

# THE BILLIONAIRE MONEY RULES

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



## Hanging with the Super Rich

### AKA: ETHNOGRAPHIC RESEARCH

Ethnographic research is commonly used by social scientists to collect and interpret data of distinct segments of societies. The aim of ethnography is to study selected members of a society in their natural environments and produce detailed case analyses that explain key aspects of their behaviors and the results of those behaviors. While the aim is to be as detailed as possible, the—often arduous and complicated circumstances under which the research is conducted often makes this quite difficult.

The first primary method for collecting data on the self-made Super Rich is through participant observation. This is direct, first-hand observations of them engaging in various activities related to specific research questions. Not surprisingly, it's very difficult to observe the Super Rich as they engage in personal wealth-creating activities. Their need to protect proprietary information and their understandable unwillingness to allow “outsiders” unfiltered access means that getting into the “back rooms” is simply not possible.

The other approach to data collection, structured and unstructured interviews, is much more viable. These can range from periodic chats to deep, involved and lengthy conversations. With more than a blood oath of anonymity, we've had tremendous opportunities to sit down and learn about extreme personal wealth creation from undisputed grandmasters. Admittedly,

it took a considerable amount of time for them to be willing to share their stories without filtering every single word they said.

To garner success as ethnographers of the Super Rich, we have needed to be very open, fearless and personal with them. Their willingness to share frankly in interviews is critical. A high degree of precision, empathy and discretion—especially discretion—are essential for anyone wanting to conduct ethnographic research with the self-made Super Rich.

All the stories of the Super Rich related by Russ in this program have been reviewed and edited by the Super Rich individuals themselves. The goal was to ensure accuracy and to guarantee that they were provided with the level of anonymity they desired.

Together, the narratives exemplify the critical issues and concepts that translate into extreme personal fortunes. While the Billionaire Money Rules are not the alpha and omega when it comes to creating astronomical personal wealth, we see them throughout the history of civilization. They're not new or secret. The Billionaire Money Rules are available to most anyone, so we encourage you to use them to the extent that is right for you in pursuing your most important goals.

