

# SPECIALIZED KNOWLEDGE

There are two kinds of knowledge. One is general; the other, specialized.

General knowledge, no matter how great in quantity or variety it may be, is of but little use in the accumulation of money.

Specialized knowledge is organized and intelligently directed through practical plans of action; its definite end is the accumulation of money.

Lack of understanding of this fact has been the source of confusion to millions of people who falsely believe that knowledge is power. Knowledge is only *potential* power. It becomes power only when and if it is organized into definite plans of action and directed to a definite end — through the use of specialized knowledge.

Before you can be sure of your ability to transform desire into its monetary equivalent, you will require specialized knowledge of the service, merchandise, or profession you intend to offer in return for fortune.

1) Below, list three areas in which you possess specialized knowledge.

a) \_\_\_\_\_

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b) \_\_\_\_\_

\_\_\_\_\_

c) \_\_\_\_\_

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2) Are there any other areas in which, with a little effort, your areas of general knowledge might be moved toward becoming more specialized knowledge? What are they and how might you help transform them into specialized knowledge areas?

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3) Select one of the three areas you listed in Question 1 above and, through brainstorming, come up with as many ideas as possible of how you might use this specialized knowledge to advance yourself toward your financial goals.

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2) Now imagine your life if all your goals were met. What would your ideal existence be? Don't limit yourself to only financial aspirations this time. What would your career be like? Your relationships? Your leisure time? Be as detailed as possible and, again, use a separate sheet of paper if necessary.

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3) Referring back to question 2, imagine various strategies for making this ideal life become a reality.

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