Bob was just 12, Aaron began teaching him his little known secrets for creating True Financial Freedom — but passed away before he could finish explaining the complete system. Bob spent the next 35 years applying what he learned, and scrambling to gather up the missing pieces of how his Grandfather busted loose from The Money Game. Bob now calls that journey "The Treasure Hunt of the Century."

Along the way Bob became a millionaire (and self-proclaimed stressed-out maniac), plunged \$153,000 in debt, and spent seven years struggling before discovering the missing pieces, busting loose from The Money Game, and beginning to live what he calls his "Ultimate Lifestyle."

His journey of triumph over confusion, anger, desperation and roller-coaster ups and downs qualifies him as an undisputed expert in the arena of business success and personal fulfillment.

Along his journey, Bob became a master of applying cutting edge sales and marketing strategies and has had in-the-trenches experience of creating profitable million dollar businesses (on and off the Internet).

For example, Bob helped grow Blue Ocean Software from \$1 million to \$44 million in less than four years, resulting in the company being named three times to the Inc. Magazine Inc. 500 list. That tremendous growth, accompanied by outrageous profitability, led to Blue Ocean being acquired by software giant Intuit for \$177 million.

He also played a key role in growing a computer store franchise company called Connecting Point of America from \$90 million to \$350 million in sales. In addition, the marketing model and system Bob created has been used to pack the room at Tony Robbins multi-media seminars.

Bob's keynote speeches, seminars, books, audios, and other learning resources have helped people in more than 190 countries transform their definitions of success, and the pathways they follow to create it in their lives.

More than providing more of the "same old, same old" or another rah-rah motivational pump up job that doesn't last, an interaction with Bob empowers you to see with unusual clarity, act with newfound confidence, and transform the results you produce in your life and work.

He'll get you on-track, laser-focused, and tapping into a new kind of power to finally experience the True Financial Freedom you've been searching for.

Bob is available for speaking engagements, corporate training programs, consulting and coaching, and he also offers a variety of additional products and services.

Bob writes and works from his home in Virginia, where he lives with his wife Cecily, his daughter Ali, his son Aidan, dogs Peri and Lulu, and Ali's hamster Sneezil.

For more information on Bob and his work, please visit his official "Busting Loose" website here:

<http://www.bustingloosefromthemoneygame.com/>.

***Advance Praise For***  
**Busting Loose From The Money Game**  
**(Wiley, September 2006)**

***“Real People, Real Transformations”***

"It opened a whole new dimension for me and shifted my perspective of life completely. I especially love how practical it is. The application is so simple, so effective ... and fun!"

- Doris Kahle, Hagen, Germany

"I've spent most of my life trying to figure out what's true and what's real. I have to say I now have a clear glimpse into what it really is."

- Tom Hill, Colorado Springs, Colorado

"Before Busting Loose, I was very unhappy and frustrated in my life. I was driven to find more ways to make money. However, no matter how long I worked, it never seemed to make any difference. I was desperate to find a solution. I'd change jobs, cities, countries, went back to school, read books. But the same pattern would recur. Financially the stress was causing anxiety attacks and migraines so severe I stayed in bed. I felt I was in an endless loop I could not escape. The joy I feel now is priceless. Money is there when I need it, in the amount that's needed, no matter what occurs (car repairs, unplanned trips, etc.). It's absolutely amazing!"

- Suresh Thakoor, Houston, Texas

"As a retired professor on a fixed and limited income, I always lived from a tight budget and felt compressed by it - especially at the end of the year. I don't use a budget anymore and have opened up to new streams of income that were always closed to me in the past, no matter how hard I tried to open them."

- Howard Rovics, Bethel, Connecticut

"I'd had a lot of success in the corporate arena, made a ridiculous amount of money and lost a ridiculous amount of money. But I was caught in a cycle of making it, losing it. I needed to break that cycle - for myself and my family - and this gave me the keys to do that. Busting Loose From The Money Game opened a window I had no clue even existed. This is very cutting-edge, very leading edge, a revolutionary approach to unwrapping yourself from limitations. If you're not satisfied with where you are financially and you're concerned about your future, get this book!"

- Ben Coleman, Dallas, Texas

"Absolutely amazing! It completely shifts your paradigm of life. One of the most wonderful things about it is that the results are immediate. My whole perception and relationship to money made a major, substantial change."

- Chris Attwood, bestselling author of *The Passion Test*, Mill Valley, California

"This book will show you how to a joyful new way to create and experience total abundance."

- Jack Canfield, Chicken Soup for the Soul Enterprises; Co-creator of the *Chicken Soup for the Soul*® series; Co-author of *The Success Principles*™: *How to Get from Where You Are to Where You Want to Be*

## Suggested Interview Questions

The following questions are specifically designed to open the door to Bob sharing the “sexiest” and most powerful and entertaining aspects of *Busting Loose From The Money Game* and can be easily adapted to the length of any interview.

1. Why did you write this book?
2. How did your tycoon grandfather influence your discoveries?
3. What is "The Money Game"?
4. What are the rules, regulations and theme of The Money Game?
5. What's your personal experience of playing The Money Game?
6. You say it's not possible to win The Money Game if you play according to the rules we were taught growing up. Why not?
7. If you can't win the game, what's the alternative? What are you really offering people?
8. What's life like after you bust loose?
9. How do you actually do it? How do you bust loose?
10. How does watching the movie *The Matrix* help people "get" what busting loose really means and looks like?
11. Is it really possible to be entirely free of The Money Game?



## **Foreword To Busting Loose From The Money Game**

### **By Jack Canfield**

Throughout history, across ages and generations, there have been beliefs and assumptions people at that time accepted as true and never questioned for their ultimate truthfulness or accuracy.

Then, later in history, it turned out many of those beliefs and assumptions *weren't* true, so people had to revise their views of the world and adopt a new set of beliefs and assumptions.

For example, there was a time when people thought the world was flat. But we later found out that was wrong.

There was a time when people thought the Earth was at the very center of the Universe and everything else revolved around *us*. But we later found out that was wrong too.

If you study the history of the medical profession, you see all kinds of “crazy” beliefs and assumptions about how the body works, what disease is and how to heal it that we later found out were false.

If you study science, whatever branch you choose – physics, chemistry, biology, astronomy, etc. – you see the same pattern repeating. You see a stream of beliefs, assumptions and models scientists were once absolutely certain were truthful and accurate, but which later turned out to be false. As a result, scientists constantly revise their theories and models.

So presumably, if history is any guide, most of what we take for granted about the world simply isn't true. But in any given age or generation, we get so locked into the prevailing beliefs and assumptions (without even realizing it) that we often blind ourselves to The Truth.

One of the largest sets of beliefs and assumptions we've all accepted as true and never questioned is what Bob calls “The Money Game.” The beliefs and assumptions underlying The Money Game have been in place for as long as there has been money. In fact, they may have survived – fully intact – longer than any other set of beliefs and assumptions in history. You could say The Money Game has been something of a “sacred cow.”

In chapter one, Bob discusses the beliefs, assumptions, rules and regulations underlying The Money Game. As you participate in that discussion, it will seem perfectly normal and reasonable to believe they're all truthful and accurate. “Of course, that's how it works” you'll probably say to yourself.

However, as you'll soon see, none of the rules and regulations you've been taught about The Money Game, and none of the beliefs and assumptions underlying those rules and regulations are true – no matter how natural, logical or reasonable they may seem at first blush.

I've spent most of my life playing The Money Game. In fact, I started playing it at the age of 10 when I began a newspaper route in my neighborhood. Six months later I began pumping spring

water into gallon jugs at a nearby park and delivered the water to the homes of neighbors in my wagon.

I later became a masterful player of The Money Game. However, as Bob says, “No matter how well you play it, and no matter how much money you pile up as you play, there’s always a major ‘price’ to pay in the form of stress, anxiety, pain, loss of something else that’s important to you, or disillusionment -- if you play according to the rules, regulations and structure you're taught growing up.”

In my own life, despite numerous achievements I’m very proud of, like the *Chicken Soup for the Soul*<sup>®</sup> series having sold 100 million copies in 41 languages around the world, a Guinness book world record, and numerous honors and awards, and despite being able to accumulate lots of money, I always did pay a big price, like when I spent the better part of six tiring months on the road, away from family and friends, launching a new book series.

As a result, like Bob and so many others, the better I got at playing The Money Game, the more I noticed a growing desire to find a new way of playing and a new set of rules that would still enable me to create and experience abundance, but also empower me to wrap it up in a decidedly different package -- *with zero “price to pay”!*

When the time comes for an old set of beliefs and assumptions to give way to a new one, it always starts out with a single individual saying “No, that’s not right. This is what’s true.” Invariably, that individual is resisted, criticized, even attacked viciously. But a few people still listen and see The Truth, then a few more, then a few more, until it reaches critical mass. Then the old way of thinking collapses and the new way of thinking explodes into mass consciousness.

My prediction is that the transformational insights and Busting Loose Process you’re about to discover will be the start of a revolution that ultimately collapses the old beliefs and assumptions about abundance and The Money Game and creates a worldwide explosion of new possibility and opportunity.

Interestingly enough, although Bob is a lone voice speaking about a new Truth at the moment, he’s not being resisted, criticized or attacked. Quite the contrary. People all over the world are resonating with his message of an alternative to the traditional Money Game and joyously exploring a new way of creating and experiencing total abundance.

Have you ever said words like these to yourself: "I wish someone had told me that a long time ago?" If so, you know what it's like to discover something that radically changes your life in the blink of an eye. As you prepare to read this book, take a deep breath, buckle your seatbelt, and get ready to blink!

- Jack Canfield CEO, Chicken Soup for the Soul Enterprises; Co-creator of the *Chicken Soup for the Soul*<sup>®</sup> series; Co-author of *The Success Principles*<sup>™</sup>: *How to Get from Where You Are to Where You Want to Be*

## **Suggested Features/Segment Ideas**

### **How To Create True Financial Freedom**

The world abounds with books, tapes, videos, seminars and workshops about creating financial freedom. Yet almost no one ever does it. And the ones who pile up enough money to actually experience the freedom we all long for, get caught up in the money-making machine and don't live it even though they could. Despite that historical pattern and the traps we so often fall into along the way, True Financial Freedom is achievable once you bust loose from The Money Game.

### **How To Permanently Escape The Rat Race**

Everyone who's caught in the rat race desperately wants out. But it's like quicksand. It seems like the harder you try to escape, the more stuck you get and the deeper you sink. Despite this historical reality, there is an escape route. There is a way out. ***Busting Loose from The Money Game*** provides the map, the navigation instructions and navigation tools to do it.

### **How To Finally Do What You Love Without Giving Money A Second Thought**

Pull a 100 people off the street, put them on a truth drug, ask them if there's something they'd love to be doing if they didn't need to "make a living" and 99 of them would say "Yes!" They'd then light up as they began telling you what they're really passionate about, what really floats their boat. Yet few will ever do those things. Why? Because they're locked into believing an illusion is real, the illusion of The Money Game. When you bust loose from The Money Game, "following your bliss" becomes your daily experience – naturally and effortlessly.

### **Why You Should Take All Your Books And Tapes About Making Money, Investing, Reducing Taxes, Estate Planning, Business Building, Leadership And Management, Put Them In A Pile And Burn Them Immediately**

The world abounds with books, tapes, and videos that teach you how to play The Money Game better in all kinds of ways. Despite the brilliance and power of those strategies, virtually everyone still "loses." Why? Because the core of The Money Game is based on an illusion, a mirage that isn't real and playing it must therefore result in failure. When you collapse the illusion and see The Truth, you can bust loose from The Money Game and experience True Financial Freedom, total joyfulness, peace and fulfillment, which is impossible when playing The Money Game by the traditional rules. Burn the books, burn the tapes, burn the videos and bust loose today!