

Make Money, Live Wealthy

**75 Successful Entrepreneurs Share the
10 Simple Steps to True Wealth**

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Introduction

At the age of 27, I retired.

I didn't come from money, win the lottery, or sell a start-up company. What I did do—and what you can do, too—was learn some fundamentals on how to build wealth and then implement those practices into my life. The result has been a lot of money, but more importantly, it has also been something much more valuable: true wealth.

In this book, I intend to share how you, too, can get the same results.

Although I built my wealth quickly, I started out far from rich. Fresh out of college, I had an engineering degree and a lot of ambition, but I was held back by \$80,000 of debt and a middle-class mindset.

A few years into my chosen career, I started to read and network religiously. With each connection I made and every chapter I read, a whole new world opened up to me—one that promised I could achieve anything and become as rich as I chose to be. My mindset and perspective changed day after day, and my level of confidence and knowledge quickly grew to new heights.

I not only learned what wealth *really* is, but I also learned how to obtain it. While still working for the corporation, I started to invest heavily in the stock market and eventually began my first side-business. I grew that income stream and built up a large fund, and at 27, I was able to retire to travel the world and do as I please.

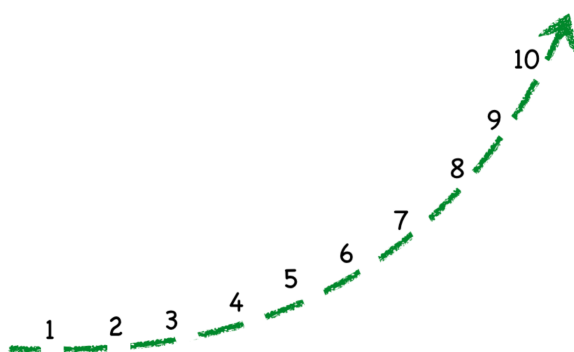
The money is great, but the most valuable thing I gained is complete freedom. I went from being totally stressed out and my own worst enemy to having peace of mind, confidence, and happiness.

However, this book is not about me at all—it is for you. It was written to show how you can build massive wealth and create the life of your dreams.

To help share some of the secrets of wealth I was fortunate enough to learn, I started YoPro Wealth, a blog and online radio show (called a podcast) dedicated to teaching people around the world what true wealth is and how to obtain it.

For the podcast, I interviewed iconic investors, bestselling authors, super successful entrepreneurs, financial planners, and other experts from all different walks of life on the subjects of money and success. The guests shared their journeys—the good and the bad, the ups and the downs—and the evolution they went through on their way to wealth. Shortly after starting, I began to recognize commonalities between them. The details of their stories were different, but they had all taken the same sequential steps, one after the next.

This book is a compilation of those stories, failures, successes, and advice from a total of 75 experts. It breaks down the wisdom they shared into ten simple steps that led each of them to true wealth. If you take these steps, you will obtain wealth in your life as well.



The good news about true wealth is this—it doesn't matter where you are in life or where you've been; you *can* get to where you want to go. Anybody can! I know this is true because the 75 experts who shared their stories on the YoPro Wealth podcast are no different from you or me. They have problems, challenges, mistakes, and flaws just like everyone else.

- It doesn't matter where you are in life.
 - J. Massey started his real estate career while 'squatting' in a house he lost to the bank. He and his pregnant (and seriously ill) wife didn't have enough cash to eat for the next week, and J. himself had a punctured lung. Yet he started his new career and is now a sought-after real estate *investorpreneur*.
- It doesn't matter where you come from.
 - "I'm a simple kid from Iran. I lived there during the revolution in 1989, and then I spent several years in a refugee camp in Germany." -*Patrick Bet-David, serial entrepreneur and author of Doing the Impossible*
- It doesn't matter how much money you have.
 - David Wood went from being essentially broke to owning an island in just over a decade.
- It doesn't matter what your degree is.
 - Ryan Holiday dropped out of college at 19 and became American Apparel's director of marketing at age 21.
- And it sure doesn't matter what your age is.
 - Born into poverty, Trevor Blake didn't start his first business until he was in his 40s. Just a few short years later, he has sold multiple businesses for over \$100 million each. To top it off, he added *New York Times* bestselling author to his list of accomplishments.

Each of the 75 experts have achieved these results by following a common process. Along the way, they have become rich, but they have also become *wealthy*—and that is much, much more important.

The Problem

Before we get started, let me ask you a question—*what is wealth?*

wealth – noun \’welth *also* ‘welth\
a large amount of money and possessions

By definition, wealth is all about money and possessions. However, if you ask people who are *actually* wealthy what their definition is, you get a completely different answer.

If we don’t know what true wealth is, isn’t it going to be hard to find it? Of course it is, and it shows up in the results.

The proof is evident. People want more in life—more happiness, more money, more freedom, more meaning. Studies show that 70% of people hate what they spend the majority of their life doing and are actively disengaged at work. America is #1 in depression, student debt and unemployment are strangling the younger generations, and the list goes on and on.

The problem starts with the way money, work, and wealth are depicted in society. True wealth is so much more than money and possessions, but we aren’t taught this growing up. Most people assume that everyone understands wealth in the same way, but I’ve learned that this couldn’t be further from the truth.

The rich are portrayed as superior—even evil. Those who are not rich, however, dream of being in the class where the challenges seem to be ‘good problems’ to have. So we continually chase money in pursuit of happiness, often putting this chase at the center of our lives.

We spend most of our time doing things we don’t really want to do just because we get paid to do them. We’ve been trained to believe that work is painful. People say things like “Thank God it’s Friday” and dread going to work on Mondays.

Retirement, a term created by a real estate developer in the 1960s, is represented as a period of joy where you can *finally* do what you

want—but not until you’re 65 (if you’re lucky). We go through life just getting by, trying to make enough money to get to this point. But by then, we’re at an age where we only have the energy, funds, and ambition to do so much. When we *finally* get to the goal, we realize with regret that there could have been more.

The good news is this: there *is* more. There is a life of wealth awaiting each and every individual. You just have to learn what the goal really is for you, and then how to obtain it. That is what this book is all about.

True Wealth

Figuring out the right destination is the first major hurdle that most people can’t get past. We don’t get in a car until we know our destination, yet most of us drive our lives without knowing where it is that we ultimately want to go.

Not only is true wealth not about money alone, it isn’t a *thing* at all. It is a feeling, an idea, and a belief. It is many things wrapped up into one, and everyone will have their own version based on what is most important to them. Even so, when I asked most of the 75 experts to define wealth, common themes came up again and again.

To the wealthy, true wealth can be summed up in the following six categories.

Freedom

True wealth is being able to do what I want,
when I want. If I can do that, I am wealthy.

—JD Roth, *Founder of GetRichSlowly.org, author
of Your Money: The Missing Manual*

The strongest and most common word that came up in their definitions of wealth was *freedom*.

Wealth is the freedom to choose. It is when your money works for you, and you have the choice to do what you want with your time and money.

—*Steve Burns, author of the New Trader, Rich Trader series*

Freedom is the ultimate goal in life. This is what we're all after, and as a result, it's one of the greatest measures of success. The more freedom you have to do as you wish, the wealthier you are.

I do not dismiss money because you need a certain level of wealth to create opportunities for your family. But wealth in the true sense is doing the things that you're passionate about, engaging with the people you want to engage with, and doing the things that are going to develop, improve, and enrich you.

—*John Murphy, executive coach, founder of John Murphy International*

Experiences

The wealthy value experiences, not things. Wealth isn't the accumulation of money; it is the accumulation of experiences. Wealth is not about your bank accounts. It has to do with how you use the money you're accumulating to live a rich life.

—*Jason Vitug, CEO & co-founder of Phroogal*

The goal shouldn't be to *be rich* or *get rich*, but to *live rich*. There is an enormous difference. Living rich gives you a life full of experiences, excitement, and happiness.

Wealth, to me, is holistic. It is the experiences that make me *feel* wealthy. Earn, save, and invest in a way that allows you to have the experiences you want to have.

—*Kathleen Kingsbury, wealth psychology expert, author*

Happiness

Wealth is happiness.

—Neil Patel, *serial entrepreneur, founder of KISSmetrics*

Straightforward, but true—find complete happiness, and you are wealthy. The most common factor of happiness is the importance of relationships.

We call ourselves ‘famillionaires,’ meaning we’re rich beyond measure in our family. There are a lot of areas that define success and abundance in your life besides what you have in your bank account or what your financial portfolio looks like. True wealth for me means I have rich, loving relationships and vibrant physical health.

—Dan Miller, *owner of 48 Days, LLC, bestselling author of 48 Days to the Work You Love*

The key word in this quote is *abundance*. Most people view things from a scarcity perspective, but the wealthy see the world through the lens of abundance. This is a huge shift in your mindset that will make all of the difference in the world.

Wealth is an abundance of what you really want: family, money, physical health, the right mindset, and a healthy bank account.

—Mike Kavula, *successful entrepreneur, founder of SelfEmployedKing.com*

Fulfillment brings happiness. It’s not how much of something you have, but how fulfilled you are by what you have. It’s also about keeping the important areas of your life balanced in proportion to what you want.

Wealth is a well-balanced, happy life.

It is not about having a ton of money. It is about living richly—having a life rich in experiences, friendships, and relationships. It doesn't mean you don't have stuff; you have plenty of stuff. It just doesn't have *you*.

—Chris Locurto, *business and life coach extraordinaire*

Money

Lots of money can make you rich, but it doesn't necessarily make you wealthy. It is, however, a very important tool to help you get what you *really* want—freedom, peace of mind, etc.—because it does have a large impact on the other areas of your life.

Wealth is freedom and security.

—Mindy Crary, *Certified Financial Planner (CFP), founder of Creative Money*

Peace of mind is near the top of the list of the most priceless things in life. This is unfortunately a hurdle that most people never quite overcome. Take the financial advice in this book seriously so that you can escape your money worries once and for all.

Wealth is being able to do the things you want without having to worry about the money.

—Steve Stewart, *debt expert, founder of Money Plan SOS*

From a financial perspective, many experts have defined wealth as financial freedom. Financial freedom is not a certain amount of money sitting in your bank account—it is when your passive income (earnings made by doing essentially no work) exceeds your expenses. This is the ultimate money goal, and you will know all about it by the end of Chapter 8.

I'm focused more on financial freedom than on wealth: the ability to live off your passive income, so you don't have to go to a 9-to-5 job every day to generate the money you need to live.

–Rob Berger, attorney, founder of DoughRoller.net

Purpose

Purpose is wealth. Whatever you do, it has to come with a purpose.

–Larry Stevens, entrepreneur, founder of Opus Workspace

We all have a purpose, and to be our best, happiest, most successful selves, we need to know what that purpose is and live in a way that supports it.

Wealth is being on your true north, where your passions, strengths, and interests are meshed together. You must be on a path that nourishes your soul. Otherwise, you won't stick to it. You also need to have a strong number (financially) because it pays for the journey. But first and foremost, you have to be on the right journey.

–JV Crum III, best-selling author of *Conscious Millionaire*

If you're on your True North, you live with passion and purpose. You're doing what you were made to do and are probably great at it. If you're great at something, the odds are that you can get a large monetary reward for doing it. So being on your True North is one of the secrets of how the wealthy get the 'numbers to pay for the journey.'

State of Mind

Wealth is a state of consciousness. It's about *thinking* wealthy and using that mentality to see wealth in your everyday life.

–Brittney Castro, Certified Financial Planner, founder of *Financially Wise Women*

Wealth is a state of mind—a belief. It is a constant balance of freedom, finances, experiences, relationships, happiness, purpose, growth, and contribution. It is a journey that never ends.

I don't equate wealth with a dollar amount; I look at money as part of a much bigger picture. Wealth is a state of being, a state of happiness, a state of success.

In order to achieve true wealth, you need a certain amount of money, but you also have to be living a life that is authentic and meaningful to you. You have to be constantly setting goals, going after things, driving yourself.

As long as you're on that journey, you're on your way to true wealth. And once you've tasted what it's like to be on that journey, whatever that is, you'll never want it to end.

—*Josh Brown, entrepreneur, franchise attorney, and founder of The Law Office of Josh F. Brown*

True Wealth:

Peace of mind | ABUNDANCE

FREEDOM

LIFESTYLE | *Experiences*

MONEY PASSION

Purpose | DIRECTION

HAPPINESS

HEALTH | *Relationships*

A State of Mind

GROWTH | *Contribution* | IMPACT

MAKE MONEY, LIVE WEALTHY

Why You Should Read This Book

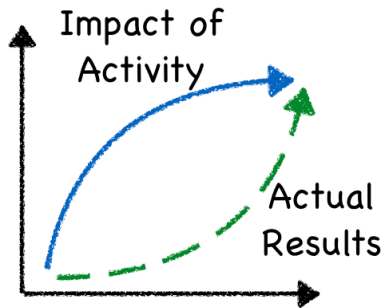
The wealthy not only view wealth in a different way, but they also know how to obtain it in a completely different—and better and quicker—manner than everyone else. People say ‘time is money,’ but I believe the opposite to be even truer. *Money is time!* The more money you have, the more time you have . . . and time is the most valuable asset in the world.

You’re reading this book because you want to become wealthy. In order to do so, there is only one prerequisite. It has nothing to do with where you come from, what education you have, or how rich your family is. The only requirement is that you take control of your past, your present, and—most of all—your future.

Most people never become wealthy because they simply skip this step. It’s challenging, but becoming truly wealthy is not a get-rich-quick scheme. It takes time and is more of an internal journey than one of achieving financial success (although you’ll become filthy rich in the process if you do it right).

The wealthy often start out just like everyone else—if not worse—but at some point in time, they take control of their future and never look back. By reading this book, you are doing the exact same thing.

It is critical to go through each of the ten steps explained in this book. Some of the steps are not directly related to money, so you may find yourself wanting to jump ahead to the ‘exciting’ parts (investing, entrepreneurship, ‘Money Secrets of the Rich’), but don’t. Each and every guest will tell you to focus on the foundational pieces because that is what eventually creates massive success. Although you won’t *feel* the results of some of these steps right away, they are absolutely necessary to make whatever you create last and grow.



Why does it matter? Because . . .

- Money without happiness is not wealth.
- Riches without a strong foundation is a sure path to going broke (i.e. lottery winners).
- Entrepreneurship without awareness and clarity is nearly impossible.
- Success without the proper mindset is not sustainable.

If you do walk through these steps, here are five things that you will gain.

Direction

Most people think they lack money, but what they really lack is direction. My goal is to help you achieve clarity and direction in your life and, ultimately, get on your path to wealth.

A Plan

Achieving wealth is a complex thing. Where do you start? What do you do?

Let this book be your roadmap. You'll have a plan for getting to the next level in your personal life, your career, and your finances. You'll

gain awareness of what is holding you back, and you'll also have a plan of attack and a list of priorities on which to focus.

Action

Getting started is the hardest part. My plan for this book is to inspire you to take action and show you the exact steps you need to take.

To help you do that, I have a number of videos and resources that will walk you through each chapter. To get these free resources, go to MakeMoneyLiveWealthy.com/bookguide.

As you make your way through the book, you will be able to identify where you are in the process and move forward one step at a time. Once you get into motion, you'll never look back.

More Money

What is the result of having direction and a structured plan and then acting on those things? More money, more wealth, and more of the other positive results that we all seek.

In reality, money is only a piece of the equation, but a lack of money does make everything a lot more difficult. As a result, how to make and keep more money is a key component of this book.

Remember that the goal isn't to make a ton of money just for the sake of being rich. The goal is to rid yourself of worry over your finances, so that the other priorities in your life—spending time with those you love, working on things you're passionate about, traveling—can be moved up on your list. The experts advice will help get you to this point.

Wealth

Anybody can accumulate massive wealth in his or her lifetime, but wealth itself is not a destination. This isn't about a certain dollar

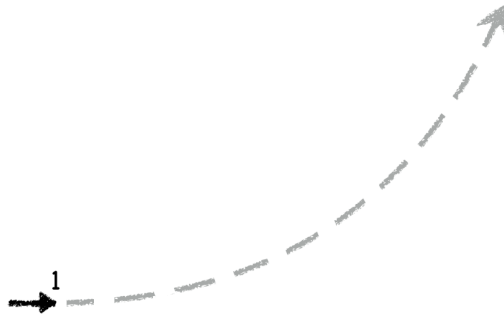
amount or a certain status you need to have. Wealth is internal—it's all about having the right state of mind and the right balance.

Discover what it takes to become wealthy, and you are
wealthy.

—*Chris Locurto*

This book will teach you what it takes. From there, it is up to you. As David Wood said, “Wealth is a choice.” The choice is yours.

CHAPTER 1: TAKE CONTROL



Make the Decision

The path to wealth starts with one thing: a decision.

Do you want to become wealthy?

Everyone says they do, but do you *really* want to become wealthy?

Nothing starts until you make the decision and put in some sweat equity.

—Taylor White, *international real estate expert*

When you truly make the decision, it becomes real. You fully commit and develop a belief that ensures that it is not a matter of *if* you will achieve your goals, but a matter of *when*.

David Wood spent ten years backpacking around the world, eventually ending up in Canada where he knew nobody. He had left school at fifteen, could barely read and write, and was completely broke. And yet he became a “multi-multi-multi millionaire” and created the life of his dreams. It all started when he made the decision.

Realize you have a choice. Then make a decision and get into motion.

—David Wood, author, trainer, and business leader

All success stories begin with a defining moment. Whether we're forced to make a decision, make it ourselves, or just get fed up with mediocrity and move toward freedom, this is the first step on your path toward wealth.

Passive income and online business expert Pat Flynn had his dream job working for an architecture firm. He was climbing the ladder, seemingly headed for success. Then the economy tanked in 2008, and Pat was let go from his job. Initially devastated, he went on to start some online businesses that now often bring in over \$100,000 per month.

Entrepreneur and author Matt Shoup was also laid off from a corporate job. He had no choice but to commit to taking control of his future, as he had to bring in \$3,000 in 22 days. So he started his first business and hasn't looked back since. He said, "That life event was a driving force for me early on."

Mike Michalowicz made his own decision that it was time for him to leave his company and create his future. Although he regretted it almost immediately at the time, it was the best decision he could have made.

One day, exhausted from working so hard, I went out for drinks. With enough liquid courage in me, I said, "I'm going to start my own computer business." So I quit my job. I was 23, married with a child.

The following day, hung over, I wanted my job back. My boss told me that not only was I not going to get my job back, but he would destroy my name, and no one would ever hire me.

I went on but didn't know it was illegal to solicit clients from my old boss. He then sued me, but that was how I started.

—Mike Michalowicz, *now a super-successful entrepreneur and bestselling author of The Toilet Paper Entrepreneur and Profit First*

Several other guests hit rock bottom and made the decision that enough was enough. From there, they quickly moved on to create the lives and income they desired.

I had no idea what to do. I was depressed, spending a lot of money. On New Year's Eve in 2003, my frustration hit an all-time high. I promised myself: 12 months later, I was not going to be in the same place. My life completely changed, once I made that decision.

—Patrick Bet-David

You won't get anywhere until you make that decision. Every single expert has done exactly that, and they haven't looked back. But you don't have to wait until you hit bottom or it's forced on you. John Lee Dumas and Dan Miller, among others, shared how they were doing well but saw an opportunity for more—and went after it. See the light and go! Make the decision *now* to live a wealthy life.

Successful people say, *Yes!* They make decisions. They know what they want to do, and they do it. They notice what is working and not working, and they're not afraid to adjust.

—David Wood

Control & Responsibility

Money is only a tool. It will take you wherever you want to go, but it will not replace you as the driver.

—Ayn Rand (shared by Brittney Castro)

Every successful person who appeared on my podcast had, at some point in time, stopped and realized that he or she wasn't living the life they wanted. At that point, they decided to do something about it. They took control and became the drivers in their own lives.

Financial and investment advisor Ryan Michler coaches his clients that the first thing they need to do—before figuring out which investments or insurances to buy—is to take control of their own financial destiny. Even though *he* will be managing their money, the clients are still the actual leaders of their financial lives.

Nobody cares more about your wealth and your money than you do, so you've got to own it. There are certain elements in life that you can't delegate: health, relationships, and wealth.

You have to know exactly what you're doing and why. You should work with financial advisors, accountants, and lawyers, but always keep in mind: A great financial advisor helps you find the answers to your own questions.

—*Ryan Michler, Founder of Cittica Financial*

You can delegate tasks, but the responsibility is still yours. As soon as you realize that, you can make the major progress you're looking for.

Don't wait for permission to get to the next level. As soon as something becomes a priority for you, you find a way to make it happen.

A big turning point for me was when I realized I was the creator. I was the means, and money was just a tool.

—*Mindy Crary*

After studying human behavior and sports psychology for a few years, Coach Mike Basevic started having personal challenges in his own life. His marriage had ended and he was having business troubles, so he started asking himself why these things were

happening. He has since become a psychology and performance expert, but before moving on, he had to take control of his own life by taking responsibility.

During some research, I realized that most successful people—like Walt Disney and Abraham Lincoln—failed at one time or another. They failed yet moved along, and I can do the same exact thing.

So I stopped, accepted everything, and acknowledged: this is who I am, and now I'm moving forward. These are the results I'm going to create. I'm going to learn from my past, but I'm going to put that to one side, get rid of all that baggage, and accept the fact that everyone has failures. I'm going to concentrate on what I want to create in the future.

—Coach Mike Basevic, *behavioral strategist and performance coach, Founder of No Limits Mental Edge*

You must take responsibility for your life as a whole, especially the important aspects like your finances.

The bottom line is you can delegate *authority*, but you can never delegate *responsibility*. In the end, it's your money, and you're going to make your own decisions.

—Todd Tresidder, *former investment hedge fund manager, current financial coach and author*

Sometimes taking responsibility for mistakes or life events is much easier said than done, but you can only control what you can control. Accept things as they are and move onward toward where you want to go. Focus on improving.

As soon as you take responsibility for your life, you can change the world.

—Tom Basso, *iconic investor spotlighted in Jack Schwager's Market Wizards series*

Summary

A. The turning point is the moment when you decide to become wealthy.

The turning point for getting on the path toward wealth is making the decision and taking control of your life. Until you decide that enough is enough, you will never initiate change.

There are two types of people in the world: 1) people who sit back and go with the flow and 2) hungry people who will do whatever it takes to win. The hungry people choose results instead of excuses. They know they are the people who will be successful.

—*Richard Wilson, founder of the Billionaire Family Office and other businesses under the Wilson Holding Company*

B. Not making a decision is a decision in and of itself.

My best piece of advice is that nobody cares more about your money than you do. You need to take an active role in your financial life and your financial success.

—*JD Roth*

Don't say, "When I have the money, I will take it seriously." Take control of your finances once and for all so that money can come into—and stay in—your life. That's the first step.

C. You can delegate *authority*, but you cannot delegate *responsibility*.

When you truly make the decision to take responsibility for your past and future, the resources will show up in your life to help get you to your destination. You are the driver of your life, and you must steer it

in the direction you want it to go. Nobody else is going to do that for you.

This is your life—right now. What do you need to change in order to start toward where you want to be? The decisions you make will dictate which direction you take. Take responsibility. Don't blame somebody else.

—Tom Basso

Action Items

1. This is your call to action. Are you going to continue as you have been, or are you going to do what you need to in order to achieve wealth? Will you commit to these 10 steps?

The one essential action I'd recommend is: *decide*. Choose to make things different in your financial future. Get information. Use professionals. Take advantage of all the resources available to you. Get an education.

—Brittney Castro

2. Examine your past failures and think about the things that worry you today. Take responsibility, *let them go*, and move forward. You can't control everything that happens, but you can control the decisions you make. Whether the result is good or bad, it is nobody's fault but your own. Do not cast blame.
3. Take control of your future and the important areas of your life. Education, health, mindset, networking, relationships, money—these things are solely your responsibility.

Take control of your own education. Stop putting off the books you want to read, the articles you want to absorb, the topics you need to study. Do them right now!

—Ryan Holiday, *who dropped out of college at 19, but now reads at least an hour per day*