

Louis Spagnuolo – Ch. 4, 6, 7

Louis Spagnuolo is a serial entrepreneur and serves as the Chief Executive Officer for Don't Look Media LLC, a highly recognized privately held Internet Monetization Company.

During his career Louis Spagnuolo has worked with Professional Athletes, Entertainers, National Business Leaders, Heads of State and countless genuinely fantastic people, while

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Louis Spagnuolo, CEO for Don't Look Media LLC, reads for at least one hour every day. "Currently, I'm reading books from Joseph Murphy, and Napoleon Hill. I get lost in books; it's part of my nightly ritual. Anything I can do to learn more, to make me better, I'm attracted to."

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We live in a world where we all basically have the same access to the same information. Never before, in the history of humankind, can a billionaire access the same files as a person living below the poverty line. One trip to the library or one scroll on a smart phone, can amass a tremendous amount of knowledge.

Louis Spagnuolo, brand ambassador for Rolls Royce and Chairman of the Board for Illuminati Trust, strongly believes in the power of selecting your thoughts. When he is asked about tips for success, Spagnuolo is quick to reference the law of attraction. "Many people don't apply the mental principle to their success."

The mind is a muscle in the same way as the biceps are. If you are at the gym, conditioning your body through lifting, you experience hypertrophy. Growing your mind works in a similar way. "The brain manifests what your future becomes. Whether it's the law of attraction or envisioning what you want, use the universe to help bring it to you," Spagnuolo shares. Use free weights to build your biceps, use free thinking to build your brain.

Of course, that's much easier to say than to actually do. Where does one start? Spagnuolo shares how he manifests his reality by conditioning his mind to attract what he wants in life. "Let the universe dictate the direction you're going but condition your mind to bring things into your life." You must have a clear vision. Identify and write down what goals and ambitions you have. Without a vision, you're like a ship in the middle of the ocean without an engine. You are aimlessly floating in the current. There are many times he found himself trying to manifest something and when it didn't happen he was disappointed. He would think about how hard he worked for something, frustrated that it never happened. However, something else would come along and afterwards the result would be so much greater than he ever anticipated. Sometimes the universe just needs to take the control. Your mind steers the direction of wanting to sail, but the universe dictates what island you land on.

Spagnuolo also doesn't believe in putting time limits on things, preferring to leave that to the universe. "Time limits do more than limit time, they limit yourself and success." When you trust things will work out in appropriate time, you can spend your resources on other techniques such as physical wellbeing and attitude.

Finances

Growing up in Boston, Massachusetts, the son of first-generation Italian American's, Louis Spagnuolo wasn't born into a wealthy family. In fact, he was only

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eight years old when he had his first job, which was stealing food from the back of restaurants so his family wouldn't go hungry.

"It wasn't pleasurable. Success, in anything; business, marriage, family, it's about pain and pleasure. Most people base their decisions on avoiding pain or pursuing pleasure. I learned happiness is intrinsic. There was a lot of pain in being poor but even when I had only two outfits, I was happy. We were eating macaroni every night and chopped it into different shapes. We didn't have material things but we were always rich in love and support. There were never feelings of inadequacy. I had goals and ambitions, and was in awe of a lot around me. There was a lot of pain in being poor and that was my determination to strive towards pleasure." Louis shares. 30 years later he went on to become a millionaire entrepreneur and member of TIGER 21, an elite network of ultra high-net-worth investors.

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In my conversations with Louis Spagnuolo, he shared, "Being poor is simply a state of mind. When I was poor I looked at it as more of a 'game' than as real life. My goal was to outsmart the game and do things to counteract whatever I may have lacked. Ironically this is how I got the nickname 'The King'. Every night for dinner we would have the same food. Pasta every night. But I decided that each meal I would be a King and come to the table imagining there being a meal prepared for a King. My family thought I was nuts, but the concept worked. I tricked my mind into believing this and carried it over to all other facets of my life. The key is you CAN'T live in reality. You have to escape from it and condition your mind to live in the world you choose, because the mind only knows what you feed into it."

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then pay the entire amount. If he's at a restaurant and sees a mother with three kids, he will anonymously pay for the tab. "I've noticed the more people you are able to help, the more you receive in return."

Spagnuolo found a way to build an empire, even when all he had as a child was poverty and pasta. Jeff Shelton