

THE BILLIONAIRE MONEY RULES

HOW TO JOIN THE RANKS OF THE SELF-MADE SUPER RICH



Billions Money Rule #7: Stay Focused

STEPS FOR IMPLEMENTATION

On the one hand, we have recommended that you master seven rules to amass a magnificent fortune. On the other hand, we're recommending that you focus on a very few skills or talents at which you excel. These two perspectives are not contradictory. Being focused means that you consider your areas of excellence as a lens that guides most of your efforts and energies. At the same time, you will need to source and work with others to create and manage an operation—a successful business, for example—so that it can make you a substantial personal fortune.

In our work with the self-made Super Rich, we help them determine their most monetarily meaningful areas of excellence. Don't presume that you already know your own exceptional skills and talents. You can use the following process to help you uncover your areas of exceptional excellence.

Step 1: Experiment with different business initiatives.

People cannot know what they truly excel at unless they have tried a number of different things. Without doing so, it's just about impossible to determine where your true wealth-creation, business-oriented talents and skills lie.

Step 2: Identify your contributions to various business initiatives that proved extraordinary.

This is easy. The only challenge is that you need to be precise about your definition of success. The business endeavor can come up short, but your contributions can still point to your exceptional capabilities. At the same time, you'll determine the contributions that were unremarkable.

Step 3: Repeat Steps 1 and 2 until you identify a solid, verifiable pattern.

As you continue to experiment and critically evaluate your contributions to various endeavors, you will probably start to see a pattern. The self-made Super Rich often require a number of swings at the ball before they can consistently connect and find their pattern. Once you have identified a pattern, make sure it's authentic. By doing so, you will identify the abilities where you truly outshine others.



Step 4: Drill down on the areas where you excel to determine your outstanding competencies.

Now take what you've learned about your skills and talents and dive down to determine your truly terrific and exceptional capabilities and talents. If everything went well through this process, you should conclude that, while you might do a fair number of things very well, you possess, at best, a handful of truly amazing abilities.

Step 5: Stop experimenting and stay focused.

Even when the self-made Super Rich identify their amazing skills and talents, they sometimes tend to deviate from them. Once you've discovered your inimitable and astounding skills and talents, it's absolutely time to stay focused. It is counterproductive, and often quite sad, when people know where they excel, can seriously contribute and can commensurately profit, and yet choose to expend their energy and time on areas where they add less—often considerably less. When they do this, the likelihood of reaching their milestones, let alone their financial end goals, tremendously diminishes.

