

**#1
NATIONAL
BEST SELLER**
2ND EDITION

Secrets of **Self-Made** Millionaires

Adam Khoo

www.Adam-Khoo.com

Foreword by **Ron Kaufman**



How You Can Create an **Extraordinary**
Income & Build a **Million-Dollar**
Net Worth.... **Starting from Scratch**

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Self-Made
Millionaires

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....Starting from Scratch**

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Nurturing the Winner & Genius in your child

Profit from the Panic

Dedication from the Author Adam Khoo

Dedicated to my Daughters Kelly and Samantha Khoo

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This book is also dedicated to the hundreds of coaches & Whoosh members who have volunteered their time to continuously come back and coach for the Superkids™, 'I Am Gifted So Are You!™', 'Patterns of Excellence™' and 'Wealth Academy™' programs. To all my principals, teachers & lecturers from Ping Yi secondary school, Victoria Junior College and The National University of Singapore who have played a tremendous part in shaping the person I am today. Especially to Prof. Wee Chow Hou, Mrs. Lee Phui Mun, Mrs. Ng Gek Tiang, Dr. Kulwant Singh & Dr. May Lwin. To my mentors and trainers who have helped me discover the true power within myself. To my first mentor, Ernest Wong who taught me who I am. To Dr. Tad James, Dr. Richard Bandler, John LaValle, Tony Buzan, Brad Sugars, Robert G. Allen and Anthony Robbins all of whom have taught me the invaluable strategies of wealth and success.

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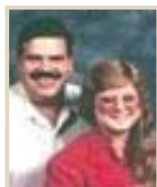
Secrets of Self-Made Millionaires Has Changed Our Lives

"Created 2 New Income Streams!"

Secrets Of Self-Made Millionaires has helped me to see that MY LIFE is Designed by myself and anything is possible with the correct strategies! Just look at Adam Khoo himself! He set his goal to become a millionaire and he has done it. With the correct strategies and commitment, anything thing is achievable! **The best thing is that Secrets of Self-Made Millionaires taught me how to design my life and gave me the specific strategies on achieving them!**

Before i got the product, I was really searching for the way to financial freedom. After I got Secrets of Self-Made Millionaires, my mind has opened to infinite possibilities, I've learned how to design the route map to achieving what I want my life to be like, and specific strategies about internet marketing and investments. I've created TWO new income streams for myself and **there really is much much more... can't express everything in words really!** I hope that everyone who deserves it get this book!

Sean Seah, *Singapore*



Shows You Exactly Step-By-Step Lifetime Wealth Is Created!"

What I enjoyed most about Secrets of Self-Made Millionaires is that Adam focuses on **getting yourself right FIRST before you try to build wealth. If you do not have the right mindset and seriousness about building wealth, you will never be able to control it.**

After learning from what Adam revealed, **I realized that he had to use what everybody has to use to get wealthy:** a multiple pronged method to succeed.

And not only does Adam show what these methods are, he actually shows you **HOW to accomplish these goals in so much detail that you can actually follow through all the steps to completion.**

When I was ready to bag it, Secrets of Self-Made Millionaires has kept me going. I'm on the verge of breaking open an affiliate program, plus working with my partner on creation of a new video based directory that will benefit everybody!

Not only do I recommend it, I'll tell you flat out you have no business trying to go into business without it. There are very few names that I respect in this industry. One is my mentor, Ty Hicks. Second is Robert Allen, the father of multiple streams of income. And now my newest addition to my inner circle: ADAM KHOO!

Brother Paul, *Stanley, North Dakota, USA*
www.FoundSecrets.com



"It's Rich Dad, Poor Dad On Steroids!"

G' Day Adam,

I just had to write you a quick note of how much I appreciated your "Secrets Of A Self Made Millionaires" system.

I found **Secrets of Self-Made Millionaires** very practical when it came to **revealing the secrets of the rich**. In fact I like to think of it as **Rich Dad, Poor Dad on Steroids!**

Your book was very easy to understand and a **thorough step-by-step process**. Thank you for sharing your secrets and for your personal help.

Paul Kleinmeulman, *Australia*
www.Espired.com



The Most Comprehensive Set Of Financial Information Out There!

Secrets Of Self-Made Millionaires is **the most comprehensive set of information on creating financial abundance** that I've ever come across.

In order to get all the information that's in this program, you'd have to purchase at least five or six books—one on how to manifest what you want, one on millionaire mindset, one on online marketing, one on investing, one on financial planning, and on business planning.

And when I purchase books, I often feel like I'm not getting my money's worth. But with Secrets of Self-Made Millionaires, **I got MORE than my money's worth.**

Before Secrets Of Self-Made Millionaires, I was unsure about my ability to turn my talents and expertise into a business. I kept thinking about all the other people trying to do the same thing and I felt discouraged about trying to create a business doing what I love.

After reading this book, I realized I could take what I know how to do and turn it into a business. Adam emphasizes that you can create a business around your passion when you can discover how to turn that passion into value for others. His focus on creating great value for others **helped me take my experience as an author and my interest in self help to create a business.**

I finally had a clear vision of the kind of business I want to create, a concrete long term plan for creating the financial freedom I want and **I discovered the unshakable belief that I achieve anything that I want to do.**

I created a new website and started growing an e-mail list of subscribers. I have an exciting plan for creating self help information products that draw on my successes. I've also **increased the sales of my writing instruction e-books by over 75 percent!**

I absolutely recommend Secrets Of Self-Made Millionaires!

Andrea Rains Waggener, *Ocean Shores, Washinton, USA*
Author of Healthy, Wealthy, & Wise-52 Life-Changing Lessons For The 21st Century, (Hazelden 2006)
www.FinallyLivingUnleashed.com

"Paid Off All My Debts Within 6 Months, Spending Less Time At Work And More Time With My Kids!"

When I bought *Secrets Of Self-Made Millionaires*, I actually expected an overview of things like the millionaire mindset and getting self-esteem, and maybe some joint-venture tips.

But when I started going through it, I actually found a thorough path to wealth. **Sound and solid advice about how to take control over your financial life**, how to build a solid financial base, and how to go on from there.

I especially liked the part about getting your financial act together. It's so easy to waste money on things that won't help you build a solid future. This is also the first time I really understood that being rich is not about how much money you earn. Adam provides many **step-by-step lists that are laid out in great detail to showed me exactly what I needed to do reach my financial goals.**

Before *Secrets Of Self-Made Millionaires*, I had a 40 hour a week daytime job and a few nasty debts. **Within half a year I had no debts left and cut down my daytime job to only 16 hours per week, leaving me lots of time for my kids!**

I absolutely recommend *Secrets Of Self-Made Millionaires* - it's an investment for your future.

Antoinette Vunderink, *Apeldoorn, The Netherlands*
www.GoogleRevenue.com



"Dishes The Truth About Wealth Creation!"

Hi Adam,

I am proud to answer your request and give you my testimonials (as a fan !):

What I most like about *Secrets of Self-Made Millionaires* is that it dishes the truth about wealth creation and achieving financial abundance in the most matter-of-fact and empowering way I've ever come across!

I finally realize that my financial success is something that I know that I will achieve because I now know exactly the **specific strategies that will enable me to reach my financial goals.** This is just hot stuff!

My goal is now crystal clear: I'm going to be the greatest coach and trainer as well as the best motivational and inspirational speaker in Continental Europe and Indonesia, and it's all thanks to you that I've discovered the drive and motivation to excel in my passion. **I recommend *Secrets Of Self-Made Millionaires* 100.000% !!!**

Best regards to you and keep the great job up!

I'm the captain of my destiny :-)

Eric Seeger, *Wavre, Belgium*
PNL Practitioner

About Adam Khoo

Adam Khoo is an entrepreneur, a best-selling author and a peak performance trainer. A self-made millionaire by the age of 26, he owns and runs several businesses with a combined annual turnover of \$30m. He is the Executive Chairman and Chief Master Trainer of Adam Khoo Learning Technologies Group Pte Ltd, one of Asia's largest Public Training Companies and Education Group. He is also the Executive Director of Adcom Pte Ltd, and a director of the Singapore Health Promotion Board (HPB).



Adam is also the best-selling author of Nine other books including 'I Am Gifted, So Are You!', 'How to Multiply Your Child's Intelligence', 'Clueless in Starting a Business', 'Secrets of Self-Made Millionaires', 'Secrets of Millionaire Investors', 'Secrets of Building Multi-Million Dollar Businesses', 'Master Your Mind, Design Your Destiny', 'Profit From The Panic' and 'Nurturing the Winner & Genius in Your Child'. His books have consistently been placed on the National Best-Sellers list and have been translated into six other languages.

Adam holds an honors degree in business administration from the National University of Singapore. As an undergraduate, he was ranked among the top one percent of academic achievers and became a pioneer in the Talent Development Program, which is the university's gifted program. In 2008, he was conferred the NUS Business School Eminent Alumni Award.

Over the last 15 years, he has trained over 355,000 students, teachers, professionals, executives and business owners to tap their personal power and achieve excellence in their various fields of endeavor.

His success and achievements are regularly featured in regional media like the Straits Times, the Business Times, the New Paper, Lianhe Zaobao, Channel News Asia, Channel U, Channel 8, Newsradio 938, The Hindu, The Malaysian Sun, The Star and many more. 'The Executive Magazine' ranked Adam among the 25 richest Singaporeans under the age of 40 in 2007.

Foreword:

by Ron Kaufman

Best selling author of “Up Your Service”



I don't remember when I first met Adam Khoo.

But I will certainly never forget him.

Adam is one of those rare individuals who sees a problem in his own life, finds a way to solve it, and then goes absolutely wild teaching everything he can to everyone he can about what he learned along the way.

This makes Adam the kind of person I admire most: someone who tackles life's challenges with enthusiasm until he succeeds, and then does all he can to help others achieve the same success – or greater! – in their own lives. Adam is an ambitious student when learning, and a generous master when teaching.

When Adam Khoo sets out to master a new domain, he seeks out everyone he can who is already successful in the field. He studies them carefully and gathers every ounce of wisdom from their teaching, their writing, their pathways to success, and their experiences in failure.

Once he has a clear understanding of what worked well for others, Adam puts those ideas to work in his own life. He is the living laboratory, the scientist of success, the risk-taker willing to risk his own life to learn what works, and what doesn't.

Only when he is sure and obviously successful will Adam share his hard-won pathway to success with you. He knows you are not exactly like he is, that each one of us is unique. So Adam will not show you just one way to succeed; he will give you a panorama of strategies and actions, proven tactics, successful techniques and clear plans that you can follow to enjoy the kind of success he has attained in his life.

As you move forward, you'll find Adam Khoo is a coach, a mentor and a friend. He has absolute respect and passion for those who seek to better themselves. He knows the road can be hard, that there are bumps along the way. And if you stumble, he will be there to extend a hand in friendship and support.

In today's world, money is one subject that everyone must master. This is not an optional class for extracurricular interest, but a core subject of life requiring your learning and constant attention.

Many people avoid this necessary learning until too late. Some live exciting lives, but crash on the rocks of financial disaster. Others plod along, hoping for financial inspiration, but never venturing beyond the day-to-day routine. A few find financial freedom, but often quite late in their lives.

What a tragedy, considering the lesson plan for financial success is so readily available, in fact now resting in your hands. This book, "Secrets of Self-Made Millionaires" should be mandatory reading for everyone before they leave school, and an essential read for anyone out of school who has not yet found abundance and joy in the financial domains of life.

You can succeed with money, just as you can succeed in any other aspect of your life. But life requires you to take action in order to learn: that's how you learned to walk, to read, to study. Money also requires your focused attention and your finest efforts. In this endeavor, this grand adventure of learning and achievement, Adam Khoo will be your personal coach.

This outstanding book is about building a life of security and passion for you and your family. This is not just a book about making money, but a book about knowing yourself and making full use of your life-given talents to create the greatest value you can, for yourself, for your community, and for the world. I wish you all success, in the challenges and pleasures, the joys and financial triumphs that lie ahead.

A handwritten signature in black ink that reads "Ron Kaufman". The signature is written in a cursive style with a horizontal line underneath the name.

Ron Kaufman
Singapore, 2006

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SEVEN STEPS TO FINANCIAL ABUNDANCE

section

Secrets of A Self-Made Millionaire

First, I would like to thank you for picking up this book. Your investment of time and money in reading this book only means that you know you can and deserve to make a lot more money and achieve greater wealth in your life.

You know that you can achieve the wealth that will allow you to experience the freedom and security that you deserve. Money that will allow you to live the lifestyle of your dreams, to do what you truly love, to buy what you have always wanted, to share it with the people you care about and to make the world a better place through your generosity.

Well, I have great news for you. You already have in your possession, the greatest money making asset that you will ever need. You have the exact same raw materials available to you as what Bill Gates, Warren Buffett or Donald Trump started off with.

The Greatest Money Making Asset That Will Make You A Fortune

So what is this one asset that all of us already have at our disposal?

No, it's not your double degree, MBA or PhD. from the best universities. And no, it's not the inheritance the 'lucky' get from rich dad, rich uncle or rich grandma to kick-start their business.

No, this asset is so powerful that it will not just give you a 4% return like the bank or even a 20% return which you would expect from the stock market. This asset has the potential to give you infinite returns. In fact, it can, if passionately developed, give you a 1000% return on your time investment.

The asset I am talking about is something that all of us have been given at birth. It is an asset that all of us have in common.

It is this one single asset that will generate for you unlimited wealth. This asset is your mind, also known as your intellectual asset!

When you invest time and money to expand your knowledge and skills, especially your financial education, it will return you millions of dollars in income streams for the rest of your life! And that is exactly the purpose of this book, to massively increase the power of your intellectual asset.

The reason why I believe in this so much is because like many self-made millionaires, I started with nothing but a hunger for knowledge of how to create wealth. Today, I can honestly say that the millions of dollars my partners and I have generated for our companies and our families have been spun off from nothing but the ideas in our heads. Ideas that would not have been there if not for the investment we had made in our financial education.

In the past, the majority of a company's assets were made up of physical stuff like machinery, plant, equipment and land. You would value a company by adding up the book value of all its fixed assets. Today, over 90% of a company's value is in its intellectual assets! Look at Google, Microsoft, Nike, Berkshire Hathaway or eBay. They are worth billions of dollars and generate hundreds of millions of dollars a year and yet they hardly own much physical assets. If you were to add up the total value of their factories, bank account, inventories and office equipment, it would make up less than 5% of what the company is worth. In fact, Nike doesn't even own many factories. The wealth of these companies lie in the ideas of the people working there.

The same thing goes for you! Over 90% of your wealth is not what you have in your wallet or in the bank, it is the ideas that you have in your head! In the information age of today, one great idea can be worth a billion dollars. That was how a kid in blue jeans with no money, working out of his adopted parent's garage could become a multi-millionaire at age 25 (Steve Jobs, CEO of Apple Computers).

That's also how a 35-year old Indian national who arrived in a foreign land (Singapore) without a single dollar in his pocket and nothing but a job offer from a prospective employer, could build a global company with an annual revenue of \$3.4 billion with 800 staff in 31 countries all within just five years (Vikas Goel, CEO of eSys Technologies).

Latest brain research has shown us that all of us have basically the same neurology and that all of us share the same phenomenal brain potential. In fact, the average person uses less than one percent of their potential intelligence in their entire lifetime (if you want to know more about brainpower, read my first book, 'I Am Gifted, So Are You!'). So, as long as you have a functioning brain, you are already born with the greatest money making asset that you will ever need. You have the exact same raw materials available to you as Bill Gates, Warren Buffett, Richard Branson and Donald Trump. All these billionaires started with nothing but their intellectual capital.

So, whatever your passion and purpose, I am going to share with you how to start activating your greatest asset by giving you what I believe is the cutting edge, the most advanced and powerful wealth creation strategies available today. You will learn precisely how to create, control, multiply and manage your wealth.

If You Want to Get a 1000% Return on Your Investment You Must Do this...

However, in order to get the most out of this book, I encourage you to participate fully in all the exercises and activities I have laid out. As you read, circle key concepts, jot down notes and constantly return to them for reference.

When it comes to specific activities, stop reading, grab a pen and follow the instructions that I will give to you. I believe that in jotting down and doing, you will truly integrate the essence of what I am going to share with you.

If you have little or no background in finance and accounting, some of the later chapters on investments may seem a bit intimidating, but don't worry, keep pushing yourself and you will master it in no time.

Finally, I would like to challenge you to complete this book within ten days or less. How? Simply spend at least an hour a day reading two chapters, digesting the material and putting it into action. Statistics have shown that 72% of people who buy a book never complete it and less than 3% ever follow through by applying what they have learnt. What a complete waste of money and time! But I believe you are different. I believe that you are someone who

is fully committed to getting immediate results in your life. So, get pro-active as you read and you will begin to see doors and windows opening for you.

My Journey as a Self-Made Millionaire

So, what qualifies me to be your wealth coach? Who am I to teach you about how to make money? Am I the richest guy in the region? Or even in Singapore? Of course not! But I dare say that I am someone who has created massive wealth within a very short period of time.

At the age of 26, I became one of Singapore's youngest self-made millionaires (despite being in the army for two and a half years). As a result, I was featured in almost every major newspaper and TV channel in the country. (You can view these press reports at www.adam-khoo.com). Today, at the age of 31, I own three businesses with a combined turnover of over \$20 million and personally earn over \$936,000 a year, half of which come from my investments. And I created all this wealth starting with virtually nothing but the ideas in my head... the same raw material that you too have been blessed with. I did it without a single dollar in inheritance, no bank loans or any external investments.

So How Did I Achieve All This?

I would say that the greatest contributing factor was my very intense desire for success and wealth. It was this passionate desire that drove me to want to learn everything I could about the strategies of the rich. From the age of 15, I was obsessed with reading books on success and wealth from authors like Warren Buffett, Peter Lynch, George Soros, Anthony Robbins, Zig Ziglar and many others. I would model the mindsets and strategies of these people and begin to take and apply every new technique I learnt until I achieved the results I wanted.

So what first inspired me to become wealthy? Why was I thinking about how to become a millionaire while all my friends were thinking about what was the latest show on television? Yes, in a sense I was privileged to be born into a wealthy family where my dad and my uncles were living in million dollar bungalows, driving Mercedes Benzes and earning million dollar incomes.

I saw the immense financial freedom and security they enjoyed and it opened my mind up to the possibilities of what was achievable. In my family, it was not uncommon for someone to make a million dollars a year in personal income and so it installed a belief in me early on in life that it was indeed possible, especially as my dad and his brothers all started with absolutely nothing.

However, the greater privilege I had was that although my dad was wealthy, he intentionally gave me **nothing**... but love, food and educational support. My dad saw how most kids who were born rich and given all the financial benefits eventually ended up spoiled and totally screwed up. So, he followed the motto 'you have to be cruel to be kind' and went the other extreme. Even though we lived in a bungalow and my dad had four country club memberships, I got less pocket money than my schoolmates. While many of my friends had lots of pocket money left over for snacks, marbles and card games, my dad would just give me just enough for a bowl of noodles and a drink. Even when he gave me \$2 to buy something worth \$1.50, he would ensure that I handed the 50-cent change back to him. Sometimes I felt very deprived and thought my dad was a real scrooge. But it was precisely the way dad brought me up that became a blessing in disguise. It laid the foundation to my true wealth education, which was to be hungry for wealth and success.

My dad believed that if a parent gave his child everything, he would kill the child's hunger for success. He knew that hunger was the key to motivation and the only way to make me hungry was to deprive me. Whenever I asked my dad to buy me something, his predictable reply would be, 'Why should I buy it for you? Buy it yourself!' So early on in my life, I learnt that nobody owed me a living.

At that time, I was addicted to arcade games and had a love for collecting Star Wars toys. And since my dad was certainly not going to give me the money for it, I decided to make my **own** money. I felt that if I had my own money, then I would have the absolute freedom to buy what I wanted, without asking anybody's permission, especially my dad, who would give me a one hour lecture for wasting his money. This was when I first adopted the belief that 'money equals freedom'. This is one of the single most important beliefs that has been the driving force behind my motivation to make money.

It was my best friend's father who gave me my first job. He had a wholesale stationery business and would get my friend and I to sell stationery door to door to other companies during the school holidays. I was only 13-years old at the time. Looking back, it was during those days that I learnt how to overcome shyness and the fear of rejection... two important traits of becoming rich.

Besides selling stationery, I also got a part-time job as a disc jockey for mobile disco companies. That boosted my confidence, as I had to learn how to speak and entertain in front of crowds. During those years, I also developed a great interest in magic. I was a big fan of illusionist David Copperfield and every bit of spare money I earned went to buying magic tricks and practicing until I was an expert at sleight of hand tricks.

I got my first break as a 'magician' when my mum got me to perform at my cousin's kindergarten graduation. That was for free but that gave me the confidence and idea that I could start charging for my magic shows. So I added 'part-time magician' to my repertoire of entertaining skills. I charged \$40 for a two-hour show and most of my clients were kindergartens, primary schools and family friends who threw children's parties.

You must be wondering by now how I managed to study and pass my exams while involved in so many money-making activities? Well, when I was in primary school, way before I started all these schemes to make money, I was a typical lazy, unmotivated underachiever who preferred to get into fights than to study. I used to be a rebellious troublemaker who got expelled from school in primary three (aged 9) and did so badly for my Primary School Leaving Examinations (PSLE) at age 12, that I was rejected from all the six secondary schools that I selected. I was eventually posted to a neighborhood school where I ended up failing most of my subjects and being ranked among the bottom of the cohort. In sheer desperation to help me find some aim in life, my parents sent me to a motivational camp for teens when I had just turned 13. (The full story is in my first book, 'I Am Gifted, So Are You, published in 1998).

It was at this camp that I was first exposed to the concept of Neuro-Linguistic Programming (NLP) and Accelerated Learning. I learnt about the power of human potential and how anyone, with the right strategies can achieve any goal they set for themselves.

NLP taught me how to set inspiring goals in my life and more importantly, how to build in myself the confidence and motivation to achieve them.

I learnt that by modeling the mindset and strategies of anyone of excellence, I could produce the same outstanding results within a short period of time. Since one of my new goals was to become a top student, I decided to model learning to-learn expert Tony Buzan, from whom I learnt powerful accelerated learning techniques like Mind Mapping, Speed Reading, Memory Enhancement and Whole Brain Integration learning. I was also highly inspired by Anthony Robbins, a janitor turned multi-millionaire. It was from reading his first book 'Unlimited Power' that I was first exposed to the life changing concepts of NLP and success conditioning.

Empowered by the prospects of limitless self-growth, I applied everything I learnt. My grades improved tremendously. From a below average student, I eventually graduated as one of the top student in my secondary school Ping Yi, scoring 7As for the Cambridge 'O' Level Examinations and was accepted into Victoria Junior College (the top ranking junior college at the time). I went on to study Business Administration at the National University of Singapore where I was ranked among the top one percent of academic achievers (NUS has been ranked the 18th top college in the world by Times Higher Education Supplement, Britain) and qualified for the Talent Development Program, which was the university's gifted program.

Although I believed in the importance of excelling academically, I knew that scoring 'A's in school had very little to do with achieving success and creating wealth in life. I knew that if I wanted to achieve my dream of becoming a millionaire by the age of 26 (one of my goals), I had to learn the strategies of wealth creation. So from the age of 15, I started to get obsessed with reading books on 'how to make money'.

One of the first books I read which influenced me tremendously was 'Think and Grow Rich' by Napoleon Hill. It was from Hill that I first understood the concept that money could be generated from ideas and not just hard work. I learnt that if a person used his muscles, he would only be worth a few dollars a day. But if he were to use his mind, his wealth would be limitless.

So I asked myself this question, 'How can I make a lot more money with the same amount of time that I (as a secondary school student) now spend working weekends and school holidays?' What service can I provide that would meet a popular need?

Well, it so happened that among my friends it was the 'in' thing to go to discos. Because we were all well below age, we could only get into discos that organized afternoon tea dances on weekdays. No one could get into a disco on a weekend evening. So, I thought to myself, 'Why don't I start a disco for teens and run it on weekends?' The great thing was that I already had the experience from working as a part-time DJ. I calculated that if I could charge each student \$8 (the discos were charging \$12 at the time) and I had 200 customers, that would be \$1,600 a night! I got so excited with my first money-making venture that I swung into action right away.

My Very First Business... Setting Up a Mobile Disco

In the middle of secondary three (at the age of 15), I rounded up a couple of my best friends, all students, to run this first venture. For the venue, one of these friends managed to get the use of a function room at the condominium he was living in. So we had free rental. After looking around, I eventually contracted a mobile disco company that would set up the disco lights, sound systems and spin the songs all for \$300 a night. I figured that we would still make a profit of \$1,300. I used my IBM compatible computer with a Wordstar program to print out tickets which we went round selling to classmates as well as students from neighboring schools.

The response was phenomenal. On our first run, we had over 300 kids who packed the place and we made \$2,100 in one evening while having so much fun. That was when I first learnt that great ideas make great money! Not only that, I think my friends and I had more fun running a disco than if we had been merely attending it. That encouraged us to keep running these disco parties once every two weeks. Within a few months, we were rolling in cash. That's when I started thinking, 'instead of paying the mobile disco company \$300 a night, why don't I buy my own equipment and start my own business'?

So with the first \$3,500 I made, I went out and bought a secondhand set of turntables, a mixer and an equalizer together with two helicopter spinning lights and a smoke machine and 'Def Beat Productions' was born. My friends were not part of this investment-in-equipment aspect of the business but they helped in marketing and providing the service and were happy with the rewards from that. So, not only did we run discos from then on, but I started to rent out my services to families who were throwing parties and needed a disco party. I spent all my weekends and my holidays running my business while still studying at Ping Yi Secondary School. First-hand experience in this entertainment business was also crucial in teaching me the skills that would later enable me to grow this entertainment enterprise into a full-fledged event management business, 'Event Gurus Pte Ltd'.

My father wasn't exactly happy about his son's disco business, especially as the disco equipment was installed at home in my bedroom and my friends came often. But he couldn't seriously complain as my school grades only got better as, along with my escalating business, I kept setting higher study goals and achieving them.

My Second Business Idea...

Adam Khoo & Associates

In fact, doing well academically helped me to create another source of income when I was in junior college doing my 'A' levels. Because I was achieving great results in school, I had the credentials to start giving tuition to other students for \$200 each a month. By teaching these students (some of whom were just a few years younger) the study and motivation techniques I had learned, they started to show significant improvement in their school grades. This helped grow my reputation and clientele. However, after reading all these wealth books and learning the power of multiplying the effects of my efforts with ideas, I figured that I couldn't make very much by tutoring one student at a time.

So I started to hire myself out as a freelance motivational trainer who specialized in training students how to succeed in school. I went round to schools in Singapore selling my program. Within a few months, I was consistently conducting classes for a hundred students each time. With my charge of \$20 per student,

I was raking in up to \$2,000 a day! It blew me away that I was probably making more money than my own teachers in school. I was only 17-years old at the time.

What really got me tons of business was when I decided to compile all my knowledge into a book. This book, 'I Am Gifted, So Are You!' was written while I was in the Army. When it was launched in June of 1998, it topped the best-sellers list in the local bookstores, adding another huge (at the time) income stream to me. As a result of the success of my first book, I co-authored three more books that multiplied my income streams even further. They were 'How to Multiply Your Child's Intelligence', 'Clueless in Starting a Business' and 'Master Your Mind, Design Your Destiny' that was ranked on the Straits Times Best-Sellers List for thirty six weeks.

However, what truly enabled me to accumulate so much money was not so much the income I created, but the lessons I learnt about saving and investing from the stacks of wealth books that I read. I develop the habit of saving far more than what I was earning, even when I was still studying.

Instead of spending my money indulging in fun and frivolous things, I invested almost everything I had into unit trusts and stocks through the investment strategies I had learnt from reading books by wealth gurus like Warren Buffett, Peter Lynch and George Soros. I more than tripled my money in the stock market through investing in both US and Asian stocks. The boom lasted a few years then, just before the dotcom bubble burst in early 2000, I sold everything.

I knew when to sell not from a lucky tip-off, but through studying and understanding the market. It was obvious that the Price-to-Earnings ratios were ridiculously high (you will learn about this in the later chapters), and many technology stocks were grossly overvalued and bound to burst. Sure enough, the market crashed, and that's when I picked everything up again, for a song. By the time I graduated from university, I had two profitable businesses going, a best-selling book and a growing investment account. At the age of 26, I had crossed the one million net worth mark.

I began this book by sharing a brief history of my own journey not to impress you but to impress upon you that if I can do it, so can

you! All it took was intense desire, a mindset of infinite possibilities, the right strategies and consistent action and determination.

Money is A Game... You Must Learn How to Play it

You see...making money is a game. If you learn the rules of this game, money will flow into your hands. If you do not play by the rules, you will struggle all your life financially despite working very hard.

Haven't you ever asked yourself why some people earn five times, ten times or even twenty times more than others? Is it because they are twenty times smarter? Is it because they work twenty times harder? Or are they many times luckier? The answer to all these questions is a resounding 'NO'!

I am sure you know people who seemed to be much lazier than you in school and had poorer grades but now they are so much more successful financially. Although their school report card used to be chockfull of 'F's, their financial report card carries straight 'A's. Why? The only reason is because they know how to play the game of money whereas most people have not learnt how the game is played.

You see... none of us are ever taught how to make money, how to invest money or how to manage our wealth and yet money is the most important subject in our adult lives. Although many people say that **'money isn't everything'**, that's only a half-truth. The truth is that **'everything is money'**! In order to achieve excellence in the different areas of lives like our health, relationships and family, we need to be financially secure!

To be financially secure means to be 'Free' - free from being hounded by creditors to pay one's rent or the hospital to pay one's bill. To have sufficient money to feed oneself and one's family, to pay for basic needs and to pamper ourselves with luxuries once in a while. It also means the 'freedom' to walk away from a job, a company, an employer, one cannot stand and have the option to be employed or self-employed doing something one values and finds fulfilling. No one can quarrel with this definition of the need to have enough money.

The traditional education system (thank God it's changing) never taught us how to be rich but instead brainwashed us into becoming poor. We are taught beliefs like 'study hard, get good grades and

a good job and you'll be set for life!', 'investing is risky', 'don't act smart', 'don't play with stocks or you'll get burnt', 'don't be so money-faced' or 'don't be so stingy'.

As result of all the wrong anti-wealth advice, most people work hard all their lives, going around in circles in the rat race and ending up broke and unhappy. However, a fortunate few eventually learn that wealth is not made by just getting a good job and working hard. It takes a different way of thinking and a totally different strategy. Those that learn this lesson get out of the rat race and onto the path of financial abundance and freedom.

Some people take ten years to figure this out, some take thirty years and some never figure it out until it is too late. In this book, you will learn what others spend their whole lives trying to figure out.

First... You Must Know Why You Are Not Rich, Yet

Before learning wealth creating strategies, let me first ask you this question, 'Why are you not rich yet?', 'What has prevented you from getting the wealth you deserve?'

Spend some time to really ponder on this question and write down as many reasons as you can think of. It is important that you are totally honest with yourself. Go ahead and do this now.

Reasons Why I Am Not Rich Yet

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now, let's see if your reasons are similar to those I've heard over the years when this question was posed to people. Most people tend to say:

**'I have no money to make money', 'I was born in a poor family'
 'I need to support my family', 'I am too young/old', 'I'm not smart enough',
 'I have no opportunities', 'I'm too lazy', 'I lack the qualifications',
 'I have an unsupportive spouse', 'I lack the financial know-how',
 'I have too many children', 'I have no luck', 'I am afraid of taking risks',
 'I lack discipline', 'The economy has been down', 'I made poor decisions'**

Do any of the reasons shown here match the ones you have given? Now, I want you to look at all the reasons you have been giving yourself and to take note of whether they are reasons that are within your control or external reasons that you think are beyond your control.

If you feel that they are self-created reasons like 'poor decisions', 'lack of discipline' or 'lack the financial know-how', then put a tick next to it. If they are externally caused reasons like 'no opportunities', 'bad luck' or 'lousy boss', put a cross to it. Now, do you have more ticks or more crosses? Your ability to become rich depends very much on this!

Every time I do this survey with people, I have discovered that people who put down a lot more ticks are generally more successful financially than those who have lots more crosses. Why? Because the reasons you give yourself is a reflection of whether you have the Winner's mindset or the Victim's mindset.

Most people go through life with the Victim's mindset and this prevents them from ever changing their financial situation. When they don't get the results they want, victims tend to give themselves lots of excuses like 'I'm just unlucky', 'I have no experience', 'I'm too old to earn more', 'I'm too young to be rich', 'I have no capital', 'I was born poor' or 'I'm not a creative person'. The reason all these are lousy excuses is because we know that there are many examples of people who have created wealth for themselves, despite all these perceived disadvantages.

Victims also tend to blame everyone except themselves. When you ask victims why they are not rich yet they will say something like,

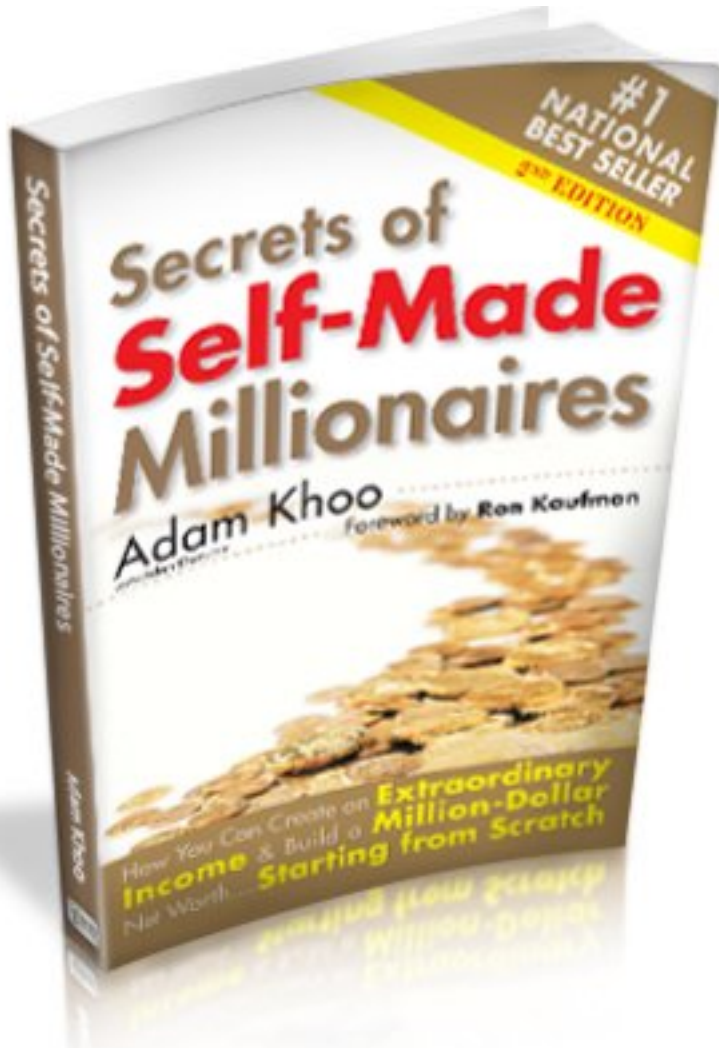
'my boss won't give me a raise', 'I don't get any opportunities', 'my big family prevents me from saving money', 'the stock market caused me to lose everything'. And instead of finding a way to improve and change, victims spend their time complaining but not do anything about it.

The trouble is that when you give yourself excuses, blame others and whine, it means that someone else or something else is controlling your life and your (lack of) wealth. Since you believe that it is not your fault, then you are powerless to change it. If you have a victim's mindset and hold doggedly onto the belief that external forces are controlling your wealth, then any strategy you learn will be of no use!

WINNER'S MINDSET	VICTIM'S MINDSET
Take 100% Responsibility & Ownership	Give Excuses Blame Others Complain

In order to fully benefit from the teachings in this book, you must first adopt the winner's mindset. Winners take a hundred percent responsibility for the results in their life. They take ownership over their wealth. When their sales drop, they don't blame their customers or the economy. They know that doing so will be futile since they can't change these external factors. Instead, they take full responsibility for the fact that they did not sell hard enough, did not meet enough prospects or they used ineffective closing strategies. By taking responsibility for your results, you give yourself the power to change it! When winners don't get a pay increase, they don't blame their boss or their company, they take responsibility for the fact that they have not created enough value, not demonstrated their worth or have not asked for it!

The moment you acknowledge that you create your own fortune (or lack of it), it means that you have given yourself the power to start becoming rich right now! When you learn the strategies of wealth creation, you will find that you can make money at any age, with any background, with little or no money and in any economy. To find out how millionaires achieve this, you must first know 'The Seven Steps to Financial Abundance'.



www.Millionaire-Book.com