

THE BILLIONAIRE MONEY RULES

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



Welcome to the Billionaire Money Rules

A NOTE FROM JOHN AND RUSS

If you're afraid of hard work, stop reading right now.

The Billionaire Money Rules are about *extreme* personal wealth creation. We're not focusing on getting rich. We're focusing on strategies used by billionaires to become *Super Rich*.

Fabulous wealth has a powerful appeal. Many people fantasize about the life they would lead as billionaires or even as rather ordinary multimillionaires. Their dreams are often about making a positive difference in the world and, for some, include visions of indulgence and pleasure-seeking. But what it actually takes to *build* a gigantic fortune is usually overlooked, if not outright ignored.

That's what the Billionaire Money Rules are about. We will share how the self-made Super Rich become fabulously wealthy (and when you think Super Rich, think half a billion dollars and up.) The good news is that these are rules anyone can use as they seek to build wealth. So even if you don't want to become fabulously wealthy—and many people don't—these rules can still help you with the amount of wealth that is right for you and your family to achieve your most important goals.

We've spent decades studying the world of the Super Rich. While we have both been advisors and confidants to many of the Super Rich, our ethnographic studies have revealed the most potent insights into how they build their wealth.

We have collected our data primarily through interviews, both structured and unstructured. These have ranged from periodic chats to deep, involved and lengthy conversations. With our profound assurances of anonymity, we have had tremendous opportunities to sit down and learn the splendor—and occasional horror—of extreme personal wealth creation from the undisputable grandmasters. This did not happen overnight. It took years—sometimes decades—for them to become willing to share their stories frankly.

Our patience as ethnographers to the Super Rich has paid off. By systematically evaluating their attitudes, behaviors and actions around private wealth creation, we have been able to identify some of the most pronounced, dominant and persistent patterns—the Billionaire Money Rules.

These rules encapsulate the mindsets and strategies that can potentially make someone a billionaire, or at least very much wealthier. Almost anyone can follow these rules and achieve significantly greater professional and economic success. While our focus in this program is on a massive—really massive—personal fortune, the Billionaire Money Rules can help you even if you are interested in only a million or two—or ten.

We invite you to delve into the Billionaire Money Rules and begin discovering the strategies used by the self-made Super Rich.

John Bowen *Russ Alan Prince*

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