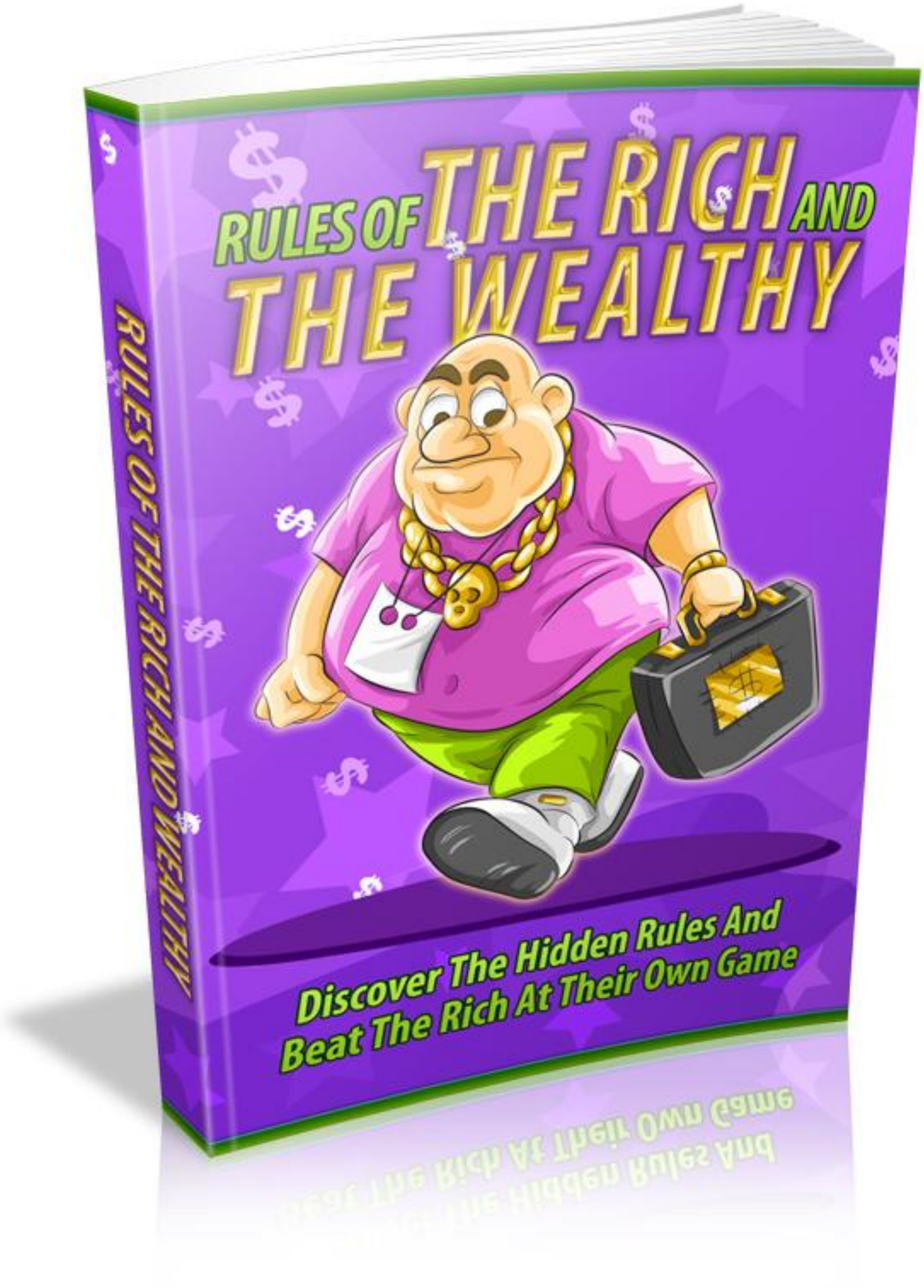
RULES OF THE RICH AND THE WEALTHY
Discover The Hidden Rules And Beat The Rich At Their Own Game
RULES OF THE RICH AND WEALTHY

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Foreword

The general population has a love / hate kinship with riches. They resent those who have it, but spend their total lives attempting to get it for themselves. The reason an immense majority of individuals never accumulate a substantial savings is because they don't comprehend the nature of money or how it works.

Rules Of The Rich And Wealthy

Discover the hidden rules and beat the rich at their own game

Chapter 1:

The Rich Do Not Play By Our Rules

Synopsis

Probably among the top tips on building wealth I've come across.

Here are some ideas that stood out in my mind.

Hopefully you'll find them as insightful as I did. They might even challenge some closely held ideas that you have!

Different Mindset

1. Bearing Lots of Money Doesn’t Make You Rich

Being rich is much more about your mentality and your financial intelligence than it is about how much income you have.

Look at Richard Branson for instance. The man is a billionaire, but if you took all that income away from him he would still have all the knowledge. He would still understand how to begin businesses, invest with wisdom, etc. As a matter of fact, if he had to begin from 0 today I’m quite sure he would have lots of money once again in less than 5 years.

Assume the opposite illustration however: what about a individual who wins the lottery but doesn’t comprehend how to be rich? Is it any wonder that one in three lottery winners are flat broke in 5 years? Even though they had all the revenue in the world, they still had the mentality and financial intelligence of a poor person, so they turned a loss with their money. They weren't “rich”.

If you comprehend how to build wealth than you're rich, regardless how much money you have.

An individual who make $100,000 a year and spends $100,000 a year isn't wealthy. They're thinking like a have-not and remaining stuck in the rat race. As a matter of fact, an individual who makes $40,000 a year and invests $20,000 is more plentiful.

2. The Longer you are able to go without working, the more affluent you are.

As touched on in point #1, rich individuals save and invest a portion of their income. What do they invest in? Passive income streams that pay them whether they work or not.

If you've no savings, then it doesn’t matter how much income you make annually; you aren’t rich. If you quit working today, how long could you continue to pay for your current lifestyle? A calendar month? 6 months? Twelve months?

The longer you could go, the more affluent you are. And the richest individuals are those that are financially free. That means their passive income streams are enough to cover their expenses. In effect, they could go on forever at their current level of living without working again.

3. Wealthy And Poor People center on Different Types of Money

According to Robert Kiyosaki, there are 3 types of income: (1) earned income from a job, (2) portfolio money from stocks or bonds, and (3) passive money from real estate or other income rendering assets.

Poor and middle class individuals center on earned income. There are 2 problems with this.

Firstly, you only get compensated when you work. And there are a fixed amount of hours in the day, which means there's a cap on how much money you are able to make thru earned income. The second problem with earned income is what is called “50% money”. Basically the government takes 50% of every earned income dollar you make. Income is taken out of your paycheck before you ever get it, and then more money is drawn out when you pay taxes.

Poor and middle class individuals center on earned income, and try to get rich by working doubly as hard.

Rich individuals on the other hand center on the other two types of money, portfolio income and passive income. These are not dependent upon the number of hours in a day, so they grow indefinitely, and they're far better in terms of taxes too. The highest capital gains tax rate is 15% and in real estate you are able to often pay zero taxes or defer the taxes forever.

The beautiful thing about earning asset based income is that it doesn't require your physical presence like a job does. Employment is trading time for money with little leverage.

Leverage is described as the mechanical advantage or power gained by using a lever, the power of action. Leverage merely compounds ones strength and effectiveness. The ability to be paid for work that you don’t do is the result of leverage. It engages a multiplier effect as the asset develops in value.

Chapter 2:

The Richest People In The World Are Traders And Flippers

Synopsis

Most of us are trying to become wealthier and we have to accumulate it. To do so, you need to understand how to manage cash flow and investments.

Different Strategies

Who doesn't want to get rich? It is natural for man to never get content. We always seek something more and something better. And if you've been browsing how-to-get-rich articles on the Web, you'll realize that among the most commonly given strategies to generate more income is by getting into real estate investing especially on flipping houses.

To some, it might seem easy but flipping houses requires a lot of planning and research – let alone money and commitment. Getting into the business might be easy but staying in there for a long time can be rough. Given this, it's really crucial that you always make informed decisions. If you have plans of getting into the business, you need to have some detailed planning or else, you are able to lose all your hard-earned money to nothing.

When making real estate investments, it's really crucial that you get to know your neighbors better. Take time to research on average prices of properties in your area. How long does a property remain in the market? What does your market require? Before taking any action, make a elaborate list of everything that needs to be renovated. Get estimates for every task. Always keep in mind that everything always costs more than what you think so if you don't prefer to end up cutting your budget and compromising quality of the work along the way, forever set your estimates on the high side. When you make a budget, you don't only consider refurbishment costs. You also factor the costs in carrying the house – mortgages, unpaid utility bills, and so forth. As the property investor, you should be able to compare expenses to profits. How will your renovations compare to the other homes in your area? Is the price competitive enough with your neighboring properties?

The Net is very new and the whole online commerce industry is just demonstrating marketing practices that work and website flipping is one. Quite frankly, and this might sound harsh, but most of the individuals running businesses online have very inadequate sites. A lot of individuals running popular sites are not capitalizing on their traffic by monetizing it (this could be by choice or ignorance). Making a profit might be as easy as applying a smart AdSense campaign on a popular site after purchasing it from an owner wishing to move on to other things. Maybe an e-commerce site could use some search engine marketing or some fine-tuning to an AdWords campaign may do the trick, or better still, monetize, optimize, affiliate and upsell for maximum gain – capitalize on all the marketing tricks at your disposal.

If you've a sound understanding of SEO and the industry you work in online, you should have no issue finding under optimized sites, or perhaps full-fledged web e-commerce businesses to buy. By adding content, altering title tags, linking structure and all the other good search engine marketing practices you are able to very promptly begin reaping rewards. Sites with quality traffic but no monetization technique are big opportunities ready for you to step in, stick some ads up, use your AdSense optimization skills and boom, and begin profiting straightaway. Alternatively you may search sites that augment your existing web enterprises and purchase the targeted traffic to effectively “purchase customers”.

Here is the single most crucial thing you'll ever hear about investing: Getting rich is simple.

Not easy, but simple.

And here is the second most crucial thing you'll ever hear about investing: you've no excuse not to do it.

Only 3 ingredients are needed: income, discipline and time. Chances are, you already have 2 of them, income and time. All you need to do is add the 3rd, discipline. And armed with knowledge, that key 3rd ingredient may be a lot easier to find. Sure, investing in the stock market has risk. There's always the chance the market will go nowhere for the next twenty or thirty years and you'll end up no better than where you began.

Here's the bottom line, like it or not: The fate of your retirement, your comfort in older age, could probably dwell in your commitment to the 3 concepts laid out in the paragraph above. For the vast majority of us, wealth creation is a slow and steady -- and powerful -- process. The tortoise almost always beats the hare.... so make sure to take yur time to study ALL the info.

Chapter 3:

Investment Rules

Synopsis

Pick your stocks with care and research before you buy anything, but keep in mind that the stock market could crash at any time for a lot of reasons.

A Synopsis Of Short And Long Sales

In finance, short selling (a.k.a. shorting or going short) is the exercise of selling assets, commonly securities, that have been borrowed from a 3rd party (commonly a broker) with the aim of purchasing identical assets back at a later date to return to the lender. The short seller desires to profit from a decay in the price of the assets between the sale and the buy back, as the seller will pay less to buy the assets than the seller got on selling them. Conversely, the short seller will receive a loss if the price of the assets climbs. Additional costs of shorting might include a fee for borrowing the assets and payment of any dividends paid on the borrowed assets. Shorting and going short likewise refer to entering into any derivative or other contract under which the investor profits from a decline in the value of an asset.

Going short may be contrasted with the more established practice of "going long", whereby an investor benefits from any gain in the price of the asset. In finance, a long position in a security, like a stock or a bond, or equivalently to be long in a security, means the holder of the position possesses the security and will benefit if the price of the security climbs. Going long is the more established practice of investing and is contrasted with going short.

A long position in a futures contract or like derivative means that the holder of the position will benefit if the price of the futures contract or derivative climbs. Note that it's crucial to consider the value of the option, not the value of the fundamental instrument, as the value of a put option will gain when the value of the fundamental instrument decreases. This is in contrast to short selling.

To benefit from a fall in the price of a security, a short seller can borrow the security and sell it, anticipating that it will be cheaper to buy back in the future. When the seller resolves that the time is correct (or when the lender recalls the securities), the seller purchases equivalent securities and returns them to the lender. The method relies on the fact that the securities (or the additional assets being sold short) are fungible; the term "borrowing" is utilized in the sense of borrowing $10, where the same or unlike $10 note can be brought back to the lender assuming the worth of the note is the same that it was at the time of the contract's execution.

A short seller commonly borrows through a broker, who's commonly holding the securities for another investor who owns the securities; the broker itself rarely buys the securities to lend to the short seller. The lender doesn't lose the right to sell the securities while they've been lent, as the broker will commonly hold a big pool of such securities for a number of investors which, as such securities are fungible, can alternatively be transferred to any purchaser. In most market conditions there's a ready supply of securities to be borrowed, held by pension funds, mutual funds and additional investors.

The act of repurchasing the securities that were sold short is called "covering the short" or "covering the position". A short position can be covered at any time before the securities are due to be brought back. Once the position is covered, the short seller won't be impacted by any subsequent rises or falls in the price of the securities, as he already holds the securities needed to pay back the lender.

In finance, a futures contract is a standardized contract between 2 parties to purchase or sell a assigned asset of exchangeable quantity and quality at a assigned future date at a price agreed today (the futures price). The contracts are swapped on a futures exchange. Futures contracts are not "direct" securities like stocks, bonds, rights or warrants. They're still securities, But, altho they're a type of derivative contract. The party concurring to purchase the fundamental asset in the future assumes a long position, and the party concurring to sell the asset in the future acquires a short position.

The price is ascertained by the instant equilibrium between the forces of supply and demand among contending buy and sell orders on the exchange at the time of the buy or sale of the contract.

For instance, in traditional commodity markets, farmers frequently sell futures contracts for the crops and livestock they produce to guarantee a particular price, making it easier for them to plan. Likewise, livestock producers frequently buy futures to cover their feed costs, so that they can plan on a fixed charge for feed.

Chapter 4:

The Difference Between Investing And Trading

Synopsis

A lot of financial authorities are saying that this is an fantabulous time to start investing, but when you begin shopping for investment products, you find that there's a vast variability between the product offerings.

Comprehending the terminology designated to the various types of funds and products will help you choose the best one for your needs. 2 terms that are commonly flip-flopped, and wrongfully so, are investing and trading. While these might seem like actions, they've some distinct differences.

What Are The Differences

Investing

Investing pertains to buying an asset and holding it for a extended time, in the hopes that it will gain in value. Many individuals invest in real estate. They buy a piece of property, live in it or rent it awhile, and hope that over time it will be worth more when they go to sell. In the world of finance, investing works the same way. The investor buys a financial product, like stocks or funds, and holds onto them for a while, hoping that they'll gain in worth during that time. A pension plan is an illustration of investing.

As a whole, investing is placing revenue into something in the hopes of attaining more money after a extended period of time. Investments are commonly held for years before they're cashed in for earnings. The longer the investment is retained, the more it's potential for gaining will be.

Investors will study the long-run success rates of the companies they pick to invest with. They'll seek funds or stocks that have constant growth over several years. They'll try to purchase when prices are low, but won't be as concerned about temporary dips or down times if the overall gross margin of a certain investment looks good.

Trading

Trading concerns utilizing money to purchase something in an attempt to make more income by selling or trading it quickly for something else. While it's like investing in the fact that the revenue is being utilized to purchase something of proportional value, it's dissimilar because the asset is only held for a couple of days or weeks before it's sold and something else is bought. This is commonly done with individual stocks or other commodities, not big funds or tangible assets like real property.

Traders will purchase assets when they take a sudden plunge, and then sell them fast for a profit when they gain in worth again. Traders don't concern themselves with the long-run success history of the company in which they're placing revenue, but rather in the short-run trends.

The deviation is time

Many individuals who are involved in trading look at it as investing. Actually, there's little difference between the actions demanded. In both revenue is utilized to buy assets, and those assets are at some point sold in hopes of establishing a profit. The difference rests in the amount of time the investor carries the asset. In investing, it's for the long-run. In trading, it's a temporary buy.

This is, naturally, a general definition. Some who are involved in trading will decide to hold an asset for a longer time period if they stand to profit, and some investors will sell fast if they feel it's best. Overall, though, the goal is long term for investors and short-run for traders.

So which is more beneficial? Both investing and trading have their advantages, but one pick is likely to appeal to you more than the other based on how involved you want to be in the growth of your income.

The only way to resolve which is best for you is to talk to your financial professional and weigh the possible returns against the level of risk you feel comfortable considering.

Chapter 5:

How To Get Cash Flow From A Bank Without Refinancing

Synopsis

You are able to produce Cash Flow Out Of Thin Air.

Half-baked as it might sound …

… There really is a system that can produce cash flow out of thin air. And it has nothing to do with a wizardly wand or pulling bunnies out of a hat.

It’s All In The Method

It has to do with the utilization of credit – but not in the way you're likely considering.

The fact is that the right utilization of credit is often the most misinterpreted concept when it comes to real estate investing.

What you need to know is how to utilize a newly created business name to go out and get business credit cards, lines of credit and cash advances for your real estate investing activities.

This can be done in a way that won't show up on your personal credit if you do it properly.

All the money you are able to get with this special sort of system is, in effect, invisible. So, contrary to when you use your personal charge card, your credit score never goes down if you're utilizing a business lines of credit investing system rather than using your personal credit.

Among my favorite ways to maximize cash flow is by using business lines of credit and business credit cards to pay operating expenses.

Want to understand why I love this?

1. Regardless how much you charge on these business cards, this debt has no affect on your credit score. Because the balances are carried in the name of the business NOT your personal name.

2. Affordable to access cash from business lines of credit, contrary to your typical refinance charges. Some business lines of credit have NO

cost for the application and really modest costs to use them, contrary to home equity types of loans which can cost 1000s of dollars to get.

3. I would like to defer any expenses I may until the property is sold, even if that isn't for five years. I don’t need to pay for improvements to the property or operating cost* till I sell the property for a profit if I use business credit.

4. Everybody gets much better cash on cash return when you hold over paying expenses by using business lines of credit.

5. In a lot of cases, your mortgage forces you to make a principal payment monthly. So now you can return that cash flow back into your pocket without costly refinance charges every two years.

6. And lastly, because you can triple your cash flow monthly. Which lets you buy more great real estate three times faster, and retire in luxury twenty years sooner than the average American.... You just financed a small business.

How could you not love it!

Real estate may provide individuals with a great net worth on paper, but no liquidness. That means your profits are a illusion unless you sell.

You can’t spend profits you have only in theory. You must step-up your cash flow to put more of your spendable earnings into your pocket.

By comprehending how to utilize unsecured business lines of credit and business credit cards, you are able to make yourself rich in true bucks today.

Another Method:

Scores of cards lend fresh customers money at 0%. Borrow this income and then save it at as high a interest rate as possible. Now you're realizing interest on money they've lent you free of charge. Though lucrative, this strategy is tricky, and not suitable for everybody.

Only use this strategy if you don't have any credit card debts and have a decent credit score. Those who already have debts on plastic should utilize all available fresh credit to reduce the interest on current debt.

Do it right and this is risk free. Yet it isn't for the forgetful, undisciplined or neglectful. This is the easiest way to make free cash flow, but still requires you to be disciplined. It's absolutely NOT a way to spend more than you would have anyhow - it's a money making recipe. So don't overspend and never break the card's credit limit.

Get a card with a 0% offer for new buys. A lot of cards offer new clients short term 0% offers on all buys (don't confuse this with 0% Balance Transfers, which are for shifted debts).

Once accepted, utilize the card for everything you purchase; replacing all credit card, debit card, check and cash spending - though never for taking back cash as you'll be charged interest.

Only make minimal repayments.

Don't try to repay this card, just set up a Direct Debit to make the minimal monthly repayments. As all spending is on the charge card, cash isn't being drawn from your current account, allowing unspent wages to build up.

This means the debt on the credit card will be equalized by extra cash in your current account - which can then be moved to a high interest savings account.

You now bear debts on the charge plate, and a corresponding sum in credit in your current account.

It’s time to maximize the interest you bring in, by moving the money into the peak interest savings vehicle conceivable. Always check it's one giving you access to the cash if it's needed in case you have to pay off the charge card bill fast.

Anybody with a flexible or offset mortgage, where income can be deposited and then taken out at will, should merely pay all the cash into that. The mortgage interest reduction outbalances even the best cash interest returns. When the end of the 0% period approaches, you are able to pick to simply pay off the debt with the savings and bag the gains, or shift the debt again to another cheap balance transfer to continue earning interest on the savings.

If you take the transfer option, always try and grab the balance transfer card with the lowest fee conceivable - occasionally even fees-free 0% deals are available. Check the current top low-fee balance transfer offers

Plus you are able to restart the whole scheme with another fresh card at the same time; it's possible to do this whole system with 2, 3 or 4 cards consecutively.

Chapter 6:

Focus On Cash Flow Rather Than Cash Sucking Liabilities

Synopsis

Among the most crucial things for a small business is constant cash flow. As a matter of fact, it's truly crucial for any business, but cash flow must move with fluidness - from incoming revenue, through bills and expenses like overhead, employee wages, and even supplies, to the ability to invest back into the company.

Keep It Fluid

Constant cash flow means your business is running smoothly and it's critical that you've enough working capital to assure that everybody gets paid on time....including you. When you're waiting for payment from a client, your cash flow has ceased.

This is when a lot of times, invoice factoring can come to the rescue - when a business has time periods that they can't pay all of their bills because of waiting for payment on an account, your cash flow may continue and not stop when you use some strategy.

If you're a small business, you must have a technique in place to keep your cash flow fluent - like factoring invoices owed to you. What this means is that you essentially are taking an asset - your accounts receivable - and selling them to a 3rd party, called a factoring company, who will give you income up front for the invoices. You receive the capital you need to meet your responsibilities. This is one thing for sure that you can do to keep your cash flow moving.

Any small business person needs to comprehend cash flow and make certain that their assets are fluid enough to convert to cash to cover financial obligations. This will help keep your company in business, particularly during hard economic times.

Moreover, asset fluidity means the ability of a business to change over assets into hard cash. It's a crucial part of any small business practice, because working capital is truly crucial in business operations. Working capital and liquidity allow business owners to meet their responsibilities and to stay in business. Good cash flow is vital to the survival of a business, big or little.

Assets are what bring value in the form of cash to your company and it may be product inventory, machinery, tools, or even the building where your office is. The reverse of an asset is a liability. It's an obligation or out flowing of funds like a loan that you're making payments on, bills, rent, wages or another responsibility that costs you revenue. In order to cover the cost of your business liabilities, you need to turn assets into hard cash, and liquidity is when you turn an asset into hard cash.

Liquidity likewise represents the degree that an asset can be switched over in a business transaction without dropping off any value. Cash is probably your most fluid asset, while inventory is another asset that you could turn into cash. Invoices are likewise assets, but not as liquid.

You are able to turn invoices that are owed to you into hard cash while waiting for their payment thru invoice factoring. A factoring company will view your customers' credit and may pay you the majority of what's owed to you inside as little as twenty-four to forty-eight hours. Invoice factoring is a business survival strategy that’s been around for more than 4,000 years.

Bottom line... focus on cash flow instead of liabilities.

Chapter 7:

Be Happy During A Recession

Synopsis

All of us recognize that happiness laughter is beneficial. We've heard it being repeated over and over about how laughter advances healthiness, emotional well-being and a better world. But occasionally just knowing this isn't enough to drive a individual to change their habits.

Lighten Up

View the cup half full and not half empty. When foul things happen, don’t just center on the negative of the situation. Doing that will drive you loony! View the beneficial side to everything that you deem damaging. Viewing the good out of every damaging thing will likewise keep you in good spirits as you won’t be viewing things in a damaging way but in a favorable way. Thinking positive is the main point here.

Work out! Doing exercise step-ups you endorphin levels, releases tension and helps you get into better shape, which likewise in turn helps you feel better. Doing physical exercise, keeping positive and not letting the little things get to will keep you in good spirits, and give you more beneficial relationships with everyone.

If I asked you to name what a depressed individual looks like, can you do it? It should be easy. Humped shoulders, slumped posture, eyes looking down, frowning, no energy and so forth. The anatomy is wired this way. When you feel blue, you’ll act/look this way. When you act/look this way, you’ll feel blue. There's a physical neurological association between the 2.

So likewise, we have a association between happiness and laughter. When you’re happy, you make yourself laugh. When you laugh, you’re making yourself pleased.

In an experiment to examine effects of laughter and grinning, clinically depressed individuals were asked to smile (with no reason for doing so) for a particular length of time daily. This lasted for weeks. At the end of the study, all implied in the study reported feeling much happier as a result of it than they ever did in a lot of years of treatment and medicine.

What does this say to us? It tells us that how happy we prefer to be partly depends upon how often we decide to laugh.

There have been assorted medical analyses made on the advantages of laughter. As a matter of fact, many MDs around the world encourage patients to rent amusing movies, cartoons, listen to jokes and so forth to help in their convalescence. Laughter isn't just an outside display of happiness, but inside the body there's stuff happening likewise. Laugher activates positive chemical and hormonal changes in the body. This is how it bears on one’s health.

When you laugh, what you’re doing is telling yourself that you are able to handle the state of affairs. Unconsciously that’s what you're telling your mind. While you’re laughing your mind believes “Wait a minute, I’m laughing. That must mean that I may handle this. I guess matters aren’t that foul after all”

Laughter promotes favorable thoughts and feelings, and these have an affect on the body. I'm a firm believer of the phrase ‘What you think, you become’. Damaging thoughts and self image brings on dis-ease and illnesses, while laughter and favorable thoughts renew and heals the body.

With so many advantages and reasons to laugh, cultivate a lifestyle filled with smiles and laughter. It might be difficult at the start, but keep at it for a while and this habit will be formed inside you. So begin today and laugh away!

Chapter 8:

The Winners Will Be Prepared In Any Situation

Synopsis

Ideas for staying chill, serene and collected when you need to be.

Be Prepared

1. Acquire good nights sleep if you know in advance what is on the schedule. If you know only hours before, take a power nap. The mind will be so much quicker to deal with what comes your way if you're at your best with rest.

2. Eat light and correct. No fleshy meal before the event since at times a full tummy may cause slight irritation. Don’t do without any food. You don't to mess up your tummy with reflux, or nausea which occasionally may be a result of wrong or no food.

3. Look good. Get your hair cut, clipped, combed or whatsoever you need to feel perky. The look in the mirror will set you up for a sedate anything. You need to be impressed with yourself for other people to be.

4. Learn, develop and know something about your subject matter. Knowing shows in more than just words. A conversation of something pertinent will get you capital recognition from your primary individual of interest.

5. Sustain your position. Give yourself a great self talk before the literal time of influence.

6. Have a couple of good notes to rely on should the time be more drawn-out than you planned. Don't fizzle before you're finished making your stand.

7. Don’t view a watch, cell or any device that tells you to leave. People your time without any bother of another date or commitment.

8. Switch off the cell. If this rings let the voice mail get it.

9. Inhale and out deeply for a couple of minutes before the actual onset of the event

10. Understand that nothing is permanent. Not even the prospect of this activity you're working toward. It may be great and may not be.

11. You'll be alright regardless what the outcome ends up being with this effort.

12. Have a quick back up, plan “B”, so you are able to, with a little refreshment, move to the following opportunity. Things will be fresh in your brain and this will be a great bracer should the first chance be not the great outcome you wish it to be.

13. Don’t tell too many individuals what you're starting up in your life. Tell the news after it happens. Even well-intentioned individuals have a tendency to call or turn up at an incorrect time or tell you something to bring on jitteriness.

14. Dress suitably, no over dressing and prevent under dressing if possible likewise. Know the place and attire desired and wear what is a custom for such a time.

15. Tell yourself “other people have gone before me in this and have done well.” Simply knowing somebody else made it through with success is a big plus for you to know.

16. Grin. This will help the flow of comfort juices to start for you.
19. Be prepared for success. This has a lulling effect already built into that preparation.

17. Let yourself admit the merit of your success when attained.

Wrapping Up

If you're still running your financial life according to the wealth-building rules we all grew up with, you're severely limiting your might, creativity, and financial potential as a result. As recent economical events have demonstrated, these "old rules" are inanimate. A fresh and radically different set of rules have taken their place. And the time for you to study them and stake your claim in the new economy is today!