

# THE BILLIONAIRE MONEY RULES

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



## Billionaire Money Rule #7: Stay Focused

### GUIDELINES FOR IMPLEMENTATION

By being focused, the self-made Super Rich maximize one of their most critical resources: time. They are simultaneously acting in ways that will most likely translate into achieving their milestones and consequently their financial end goals. The following guidelines will help you achieve a better understanding of the process.

#### Guideline 1: Concentrate on what you're best at that translates into money.

It is not about being “the best.” It’s about being exceptional in a few areas that can be monetized. The self-made Super Rich focus on what they do exceptionally well and apply these skills and talents in wealth-creating scenarios.

#### *Wealth creation implication*

As you go through the process, you’re not looking for great skills and capabilities unless those great skills and capabilities can make you wealthier. You need to unearth skills and talents that fit two criteria: they’re areas where you seriously excel, and they’re applicable to business initiatives that will make you very wealthy.

#### Guideline 2: Be hard-hitting in your self-evaluations.

When we discussed analyzing your mistakes, we told you to be extra critical. You need that same frame of mind when you evaluate strengths, so you can tell the difference between where you’re very good and where you’re truly exceptional. The self-made Super Rich constructively put themselves through the wringer when it comes to defining their most powerful money-producing abilities. Most had to find these answers through a litany of painful experiences that you can potentially avoid.

#### *Wealth creation implication*

As you evaluate your contributions to various business initiatives, be very tough on yourself—for your own good. To accurately determine areas where you excel, you can’t afford *not* to bruise your own ego.



---

### Guideline 3: Accept that there are few legitimate polymaths.

If the Super Rich opened up and told you what they brought to the various business projects that made them fabulously wealthy, you'd hear the same skills and talents repeated over and over again. The self-made Super Rich know they can't do everything, so they don't try to do everything. Instead, they concentrate on adding value where they can add the greatest value.

#### *Wealth creation implication*

If you can identify many, many areas where you excel, you need to go back to the drawing board. Pare down your list to a maximum of three to five exceptional skills and talents.