

THE WEALTH CODE

90-DAY IDENTITY TRANSFORMATION AUDIT

Excavate your current money identity, install a new one, and make wealth feel like home

What This Audit Does

Your financial identity — the subconscious image of who you are with money — overrides every other psychological variable. You can reprogram your thermostat and flip your scarcity programming, but if your identity still says 'I am not the kind of person who builds wealth,' your brain will find a way to confirm that belief. This 90-day audit works in three phases: Identity Excavation (Days 1–30), Identity Installation (Days 31–60), and Identity Embodiment (Days 61–90). This is deeper work. Give each reflection the time it deserves.

YOUR CURRENT IDENTITY BASELINE — Complete before Day 1

Complete these sentences with your first honest instinct. Do not filter.

I am the type of person who earns: \$_____ per year

When it comes to money, I am someone who: _____

People like me typically: _____

Wealth feels: _____

When I imagine myself wealthy I feel: _____

My parents' relationship with money taught me I am: _____

The story I tell myself about why I am not wealthier: _____

3X income comfort test:

Imagining 3X my current income feels:

■ Exciting ■ Uncomfortable ■ Impossible

My target identity:

I am becoming the type of person who:

PHASE 1 — IDENTITY EXCAVATION | Days 1–30

Goal: Understand exactly what identity you are currently running and where it came from. You cannot install a new identity without fully seeing the old one. Complete the deep audit questions below, then use the weekly reflection log to track what you notice about your identity in action each week.

The Identity Excavation Questions — Take 30–45 minutes. Write fully.

1. What is the highest income you have ever consistently earned? What happened when you exceeded it?

2. What did your parents believe about people who were wealthy? What did they say out loud?

3. Complete this sentence 10 times quickly without filtering: 'Money is _____'

4. What identity did your family hold about your economic class? ('We are people who...')

5. When you picture yourself earning 3X your current income — what feels wrong about that image?

6. What financial decisions have you made that you later recognized as self-sabotage?

7. Who in your life would be uncomfortable if you became significantly wealthier? Why does that matter to you?

8. What would you have to give up — or become — to build real wealth? Does that feel like a threat?

Weekly Identity Observation Log — Days 1–30

WEEK	Identity moment I noticed (old programming showing up)	What it revealed about my current identity	How someone with my target identity would have responded
Week 1			
Week 2			
Week 3			

Week 4 _____

DAY 30 CHECK-IN

The clearest picture of my current money identity is: _____

The origin of this identity (when and where it was installed): _____

My new target identity statement: 'I am the type of person who _____

_____'

Ready for Phase 2: ■ Yes — I can see my identity clearly ■ Not yet — I need more excavation time

PHASE 2 — IDENTITY INSTALLATION | Days 31–60

Goal: Deliberately install the new identity through daily repetition and elevated action. Identity is not installed by thinking differently — it is installed by acting differently consistently enough that your brain accepts the new self-concept as true. Two practices daily: the identity statement and one elevated action that only makes sense at your new identity level.

My target identity statement (from Day 30 check-in — write it here for daily reference):

'I am the type of person who _____'

DAY	■ Identity Statement (3x aloud)	Elevated action I took today (only makes sense at new identity level)	Old identity sabotage attempt (what it tried to tell me)	How new identity responded
31	■			
32	■			
33	■			
34	■			
35	■			
36	■			
37	■			
38	■			
39	■			
40	■			
41	■			
42	■			
43	■			
44	■			
45	■			
46	■			
47	■			
48	■			
49	■			
50	■			
51	■			
52	■			
53	■			
54	■			
55	■			
56	■			

57	☐	_____	_____	_____
58	☐	_____	_____	_____
59	☐	_____	_____	_____
60	☐	_____	_____	_____

DAY 60 CHECK-IN

My identity statement now feels: ☐ True ☐ Mostly true ☐ Still aspirational

The most significant elevated action I took in Phase 2: _____

Old identity sabotage attempts are now: ☐ Rare and weak ☐ Still frequent

When I imagine 3X income now I feel: ☐ Exciting ☐ Uncomfortable ☐ Impossible

Ready for Phase 3: ☐ Yes — my new identity feels real ☐ Not yet — repeating Days 50–60

PHASE 3 — IDENTITY EMBODIMENT | Days 61–90

Goal: Make the new identity the default — the automatic, unconscious self-concept your brain defends rather than attacks. In Phase 3 you collect evidence that the new identity is already real, catch any remaining sabotage attempts, and begin living at the new level as a matter of course rather than conscious effort.

Weekly Evidence Journal — Proof that my new identity is already real

WEEK	Evidence my new identity is real (actions, decisions, responses this week)	Financial or income change I noticed this week	Old identity attempt and how I handled it
Week 9			
Week 10			
Week 11			
Week 12			

Daily Embodiment Check — Days 61–90

DAY	■ Acted from new identity	DAY	■ Acted from new identity	DAY	■ Acted from new identity
61		71		81	
62		72		82	
63		73		83	
64		74		84	
65		75		85	
66		76		86	
67		77		87	
68		78		88	
69		79		89	
70		80		90	

DAY 90 — FINAL IDENTITY AUDIT

Re-take the baseline sentences from Page 1. Compare your answers now versus Day 1.

I am now the type of person who earns: \$_____ per year

When it comes to money I am now someone who: _____

Wealth now feels: _____

When I imagine myself wealthy I now feel: _____

The biggest identity shift I have made in 90 days:

My 3X income comfort test now: ■ Exciting ■ Uncomfortable ■ Impossible

The identity work is: ■ Complete — wealth feels like home ■ Ongoing — continuing embodiment ■ Repeating Phase 3

WHAT'S NEXT

Your identity has shifted. Now build the complete system.

Identity is the foundation. The Wealth Code builds everything on top of it.

The Wealth Code Course Ladder

FREE	Wealth Archetype Guide Discover your natural wealth-building path and the system built for it. richabbottmedia.systeme.io/wealth-code
\$37	Wealth Code Decoded The foundational framework. Identify your operating system and begin the upgrade. richabbottmedia.systeme.io/wealth-code-decoded
\$67	Wealth Code Blueprint The complete reprogramming blueprint. Scarcity to abundance in 60 days. richabbottmedia.systeme.io/wealth-code-blueprint
\$97	Wealth Code Playbook Advanced protocols. Identity transformation, decision systems, leverage frameworks. richabbottmedia.systeme.io/wealth-code-playbook
\$197	Wealth Code Masterclass The full system live. Deep implementation with direct feedback. richabbottmedia.systeme.io/wealth-code-masterclass
\$497	Abbott Foundation The complete wealth psychology foundation. Every framework, every protocol, fully integrated. richabbottmedia.systeme.io/abbott-foundation

\$997

The Abbott Method

Complete wealth psychology transformation. The entire operating system rebuilt from the ground up.

richabbottmedia.systeme.io/abbott-method

THE WEALTH CODE

One wealth psychology framework delivered every Monday. Free to start. Complete system for paid subscribers.

richabbott.substack.com | **The Wealth Code — Every Monday**

The Wealth Code · Rich Abbott · richabbott.com · Part of the Wealth Psychology Framework Series