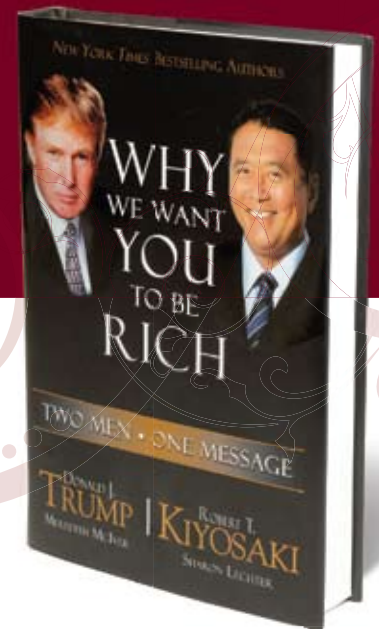


Why We Want You to Be Rich

by Donald Trump and Robert Kiyosaki

Take Responsibility for Your Future

It's more important than ever to take charge of your financial education



Written by Donald Trump and Robert Kiyosaki
Rich Press
© 2006, Donald J. Trump and Robert T. Kiyosaki
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QUICK OVERVIEW

Donald Trump and Robert Kiyosaki may have taken different paths to earn their fortunes, but this pair of entrepreneurial wizards has one thing in common: They want others to experience financial success.

But don't expect a step-by-step guide on how to make millions from *Why We Want You to Be Rich*. Instead, the book serves as a philosophical guide behind the concept of becoming wealthy. In a refreshing twist from other "get rich" books, Trump and Kiyosaki teach a desire for financial success that is not rooted in greed, but in self-protection from America's changing financial landscape. The shrinking middle class will eventually result in two classes in the United States: the rich and the poor. Trump and Kiyosaki detail the culture, education and philosophies that ultimately determine who will fall into each group.

Although *Why We Want You to Be Rich* examines the current and looming economic crises, the book does not become bogged-down in politics. Trump and Kiyosaki are not interested in placing blame. Rather, they seek to create a solution. Through this informative and entertaining collaborative effort, they invite readers to become part of the solution.

APPLY AND ACHIEVE

In the world of money, there is another word often used: *transparency*. Transparency has many definitions. Three definitions applicable to this book are:

1. Free from pretense or deceit.
2. Sheer enough to be seen through.
3. Readily understood.

People want greater vision so they can see with their own eyes and make their own decisions. Because our educational system does not really teach people to be financially literate, people cannot see, and if they cannot see, there is no transparency. Due to this lack of vision and transparency, people are simply investing by giving their money to someone else

SUCCESS Points

From this book you will learn:

- Why America's middle class is shrinking
- Why some people get rich while others don't
- The 90-10 rule of money
- Which kind of education most Americans are missing
- The three kinds of investors

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Why We Want You to Be Rich

Robert Kiyosaki's Advice to Baby Boomers without Much Money

1. If you are not doing what you love, then start doing it, even if it is only part time.
2. Start investing in things you love. Notice again, the word *love*. So many people invest their money in things they know nothing about, things that they are not interested in and things they do not love. It is not that love will make you more money, but love may increase your interest to study the subject closer, understand the pros and cons of it and, possibly, do better.
3. Hire a coach or a mentor to help guide you in reaching your goals.

to invest. They blindly follow the advice of work hard, save money, invest for the long term in mutual funds, and diversify. They work hard and follow this investment advice because they cannot see.

While the financial advice of saving money and investing in mutual funds may be good advice for the poor and middle class, it is not good advice for people who want to become rich. This book is about seeing through the eyes of two rich men and understanding a world of money very few people get to see.

MEETING OF THE MINDS

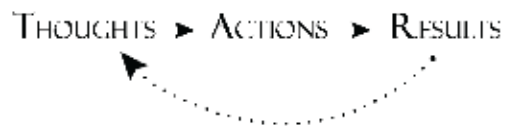
When Donald Trump and Robert Kiyosaki met at an event in 2005, they did more than cross paths. The two men quickly discovered that they share common concerns about America's economic state:

- The rich getting richer, but America as a nation getting poorer
- The demise of the middle class and the poor
- High-paying jobs being exported to China and India
- Disappearing pensions
- Social Security and Medicare going broke, just as baby boomers begin to retire
- Lack of financial education

The more Trump and Kiyosaki talked, the more they learned about each other. Of course, Kiyosaki knew Trump was a billionaire and master entrepreneur, but he was surprised to learn that Trump has a passion for educating others. And though Trump knew of Kiyosaki's positive, contagious energy, he didn't expect his genuine, humble and modest nature. Both men took different paths to their fortunes, but they both held common convictions. Motivated by similar visions for America's financial future, Trump and Kiyosaki knew they had to collaborate on a book. And so *Why We Want You to Be Rich* was born.

Similar Concerns

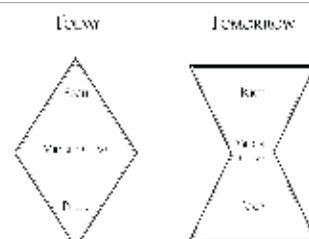
As Trump and Kiyosaki sat down to formulate the book, they explored their concerns about the problems looming over America's horizon. But more than the country's financial problems, Trump and Kiyosaki were troubled by the ways many Americans expect their problems to be solved. An entitlement mentality has resulted in too many people's expectations for the government to solve their personal problems.



This looks like a simple diagram, but Trump and Kiyosaki believe it communicates a critical point: The best way to solve the problem of bad financial results is to change our thoughts. And the two entrepreneurs believe this begins with altering our education. Today, our schools do a pretty good job of educating people to be employees, small-business people or self-employed, but very little time is allocated to teaching students how to be big-business owners or investors. Today, more than ever, people must change the way they think about their finances and financial future.

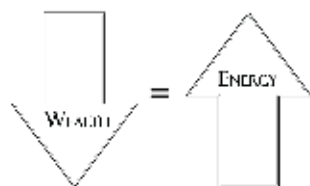
THE SHRINKING MIDDLE CLASS

Today our demographic population is changing from:



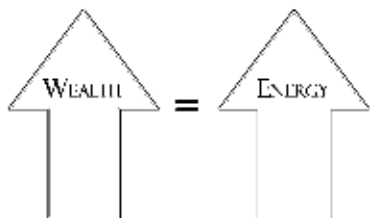
Many of today's financial problems are caused because we did not solve the problem in the first place. Rather than increasing the financial IQ of the population, we taught people to expect the government to solve our personal problems for us. In the long run, that lowers our nation's financial IQ. Trump and Kiyosaki want to encourage us to become rich because America and many other countries are becoming two-class societies: rich or poor, classes or masses. If you do not decide to become rich, chances are, you will become poor.

Wealth = Energy



The harsh reality is, as energy prices go up, the wealth of the nation goes down—except for those with the financial IQ to invest wisely.

Yet, if you are on the side of the rich, your equation can look like this:



With the proper financial education and preparation, you can ride out the storm of what is happening in our financial world today and become richer by finding ways to solve the problems.

Three Kinds of Investors

There are three types of investors in the world:

1. People who do not invest at all
2. People who invest not to lose
3. People who invest to win

People who *do not invest at all* expect their family, the company they work for or their government to take care of them once their working days are over.

People who invest *not to lose* generally invest in what they think are safe investments. This is the vast majority of

Donald Trump's Reasons for Investing in Real Estate

As an investment, real estate is one of the safer places to put your money. It doesn't go completely bust like many other things. It may have ups and downs, but it rarely, if ever, becomes obsolete. The Earth has become more valuable as centuries have passed. What was the original price of Manhattan, N.Y.? Around \$24. Another benefit of real estate is its excitement. It's complex. It's multidimensional. And it's tangible. You can actually go and see what you've invested in. It evolves and becomes bigger and better as time goes by, provided you know what you're doing. If I am going to invest my time and money on something, I have to be proud of it at the end of the day. A lot of people invest in things they don't know anything about, or in things they don't care about. That's OK—to each his own—but I have to be passionate about something first. I'm passionate about real estate, and that's what works for me.

You can make so much more money, gain far higher returns and use less of your own money if you invest more time than money.

investors. These people have the saver's mentality when it comes to investing.

People who *invest to win* are willing to study more, want more control and invest for higher returns.

The 90-10 Rule of Money

While most of us have heard of the 80-20 rule, the 90-10 rule applies more specifically to money. Simply put, in the game of

If you are going to be rich, you will need to know many different ways to make money with money.

money, 10 percent of the players win 90 percent of the money. For example, in the game of golf, 10 percent of all professional players win 90 percent of the money, and 90 percent of the professional players split the remaining 10 percent. While there is no scientific evidence to support this, it has served as a trusty rule of thumb. Even though it is not scientific, when you look at wealth, 10 percent of all Americans own 90 percent of the available wealth. When you look at real estate investors, it is safe to say that 10 percent again own or control 90 percent of the wealth, with the greatest amount going to the top 1 percent of the 10 percent.

The Two Things You Invest

Ninety percent of investors invest their money, but they do not invest much time. And the 10 percent that make 90 percent of the money invest more time than money. You can make so much more money, gain far higher returns and use less of your own money if you invest more of your time than you invest your money.

NON-INVESTOR	PASSIVE INVESTOR	ACTIVE INVESTOR
<i>Invests no time</i> <i>Invests no money</i>	<i>Invests no time</i> <i>Invests money</i>	<i>Invests time</i> <i>Invests money</i>
No Financial Education	No Financial Education	Lots of Financial Education

This diagram of the three investors shows the relationship between investing time versus investing money.

IF YOU WERE IN MY SHOES, WHAT WOULD YOU DO?

Most people want the magic formula. They want to be told what do with their money. Trump and Kiyosaki believe in financial education and preparation, not one-size-fits-all answers. In this part of the book, both men offer their generic advice for specific groups of people on how they would get ahead by gaining greater financial education and preparation.

If You Were Still in School, What Would You Do?

Kiyosaki recommends two exercises for current students.

Exercise No. 1: When you are old enough and your parents are willing, an excellent real-world exercise is to budget and buy the food for your family for one week. Do this several times until you become good at budgeting and people are happy with your food selections. This is a great real-life exercise in budgeting money.

Exercise No. 2: After you have mastered budgeting for food, you can learn how to make money with money. All you have to do is take \$10 and see how long it takes you to double it to \$20. You might lend it to a friend and charge them \$1 every month in interest, and then it would take you 10 months to double your money. Or you could buy something and sell it on the Web. The challenge is to find out how many ways you can take money and make more money with it.

Most adults struggle financially because they do not have a clue how to do this. They just know how to go to work, get paid and spend what they earn. If you are going to be rich, you need to know many ways to make money with money.

If You Were an Adult without Much Money, What Would You Do?

Trump says to be independent. We have to take the time to figure things out for ourselves, or we wind up being at the mercy of people who may intentionally or unintentionally have priorities other than our best interests in mind. Review your skill set, interests, location and inclinations, and then focus on changing your situation. Remain open to ideas that you might not normally entertain. Realize that opportunity comes in different packages, and that some great things have come after wipeouts. It may not be easy, but it can happen.

If You Were a Baby Boomer without Much Money, What Would You Do?

Baby boomers are in a unique situation. Kiyosaki explains how events during the past several decades have radically altered America's financial landscape during their lifetime. They were born just as America became the world power militarily and financially. However, they are now witnessing the decline of America, if not militarily, then financially.

Kiyosaki warns baby boomers against falling into the trap of thinking the government will take care of them. Instead, he urges members of this generation to take control of their

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lives by having a job they love, as opposed to one they are only working to make money. He also tells baby boomers to invest in things they are interested in. If you find the real estate market fascinating, invest in real estate. Don't invest in something you don't care about just because it may be doing well. And Kiyosaki believes in coaching, or mentorship. Find a mentor who can help guide you to the place in life you want to be.

What If I Am Already Rich? What Advice Do You Have for Me?

For Trump, it's simple: Be grateful, be careful and have fun. Make the most of your wealth because there's nothing like it if you want to get things done. He says that he's not happy unless he is busy making deals and learning new things, but that doesn't mean he's not careful. It is too easy to become careless when things are going well, so stay focused. His children are growing up and coming into the business world, and he doesn't want them walking into any disasters. He also says that it is important to remain responsible for what you have.

Why Do You Think Some People Who Want to Become Rich, Fail to Become Rich?

Kiyosaki lists a number of reasons for this, but he focuses on one that is often overlooked: The person fails to find an environment that supports them becoming rich. Think of ways to change your environment in the areas of your life that you want to change. For example, if you want your intelligence to grow, go to a library, a bookstore or to school. If you want your wealth to grow, go to a place where people are getting rich, like a real estate office, or stockbroker's office, join an investment club or start a study group and meet new friends who also want to grow richer. Sometimes the fastest way to change and improve yourself is simply by changing your environment.

JUST GET STARTED!

Trump and Kiyosaki have shared some great advice, but where do you get started in your new financial endeavor? The authors address two areas and the benefits of investing in them.

Network Marketing

Trump says network marketing has proven itself to be a viable and rewarding source of income, and the challenges could be

Robert Kiyosaki's Three Definitions of Leadership

Leaders are role models. True leaders inspire you to go beyond what you think is possible for you.

A leader inspires you to be bigger than your doubts and fears. To be successful, often a person needs to choose between the death of their old self and the birth of their new self. Many people stop growing because they are afraid of dying, so life remains the same as the world moves on. True leaders inspire us to be bigger and to do the things we are afraid of doing.

Leaders have vision and teach others to see.

We know that Donald Trump can see tall, gleaming skyscrapers where others only see blighted, burned-out buildings. That is what makes him a leader and a very rich man. He can see what others cannot. He is an example of a true leader.

just right for you. Marketing is a powerful tool and network marketing can increase that power, provided you are self-motivated. In a simple visual, see a product and then remove the advertising agency from it. It is up to you to do the marketing and advertising.

Just like in advertising, there's no point in having a fantastic advertising campaign if the product isn't equally fantastic. Make sure the product is worth your energy and total devotion to begin with; otherwise, you could be spinning your wheels. And as with anything, know everything you can about what you're doing first.

Starting Your Own Business

Kiyosaki says every day is exciting, new and educational for entrepreneurs. To be a true entrepreneur, you need to be smart and love to learn. If you do not love learning, chances are, your business will not grow because you are not growing. Invest in getting as much education and experience as you can.

Oddly enough, Trump doesn't always recommend that people start their own businesses. Some people simply are not

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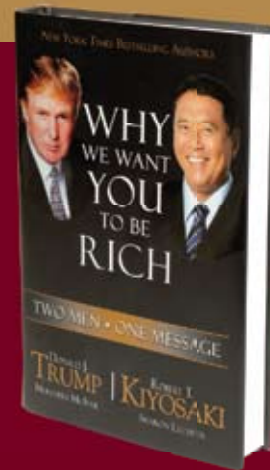
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entrepreneurs, and he feels it's bad advice to tell everyone that they, too, can be wildly successful when it may not be in the cards for them. You have to be good at what you're doing, and you have to have the courage to take the leap and go for it yourself. We all have different timetables, but the inclination has to be there.

The rewards of having your own business are certainly there to be seen by all. That doesn't have to be explained. Once you've had your own business, it's hard to go back to working for someone else. It's just not the same by any stretch of the imagination. It can be a good incentive for working that much harder to remain the captain of your ship. You can say each and every day, "The buck starts with me—now, here, today!" and it's a great feeling.

CONCLUSION

We have too many people with an entitlement mentality; people expecting the government to handle their problems for them. There are many challenges ahead. Instead of followers, we need more leaders. This book was written with the hope that you will become a leader.



About the Author

Donald Trump is an American business leader, television personality and author. His phenomenally successful business ventures in real estate have given him a net worth of more than \$1 billion, making him one of the most successful entrepreneurs in American history. Trump is married to Melania Trump and has five children.

Robert Kiyosaki is an investor, businessman, author, motivational speaker and inventor. Best known for his *Rich Dad Poor Dad* series of financial educational books, he has grown from his humble beginnings as a child in Hawaii into a millionaire entrepreneur. He is married to Kim Kiyosaki.

Recommended Reading

*If you enjoyed reading **Why We Want You to Be Rich** you may also like:*

Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth

by T. Harv Ecker

The Automatic Millionaire: A Powerful One-Step Plan to Live and Finish Rich

by David Bach

Think and Grow Rich

by Napoleon Hill

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