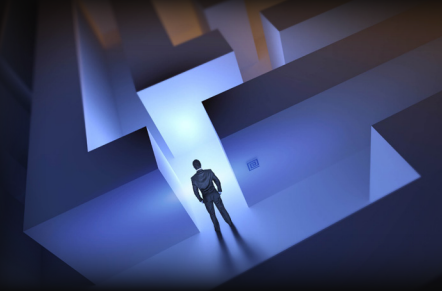


THE BILLIONAIRE MONEY RULES

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



Your Most Important Goals

IT'S ABOUT MORE THAN MONEY

If you are like nearly every other successful person, you're not ready to rest on your accomplishments. You want to build on your success so far to create even more wealth and more value. In fact, according to our research, 94 percent of successful business owners want to be wealthier. (And even if you are not a business owner, you are effectively the CEO of your family, so this applies to you, too.)

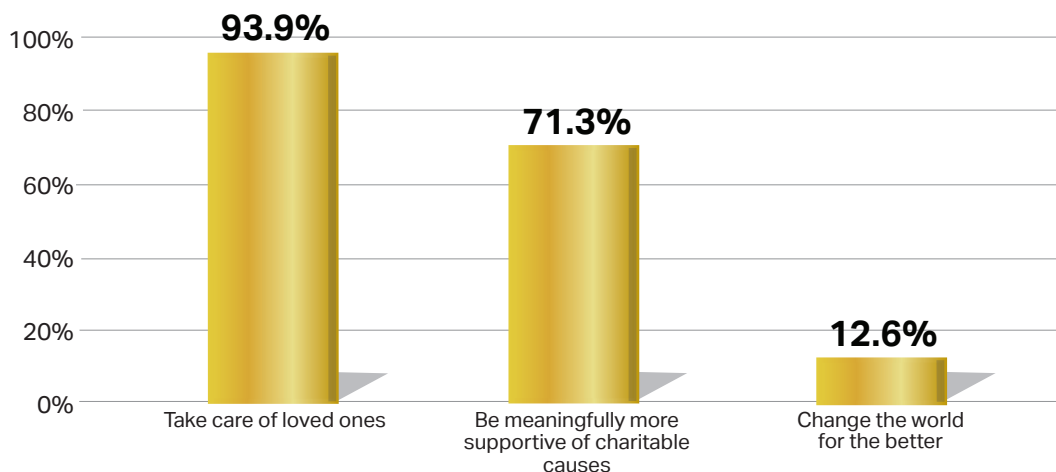
But it's unlikely that you're driven by greed or after wealth simply for wealth's sake. Instead, you probably want to grow your wealth substantially to achieve goals that are deeply meaningful to you.

As the chart below shows, these goals are likely to include taking care of your family and other loved

ones, supporting the causes you care deeply about and perhaps even changing the world for the better. You probably have other important goals that require money—perhaps substantial wealth—to achieve.

Where to start? Determine the amount of wealth you need to achieve your most significant goals and live a life of meaning. Whatever that amount is, if it enables you to achieve all that is most important to you and your family, we call it *serious wealth*. Armed with that number, you can start to incorporate the Billionaire Money Rules yourself.

The Biggest Reasons Successful Business Owners Want to Be Seriously Wealthy



Source: AES Nation, LLC. N = 247 successful business owners who want to be wealthier.

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