

**Editor's Note:** This is, yes, a Fact & Opinion piece; something maybe we should have submitted to HuffPost (just to rattle their cage); but, then Barry says he awakened from his slumber only to realize our dear community CAN handle this level of prose. So, grab your favorite beverage, lock yourself in a corner (dark closet?), and enjoy ;)

After 9 years of experience in the 'money research' space — I have to say what I'm proud of most.

*First*, let me preface the punch-line with a long-held, stand-the-test-of-time observation...

It's something that we (in the early days), and many of our longstanding paid-up [M4 Insider](#) members, have had to learn the hard way:

When it comes to personal cash-flow generation, the pursuit of financial means beyond just a job (or what those in urban lore simply call *bookoo bank*), the broader the better.

*In other words*, start narrowing your avenues, start looking for the holy grail to riches, and see just how fast your net worth dwindles.

That's right, I said 'putting on blinders' in this case is destructive.

*Become a one-band (i.e. money 'system' or 'opportunity' or 'investment vehicle') groupie and die*, as I often tell my closest friends and colleagues.

I've seen more lost dreams, more lifestyle plans derailed, and more egos inflate, via the search for ONE "thing," ONE guru, ONE expert, or ONE program.

I no longer care to count how many times Brad, I, and the rest of our 'inner-circle' crew heard that somebody has found the goose the lays golden \$ eggs.

It's *as if* the polarizing nature of social media, and e-marketing HYPE, has seeped into the world of common sense, and bedrock financial principles, too.

One minute a guy sees an ad that says, 'Feel Powerful as Superman and F\*ck Like A Latin Lover...'

So, he goes on an extreme raw food diet. Er... well.. 'Cause, *Johnny*, that's how you, of course, lift 500 LB boulders with your bare hands and give your girl successive 15-min orgasms (So says the product copy).

Yet this guy has been eating cheeseburgers and tacos for lunch all his life.

Same thing with the gal who is suddenly on an 'all-inward' approach to relation-SHIP; due to her ongoing battles of intergender divisiveness and excessive empowerment (at the expense of naturally surrendering to her femininity vis-à-vis masculinity; and working through her 'shit' inclusive to it).

One minute, she's lonely and stressed (but desires a man's company), the next she sees a @selflovetraining image on Instagram that promises her, "the deeper the self love, the richer you are."

Yet, last I checked (as her own buried truth-meter would agree with), you can't pay your rent in 'self-love.'

And the fastest, most effective ways, to gauge just how much resentment, bitterness and anger you've disowned is via the 'mirror-effect' of a relation-SHIP.

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"So," Barry you ask, "just wudya sayin here man? What gives?"

I'm asking you to wonder a bit. As in, whatever happened to moderation; balance in behavior?

When you see extremes, polarizing mindsets, and wild swings in the way people around you act and think, ensure YOU are not part of the big fat-ass illusion.

Talking the [money red pill](#) is a frightening proposition. But, if you're not careful to deflect the memes of the mind-numbed masses, or not be in a vulnerable enough state to ask for help from those who can (and will) give it with open, caring honesty... you'll end up losing sight of

middle ground.

I don't want you falling into the trap of also striving for reward without risk, support without challenge, pleasure without pain, or a payoff without hard-work.

The *something for nothing* mindset, the participation-trophy sector of society, is nearly conditioning our young impressionable minds that they don't need to worry about anything.

Surely, Dear ol' Granny (as in their state government, the local non-profit down the street, or a distant rich cousin, etc.) will be there. Just as long as they stay online playing video games, harming no one, wearing a 'Namaste' T-Shirt, Karma shall surely watch after them.

Oops, dammit...

... I kinda went off on a soap-box there. The nature of the hyper-vigilant beast within. ;;)

So, *back to the beginning*.

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What I feel most honored to serve-up, as Publisher of this small little research train we call M4, is this:

We adore diving into the gray areas of 'money' with a very open, but still critically-bent, mind. Like what Art Bell became known for, during his Coast-to-Coast AM heyday (R.I.P - 4-13-18), we won't believe or disbelieve it... until, that is, we've got a bit dirty with the information.

We know there's folks out there doing some great things inside the investing and wealth-building arena. After this many years, of course, we know many of them personally.

We also know (*of and about*) a lot of creepy, beyond-esoteric, programs, promises, and pitches of grandeur (see [The 'Passive Income' Hustle Con](#) post for further clarity).

Many of the [Lifestyles of the Rich & Hard-Working](#)] Famous stories, in some cases, can be traced back to the 'fake it till you make it' teachings so prevalent in entertainment and glitterati society.

F\*ck substance, they've been told. Just look good, baaaaaby... 'cause image is everything.

We, on the other hand, just keep exploring, mostly, *beyond* the mainstream. Often, yes, outside of Wall-Street's reach. It takes our heads, hands and (very often) our personal money into some 'dirty' places.

Places where the means seems to justify the ends (think: a hyped-up marketing 'system' that leads into a hollow, me-too, ho-hum product).

Or, places where we see 'coaches,' 'traders,' and 'educators with an expertise' selling the promise land.

If you want to see our answers to member's questions about some of these, just login to M4 Insider, go to the [Money >> Multiply](#) section, scroll down to the bottom under the UNLISTED IVs section.

#### TAKEAWAY:

If you'll always keep in mind my mantra that *hype and suped-up claims are designed to recruit and sell you, not connect with you*, you'll be far ahead of the masses when it comes to your money.

You won't lose fall into the trap of believing that there's somebody (or thing) beyond YOU that cares more about, and can work with, YOUR money... than YOU!

Make sense? ([let me know in the comments section below...](#))



Barry Goss Managing Editor, M4 Insider

Barry is also the Co-Founder & Publisher of M4 Research.

**P.S.** The above was just a bit of a mild-sermon; something I want you to know I care deeply

about. As a M4i member (whether ex, current or forthcoming), I hope you know we got your back.

But, we could never truly have it by thinking we (and we alone) have all the answers, or methods, for you.

We're curious (often more than that monkey George, ever was), but cautious.

We dive into the water first on most stuff, before we're asking you to even put a toe in. We've succeeded at things, probably failed much more.

*In short, we're fallible.* So... at this point in your journey with us, I can only hope that you appreciate that we like putting our butts on the line, don't subscribe to that consensus-thinking around 'wealth' and 'money' that is often spawned from institutionalized education 'robot factories' (i.e., most universities).

As Ramit Sethi recently wrote:

"It explains why you see such generic and idiotic information in financial magazines. It's not that all the writers are stupid. They simply have a real customer — advertisers — who demand mass market-friendly consumer advice like 'Save 13 pennies a day and in 31 trillion years, you'll be a millionaire. Now download our app!' I used to wonder if I would see the writers for Money Magazine in hell one day. Now I know the answer is yes, but it's not their fault. It's the business model."

My version, to end this:

I'll just remind you to realize there's a gold-mine of vetted resources and money-making / growing programs / vendors inside our M4 Insider's member's area.

But, you'll only SEE those if a) you're willing to do the work to read, assess and engage with the information. Info that b) is, of course, not the standard rehashed, regurgitated, Rated G rhetoric you'll find elsewhere.

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