

**MONEY IS MADE  
IN SILENCE  
THE REST IS THEATER**



**THE THEATER OF APPEARANCE AND  
THE SILENCE OF TRUTH**

**Money is Made in Silence, the Rest  
is Theater.**

**The Theater of Appearance and  
the Silence of Truth.**

**Ulisses Brumamo**

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## INTRODUCTION

### **Do you talk or act too much?**

This book is a bold invitation to step off the stage of appearances and go behind the scenes to build genuine wealth.

Contrary to what many people say, it's not noise that attracts money; it's silence, focus, and strategic action.

In this book, you'll discover:

- Why talking too much destroys opportunities before they are even born.
- How to change your mindset to attract financial freedom practically.
- Mental and emotional strategies to overcome procrastination, fear, and self-sabotage.
- The importance of working in the dark and harvesting in silence.
- How to plant daily seeds that become solid financial harvests.

More than a book, this is a profound journey of self-knowledge. Here you won't find empty promises, but reflections that touch, wound, heal, and awaken.

Get ready for a new perspective on money: a silent, conscious, and genuine look. If you're tired of shouting your goals to the world and not getting anywhere, this book is for you.

Start your silent transformation now.

This book is not just about reading. It's a silent awakening.

Written with soul, courage, and purpose, "Money is made in silence, the rest is theater" doesn't deliver magic formulas or easy promises. It gives something much more valuable: a mirror. An invitation to see money in a new light, away from the noise, comparison, and illusion of the stage.

Ulisses Brumano, with his experience in systems analysis and the financial market, takes us on a journey of self-knowledge, freedom, and prosperity with direct and emotional language. Each chapter is a gentle but firm provocation that plants seeds of reflection and silent action.

You will revisit your beliefs, notice subtle sabotages, understand the value of emotional discipline, and silently build a path to real and sustainable wealth. Here, the stage is your mind. And the show is your transformation.

If you're tired of chasing applause and ready to build a life that speaks for itself, this book was written for you, with sincerity, depth, and faith in your potential.

With affection and faith in your journey;

## **Ulisses Brumamo**

### **Chapter 1: Identifying the Millionaire Mindset.**

Have you ever stopped to think about how your beliefs shape the way you deal with money and the opportunities that arise in your life? It may seem like a minor detail, but the way we perceive the financial world has the power to transform our reality in ways we could never have imagined. For example, I know an inspiring story that always touches me. A friend of mine, Ricardo, always believed that money was something distant, almost like a dream concept. "Money doesn't bring happiness," he used to say, as if justifying his lack of hope in his finances. But over time, as he surrounded himself with people who inspired abundance and success, his perspective began to change. He began to invest not only in financial knowledge, but also in self-knowledge. I sensed an exciting turnaround in this transformation. Ricardo realized that his limiting beliefs, those little voices that told him he would never be good enough to achieve wealth, were just that: voices.

What he did next was truly powerful. He decided to challenge these beliefs, reflecting: "What limitations do I allow to rule my life?" And believe me, the change wasn't instantaneous. It took time, effort, and often a healthy dose of discomfort. But with each step, he became more aware of the power he had over his decisions. Imagine the impact this new mindset had on his life! He began to see opportunities where before he had only seen obstacles. An example? During an economic crisis, instead of despairing, he chose to study how he could invest in a business of his own. What seemed like bitter frustration turned into a springboard to a more promising future.

This transformative perspective is what defines the millionaire mindset. It's not just about accumulating wealth; it's about cultivating a mindset that opens doors. Let's reflect together: what do you need to do to overcome your own limitations? The answer may be hidden in your daily experiences. Think with me: how often do we stop taking risks for fear of failure? The millionaire mindset invites you to rethink this. It's about embracing the unexpected, seeking out the new. I remember a time when, out of fear, I let an investment opportunity pass me by, only to see it flourish in someone else's hands. Frustration taught me that waiting for the perfect moment is often an illusion. Action, however small, is the fuel for progress.

So how can we nurture this mentality? The answer is as simple as surrounding yourself with positive influences. Think about the people you spend time with. Do they encourage you to grow? Or do they trap you in a cycle of scarcity? It's interesting to note that we are often so immersed in our routines that we hardly notice the impact of our social circle on us. A simple coffee can become an environment for exchanging ideas that transforms our reality. Oh, and I forgot to tell you: my sister, Grasiela, started socializing and connecting with people who shared similar dreams, and in a short time, they launched a successful project together. The environment is more powerful than we think.

Concluding this first excerpt, it's clear that everything starts in the mind. The millionaire mindset proposes an internal journey, where beliefs are re-evaluated and scarcity is converted into abundance. So open your heart and your mind. Ask yourself: "What limiting beliefs might be holding me back?" Get ready to transform your life because, believe me, the first step can be the most impactful.

Opportunities often hide behind challenges that, at first glance, may seem insurmountable. I remember a dear friend who, in a moment of despair, found the impetus she needed to change her life. She worked in a company where the environment was toxic, and every day became a struggle. The unfairness of interpersonal relationships and the tight deadlines left her exhausted. One day, after another bout of demotivation, she had the courage to resign. Alone, full of uncertainties and fears, she decided to use that free time to explore her true passion: photography.

The transformation that followed was nothing short of inspiring. With an attentive and sensitive eye, she began to capture simple, everyday moments, revealing beauty where many saw only monotony. Over time, her photos began to resonate. Exhibitions took place, her social networks grew, and a year later, she was opening the doors of her own studio. The adversity that seemed like a burden became a springboard. Now, she discusses how learning to view the world through a new lens has helped redefine her life and her perspective on possibilities that once seemed distant.

Stories like this are not uncommon. Looking around us, we see people with the talent to turn challenges into milestones of success. Think of those who, after losing their jobs, set up innovative companies, or even the small entrepreneur who decided to open a store in his neighborhood, taking advantage of the demand he observed while walking down the street. These examples demonstrate that our interpretation of reality can significantly impact our future.

It's funny, but sometimes life seems to present us with a game of cards. Each obstacle is a card that, at first, may seem like a disadvantage. But what if, instead of seeing it as a limitation, we could use that card to create a move? This mentality is what millionaires do. They don't just see problems; they see camouflaged opportunities. And

honestly, thinking this way is a choice. A choice that requires practice, self-knowledge, and, why not, a pinch of courage.

I recall a particularly transformative moment in my life. I was organizing an event, and a few days before the date, the keynote speaker dropped out. Instead of panicking, which would have been the natural reaction, I decided to see this as an opportunity to revise the proposal. I invited a group of professionals who were starting out in their careers to share their experiences. What emerged was a vibrant and unexpected panel, where their authenticity captivated the audience in a way I couldn't have imagined. That "problem" was not only circumvented, but turned into a memorable moment. The feedback was so positive that, as a result, I asked those who were there to join us as part of next year's event. Sometimes the most worthwhile opportunities arise from uncomfortable situations.

The key is that change of mindset. Are you ready to ask yourself where the hidden opportunities are? Remember: the way you see challenges shapes not only your present, but also the future you are building. When someone says that a situation is problematic, ask yourself: "How could I turn this into something positive?" This is the core of the millionaire mindset. Life, after all, is full of surprises and discoveries, and the ability to navigate turbulent waters can take us to destinations we never imagined. So, when the next challenge comes your way, bear in mind that there may be a new opportunity knocking at the door of your consciousness, waiting to be discovered and seized.

Financial freedom is a concept that is often confused with the accumulation of wealth. After all, we live in a society that values what you can show off, what you can buy. However, it is essential to reflect on what it really means to be free. True financial freedom extends beyond one's bank balance; it's about choosing to live according to one's own values, regardless of external expectations. How many times have we caught ourselves doing something just to impress others, to follow standards that, deep down, don't resonate with our true selves?

Imagine those afternoons when you sit in a café, watching the traffic and asking yourself: "Is it worth chasing after material goods or is it more rewarding to seek experiences that fill the soul?" This is the essence of a millionaire mindset that seeks freedom. A freedom that is not measured in figures, but in moments lived and relationships cultivated. Who hasn't felt richer when sharing a genuine smile with a friend or helping someone in need? These small but meaningful pleasures are life's real treasures.

Think of people who gave up promising careers in search of something that really made them tick. I felt a chill in my stomach when I heard the story of an acquaintance who left a stable job to follow his passion for cooking. Sometimes social pressure weighs so heavily that we forget what motivates us. This pressure can be suffocating, and when it becomes

the driving force behind our choices, we risk getting lost on a path that doesn't represent us. Financial freedom gives us the opportunity to choose a lifestyle that truly aligns with our values, enabling us to pursue our passions and dreams.

What about remembering times when we decided not to follow the crowd? Sometimes it can seem crazy to go off the beaten track, but that's where the beauty of being authentic lies. A more authentic approach to life sometimes leads us down unexplored paths, where we may be surprised by what we find. Think of the freedom of knowing that your decisions and actions reflect who you truly are. This freedom is more powerful and lasting than any material luxury.

Living authentically doesn't mean there are no challenges. In fact, the path can be winding, with ups and downs, and often we face doubt and insecurity. But it is the search for this path that brings true richness. Ask yourself: "What do I really value? What brings joy and meaning to my life?" These questions can be the keys that open doors to a more liberated and fulfilling future.

And, of course, we can't forget how our choices impact the world around us. Imagine the impact that each conscious action can have on the community in which we live. Typically, the pressure to follow social conventions leads us to think in limited ways. But believe me, when we prioritize the freedom to be ourselves, we end up inspiring others to do the same. And that, my friend, is a massive impact that reverberates, bringing about significant changes.

The quest for financial freedom is only part of the journey. The real goal lies in overcoming barriers that are often imposed on us. Pursue what makes you feel alive. It's liberating to know that you can live in a way that reflects your essence, respecting what really matters: love, experiences, and the joy of creating memories. So instead of chasing status and possessions, how about embracing freedom as your greatest asset? When we allow ourselves to choose to live on our own terms, we find true wealth.

Becoming a millionaire without money requires a profound shift in the way we perceive the value we bring to the world. We are often led to believe that wealth is intrinsically linked to the number of zeros in the bank account, but what if I told you that there are individuals who, despite not having material wealth, are true millionaires in spirit? These people, through their attitudes and actions, transform lives and communities in extraordinary ways.

Think of the stories of figures who have marked history. Mother Teresa of Calcutta, Nelson Mandela, or even lesser-known names, such as the teacher who, without many resources, dedicated his life to teaching and inspiring groups of young people in his community. Each of them, in their own unique way, demonstrated that the legacy we leave is worth much more than the material possessions we accumulate. The impact they have had on people's lives is incalculable, guiding others in their search for a higher purpose.



It's fascinating to realize how, at times, what really counts is not what we have, but what we do with what we receive. Imagine a person who, instead of settling into a comfortable life, decides to use their skills to help others. Here, wealth is revealed in letting go of vanity and seeking the true essence of life, remembering that the best experiences are not sold in stores, but lived in moments of solidarity and love for others. I felt intense emotion when reading accounts of social projects that not only changed the structure of a community but also transformed the very lives of those involved.

True wealth emerges when we realize that helping others is an investment in our own satisfaction and well-being. Once, for example, I saw an initiative in a poor neighborhood where young people came together to teach children to read. What seemed like a modest effort resulted not only in improvements in education there but also in a rebirth of self-esteem for the teachers, who found a genuine purpose. As the saying goes, "only those who distribute become rich". The happiness that springs from altruistic action is something that cannot be compared to any material acquisition.

And as we walk through this thirst, we are reminded of life's true priorities. Today's world, saturated with consumerist stimuli, often causes us to lose sight of what truly matters. Have you ever stopped to think that every act of kindness generates a cycle of inspiration? One action can be the trigger for many others. People start to ask themselves: "What can I do to change something?" This change of mindset is the very essence of being a millionaire.

On the other hand, the idea of creating a community that values what you don't see can be disconcerting. We often see people in search of social status, accumulating possessions and prestige on their social networks, but the question that always resonates is: Does this path really bring happiness? The freedom that comes from being genuinely yourself, without following imposed conventions, is a treasure that few know about. Building this new concept of wealth invites us to explore new ways of living and feeling.

Ultimately, it all comes down to what we leave behind. The real miracle can be measured in the lives we touch, the hearts we warm, and the dreams we help cultivate. Leaving a legacy isn't just about resources; it's about being a light in the lives of people. By reflecting on what it really means to be a millionaire, we have the opportunity to rewrite our own concept of wealth, being honest about what we want for ourselves and for others. Think about it. How many lives can you make a difference to? How many stories can you become part of? It is in this space that true fortune reveals itself. The choice is ours.

## **Chapter 2: Reprogramming Your Mind for Abundance.**

The first task ahead of us is to identify the limiting beliefs that often trap us in a cycle of scarcity and insecurity, especially when it comes to money. Have you ever stopped to think about how many phrases we've heard since childhood that have shaped our view of abundance? Phrases like "money doesn't bring happiness" or "there's no such thing as a free lunch" resonate in our minds like a persistent echo, and at various times, subconsciously make us believe that we are not worthy of prosperity.

I remember a friend who, after a small professional success, hesitated to ask for a raise. He had always heard that "asking is a sign of weakness" and that "successful people don't stand out so as not to overshadow others". This seemingly harmless belief prevented her from advancing in her career. I thought to myself: How long will these voices from the past continue to surface, dictating our actions? The truth is that we often let these beliefs guide us without realizing how harmful they can be.

And when we talk about money and abundance, we're not just referring to figures and material goods. We're talking about a state of mind, about how we relate to the world and, above all, to ourselves. Have you ever noticed how, in buying situations, we can behave as if we were making a sacrifice by spending? "Oh, I can't afford that," or "that's not essential," as if every expense were a burden on our conscience. What happens is that these small beliefs accumulate and, in the end, can become barriers, closing doors that could lead to incredible opportunities.

It's essential to confront and discuss these beliefs, to know who the formulas are and why. So I ask you: have you reviewed your own beliefs about money? The question is, do we have the courage to look in the mirror and question what we've been taught? This provocation should resonate deeply because recognizing that we are at the mercy of outdated ideas and ideals is the first step towards building a new narrative.

And if we think about it, what is money really? A piece of paper? Or a medium of exchange that can give us experiences and memories? By looking at life with a more critical eye, we come to see that limitations are often self-imposed and arise from a deep fear of not being enough. This reality can be painful, and yes, I've been there too. There was a time when I believed that ambition was synonymous with selfishness. After much reflection, I realized that abundance is not just about accumulating wealth, but about creating a space for the good to flow into our lives.

As I conclude this section, I invite you to reflect: What beliefs have you acquired about money? Do they still make sense today? Let's look for those answers together.

Practices and exercises that promote the transformation of negative beliefs are essential for creating a new mental space where abundance can flourish. Here are some

approaches that can be easily integrated into everyday life and that have the power to change the way we perceive the world and ourselves. One of them is the practice of gratitude. You know that moment when you stop to appreciate something simple, like the smell of fresh coffee in the morning or the soft light of a sunset? This mindfulness changes your internal vibration in surprising ways. Recently, while trying to incorporate this practice, I found a notebook that I had forgotten in a drawer. It was full of notes about the things I was grateful for. As I reread them, I felt the renewed energy of those moments. It was as if each word could take me back to that moment. I experienced a profound transformation in the way I viewed my daily routine; everything took on a special quality that I hadn't noticed before. That's the magic of gratitude. When we start to focus on what we already have, we begin to vibrate at a higher frequency, opening doors to new opportunities.

Another powerful tool is affirmations. They are more than just words; they are invitations for our minds to make room for new beliefs. By affirming daily that we are worthy of success and abundance, we gradually reprogram those limiting beliefs that have been imposed on us throughout our lives. There are days when I just don't feel that confident and, in those moments, a simple "I am enough" can have a massive impact. It's wonderful and at the same time intriguing how internal transformation can begin with just one sentence.

One suggestion I'd like to share is the creation of an emotional diary. The act of writing is not just a record of events, but a way of organizing our thoughts and reviewing our emotions. By taking a few minutes a day to write down what makes us feel good or what worries us, we can observe patterns, understand how we deal with our feelings, and, who knows, even discover what really drives us. I remember a time when I wrote about a difficult situation at work. When I reread it, I realized that the worry that overwhelmed me was rooted in my own fears of inadequacy. This helped me build a plan to overcome this barrier. Transforming the mind is an ongoing process, not a one-off event. Just as nature changes with each season, we too must allow our beliefs to evolve. There is no rush. We need to have patience and compassion for ourselves on this journey. It's essential to remember that every little step counts, and even setbacks can be part of the learning process. Life is not a line of successes; it is a tangle of experiences that shape us.

When discussing abundance, it's interesting to expand this concept to aspects beyond finances. Rich and healthy interpersonal relationships are a form of abundance that we often neglect. When we cultivate an abundant perspective on our relationships, we begin to see the value in each interaction. Have you ever considered how frequently we fail to express our affection or gratitude because we are overwhelmed by the fear of rejection? Or worse, how many opportunities do we miss out on because we think we're not worthy of the connections we want?

The questions we can ask ourselves can be life-changing. "When was the last time you felt truly loved?" This question has the power to take us remarkably deep into our emotional experiences. It is in these moments of reflection that we can identify what really matters in our lives.

Finally, when considering tools and resources, it's enriching to know that there are endless possibilities at our disposal. Support groups, workshops, or even apps that encourage you to maintain this positive mindset. A friend of mine once joined a group of people who were also looking to reprogram their minds. He shared how this support helped him stay focused on his goals and see significant changes in his life. This collective experience not only motivated him to keep going but also made him understand that we are all part of a great learning network.

Let this reflection on abundance permeate your daily life. What would happen if you could wake up every day knowing that abundance is all around you, ready to be discovered? Imagine the decisions you would make. It's a powerful invitation to re-evaluate the present and, at the same time, a reminder that transformation is within your reach. Broadening the concept of abundance goes far beyond looking at what's in your bank account or on your shopping receipts. It's about how we live, how we connect with others, and how we feel. Have you ever stopped to think that the true essence of abundance can be found in our daily interactions, the experiences we accumulate, and the emotions we feel? This perception of abundance is not limited to material goods. Imagine yourself on a sunny afternoon, surrounded by dear friends, exchanging stories and laughter. Isn't that where you feel a fullness that no amount of money can buy? These moments, the feeling of being genuinely present and loved, are the core of abundance. A closer look at relationships can open doors to deeper connections. This can, in fact, transform the way we approach our lives.

Speaking of connections, think about how you feel when you're surrounded by people who emanate positive energy. It's a breath of fresh air, isn't it? It's as if that trivial conversation becomes full of meaning. On the other hand, when you surround yourself with people who cultivate scarcity, it's like walking down a dark tunnel. The invisible barriers that this mentality creates can keep us away from meaningful experiences.

Reflecting on our interactions is essential. When was the last time you felt truly filled with love and joy? Do you remember that special moment when a simple gesture or a caring word made your soul glow? These memories are valuable components of abundance that we often overlook.

Abundance also extends to our emotional health. How are your emotions? Do you often celebrate your small victories? The daily practice of recognizing these moments of happiness can be a genuine antidote to feelings of scarcity. It's like a subtle miracle that occurs when we decide to value what we have instead of lamenting what we lack. Changing

the way we see life is an ongoing exercise. An exercise that can be facilitated by allowing ourselves to feel, by letting our emotions and vulnerability flow. By doing this, we create a space where love, gratitude, and fullness become the protagonists.

Reflection and self-analysis are powerful tools. Sometimes, when writing in an emotional diary, we are surprised by the things we discover about ourselves. We make connections between our feelings and our experiences, which leads to a clearer perception of what truly matters. It's not just a matter of recording what happens to us, but of allowing these records to reach a place of transformation.

When life seems short, look around you. What stories are unfolding around us, what opportunities are manifesting themselves, even in the simplest situations? This awareness can invite us to take a new look, one that is attentive to the richness of experiences that transcends what is merely material.

Cultivating this mindset of abundance requires practice, courage, and, often, a leap of faith into the unknown. And that leap can be encouraging a friend, spreading kindness, or even allowing yourself to be vulnerable to someone. The perception of what is abundant in our lives is a constant invitation to open ourselves up to possibilities and let go of the ties that bind us to a limited view of the world. To end our reflections at this point, what if you could live every day knowing there was abundance around you? What decisions would you make? These questions are seeds that have been planted in your mind. They have the potential to germinate and flourish in various areas of your life, revisiting a reality where abundance becomes a way of life. Cultivating a mindset of abundance requires looking beyond what is initially visible. Sometimes the most significant changes come from the way we surround ourselves, from people and environments that resonate with our goals and aspirations. Sharing experiences, laughs, and even challenges with like-minded individuals can be a game-changer. I remember a friend who felt stuck in a rut. He had big dreams, but the constant company of negative people demotivated him. When he decided to connect with a group of friends who valued personal growth and positivity, something surprising happened. Not only did he begin to see new possibilities for his life, but he contagiously inspired everyone around him with his renewed enthusiasm.

Being surrounded by a support network is fundamental to keeping the flame of abundance burning. I imagine you've also felt that good energy when you're with people who believe in your dreams, haven't you? Conversations flow, ideas emerge, and motivation seems to be in the air. It's amazing how small interactions can be a powerful boost for our minds.

Let's also think about some practical tools that can be incorporated into everyday life. One tip that can make all the difference is to use gratitude apps. They are simple and help you to record daily moments for which you are grateful. It may seem like a simple

practice, but this daily attitude helps to reprogram the mind. With this, instead of focusing on what is missing, we begin to focus on what we already have, broadening our vision to the abundance that really exists around us. Additionally, reading inspiring books and seeking out communities focused on personal development fosters an atmosphere conducive to mental expansion. Numerous resources are available today, including online study groups, workshops, and podcasts that explore the topics of abundance and self-awareness. A friend of mine, after discovering a podcast about abundance mentality, was so motivated that he started organizing meetings to discuss the ideas presented. The result? An abundant and enriching space for exchange, where everyone learned from each other.

To conclude this construction on the mindset of abundance, I'd like to reflect: what if you could live every day knowing there was abundance around you? Imagine what your decisions, your choices, and even your daily actions would be like. Think how liberating it would be if you allowed yourself to believe that the universe has a special place for you, that opportunities are waiting to be seized. This alignment with the reality of abundance can not only change your perspective, but also profoundly affect the way you relate to the world. Where there were limitations, there can now be opportunities. In this regard, ask yourself again: what are you willing to do to experience this transformative abundance? These questions not only instigate reflection, but also prepare the ground for a future full of possibilities.