

The BILLIONAIRE'S PLAYBOOK

How Billionaires Become Billionaires

The Not So Secret Strategies of the Wealthiest People on the Planet

Learn the Formula to Becoming One of the Über Rich



Billionaire's Are Different

Fitzgerald and Hemingway hit the nail on the head. Billionaires are different. They have more money. And the two facts are totally connected.

Let me explain.

Billionaires have more money because they are different. I have spent the past 11 years closely studying the behavior of the wealthy; I have discovered what makes them different and how they are different from the middle classes.

If you want to be wealthy or even just financially comfortable, then it's important to discover how billionaires differ from people who struggle with their finances – even though they are hard-working.

Famous marketer Dan Kennedy gives this advice to everyone who wants to be successful.


“Find someone you admire who has earned a lot of money. Then do what they do.”

That's a wise plan. Let's take a look at a few of the strategies, tactics, and even habits of billionaires. You'll discover how they are different from the “rest of us.” Plus you'll come up with a game plan and new strategy.


Persistence and independence. At least 25% of self-made billionaires were fired from established companies early in their careers. Losing a job early in a career would make most people give up. But billionaires keep overcoming obstacles and they don't conform to the “norm.”

Studying billionaires. Every hyper-successful man or woman in business has read all the great books written by billionaires ... or authors who understand business, investing, and money. Have you read these books? That is probably a good place to start. One of the most famous books, Rich Dad, Poor Dad by Robert Kiyosaki proves that the rich do the exact opposite of the bulk of the middle class. An example ... ***the wealth equation.***

Legend has it that two of the most famous writers of the 20th Century once met ... and their conversation went like this.



F. Scott Fitzgerald said:
“The rich are different from you and me.”



To which Ernest Hemingway replied:
“Yes – they have more money.”



THE BILLIONAIRE WEALTH EQUATION

Network + Leadership + Sales + Team + Goals + Power-Hour + Invest = **FINANCIAL SUCCESS**

Let's get deeper into the different parts of this vital equation.

NETWORK

Networking. There is a quote I like: “you build your net worth until you first build your network.” Billionaires (or people who want are trying their hardest to become billionaires) associate with billionaires. It's where they find inspiration, ideas, and support. If you're hanging out with a network of people with a general lack of ambition, you can guess the results you're going to get (or not get). Two keys to more powerful networking:

- If you're in a group, be ready to give more than you get.
- Get started now and never stop

Just starting to network with the stars? Start with websites like meetup.com and biggerpockets.com to find a local investment network or business group; you can follow billionaires on social media. Start with the “usual suspects” like Twitter, Facebook, and LinkedIn.

In fact, if you UN-follow your pessimistic, gossipy, and energy-draining friends on Facebook, Twitter and Instagram and replace them with a feed of the inspiring, optimistic, positive thinking, idea machines of the wealthy, you will have created a free and infinitely powerful personal network. There are dozens of billionaires posting daily on Facebook and Twitter ... plus literally millions of millionaires.

LEADERSHIP

Many billionaires are quiet and even shy. Yet people willingly follow them. Their leadership comes from the power and clarity of their thinking – combined with their experience. You, too, can be a thought leader through blogging and social media. Read books about leadership so you understand the mechanics of leadership.

“A genuine leader is not a searcher for consensus but a molder of consensus.”

— Martin Luther King, Jr.

Leadership books to digest:

- 21 Irrefutable Laws of Leadership
- Tribal Leadership
- The power of Full Engagement

SALES

Always Be Selling. Billionaires are superb at conveying the value they bring to the table. They are constantly selling) ... to customers ... to investors ... to employees ... to everyone. They are ALWAYS selling. Start by understanding the fundamentals of sales. Without the ability to sell you will never win.

TEAM

NOT being a loner. You might think that billionaires have a singular “I'm going to do it my way” mindset. Not so. Billionaires have a team around them. This team complements and augments their skills. Billionaires understand what they're good at ... and what they're not good at. A team consists of experts in a role that applies to whatever field that applies to who you are and what you do. These roles are what you are NOT good at. A team allows you to do what you are best at.

“Pretend that every single person you meet has a sign around his or her neck that says, ‘Make me feel important.’ Not only will you succeed in sales, you will succeed in life.”

— Mary Kay Ash.

“The key in mastering any kind of sales is switching statements about you and how great you are and what you do, to statements about them, and how great they are and how they will produce more and profit more from ownership of your product or service.”

— Jeffrey Gitomer

GOALS

Set and Track Goals ... and make progress every day. Billionaires did not experience overnight success.

“Successful people maintain a positive focus in life no matter what is going on around them. They stay focused on their past successes rather than their past failures, and on the next action steps they need to take to get them closer to the fulfillment of their goals rather than all the other distractions that life presents to them.”

— Jack Canfield

POWER HOUR

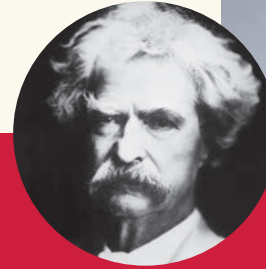
Billionaires are always FOCUSED. They all have the same amount of time during the day as you do, 24 hours. The power hour is an hour each day to focus on the 4 key elements of life. Physical, mental, spiritual, and relationships. Make time for reflection, goal setting, goal tracking, and maintaining focus. Most of us rush through the day with no real targets. That's because we often fail to take time for reflection ... well away from the laptop and phone.

POWER HOUR EXAMPLE

- 6 a.m. 15 minutes prayer and meditation.
- 6:15 a.m. 15 minutes of non-fiction book study.
- 6:30 a.m. 15 minutes thank you notes and texts to the most valuable members of your team and network.
- 6:45 a.m. 15 minutes brisk exercise getting your heart rate over 120 for at least 5 minutes.

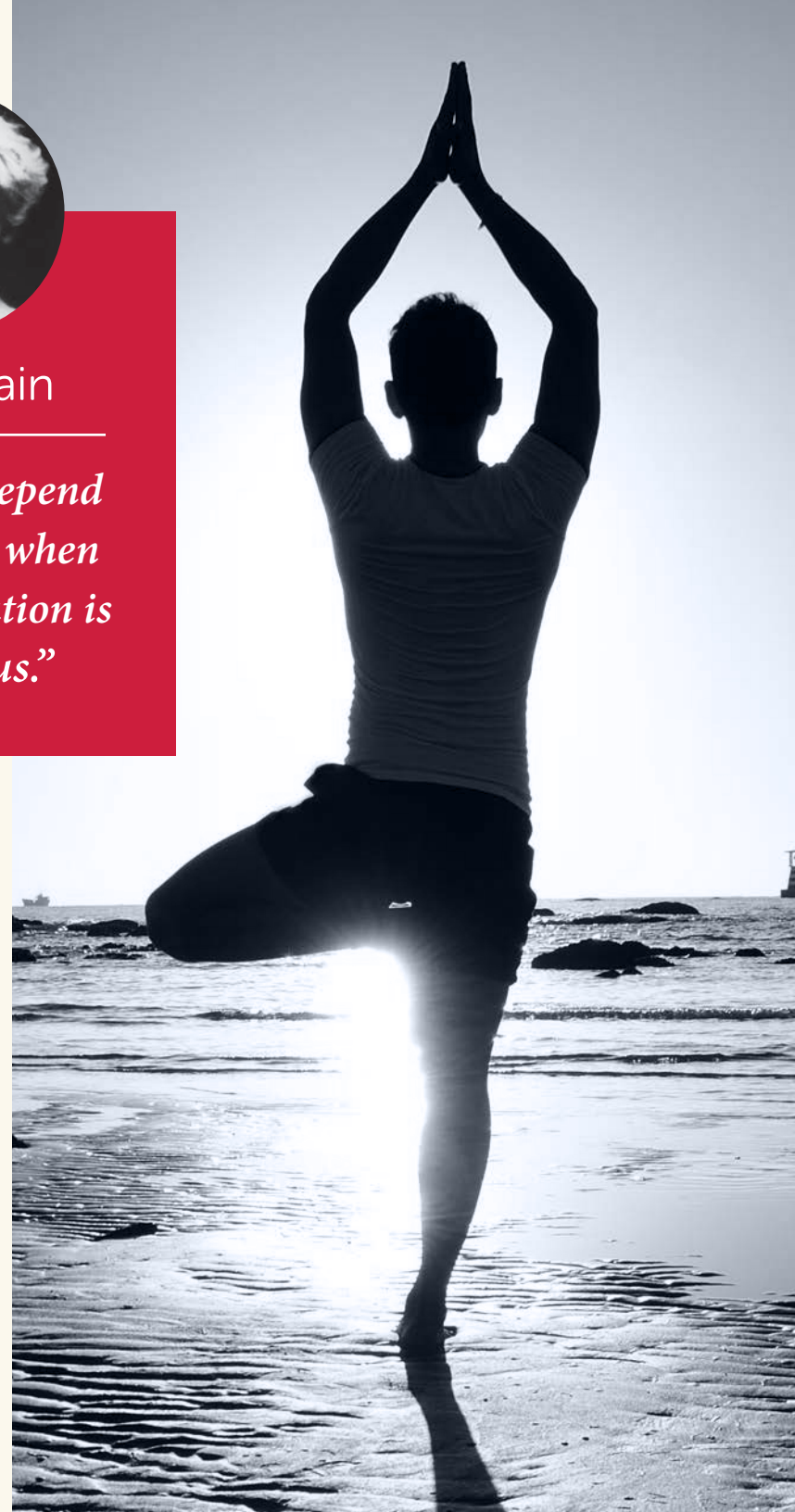
TIPS FOR SUCCESS

Book: The Miracle Morning



Mark Twain

“You can't depend on your eyes when your imagination is out of focus.”



INVEST

A Different Approach to Investing. My research shows that billionaires are very different when it comes to investing; they do not follow the traditional Wall Street model. The only invest in things they can control and influence such as a business or real estate. There have yet to be a billionaire made by investing in a 401k or mutual funds. But the 401k and mutual have created millionaires out of those who manage and set them up. Buy and hold is the best strategy for Wall Street but the worst strategy for you. Billionaires leverage and profit from the three biggest wealth destroyers: inflation, taxes, and fees. The middle class is wiped out by them. Billionaires are the kings and queens of due diligence ... a.k.a. homework. They are willing to pay top dollar for expert advice ... and happily hired experts when they were not billionaires.

NEXT STEP

Keep Pounding Away with Help from **The Three Wealth Destroyers** webinar series, a live series to teach you how to avoid the three wealth destroyers and how to create a plan of action to implement the Billionaire Equation...

Knowledge is not just power ... it's everything. So it's vital to keep learning about business and about reaching your financial goals.

These webinars have been put together to help you maintain your focus, and inspire you as you work toward developing your own financial road to success.

YOU'LL DISCOVER:

How the three destroyers of wealth are wiping out the middle class and three actions you can take to bulletproof your finances and avoid the coming market and economic correction.

This webinar series is free. [Click here now](#) to register for the pre-set times these webinars will take place.

Remember, the super-wealthy are very different. Yes – they have more money, as Ernest Hemingway noted – but they view every part of business and personal life in a totally different way. You'll discover more about them by attending the webinar series. [Click here now](#) to to claim your seat.

Attend the Live Webinar Series

THE THREE

Wealth Destroyers

*These are wiping out 97% of American Retirement Plans...
And they don't even realize it.*

REGISTER

