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THE 4 HOUR WORK WEEK

TIM FERRIS

Timothy Ferriss has been listed as one of Fast Company's "Most Innovative Business People", Forbes Magazine's "Names You Need to Know," and is the 7th "most powerful" personality on Newsweek's Digital 100 Power Index for 2012. He is an angel investor/advisor (Uber, Facebook, Twitter, and 40+ more) and author of 3 Best-Selling Books: The 4-Hour Workweek, The 4-Hour Body and The 4-Hour Chef.

He's someone who's proud to call himself a rule breaker, someone who lives life to the fullest by defying social norms and going all out in creating a life that's exciting and deeply fulfilling.

If you're interested in breaking the mold and getting the most out of life, Tim Ferriss is definitely someone you should be listening to.

In his best-selling book, Tim Ferriss tells us how went from overworked and underpaid office worker to a member of the NR - and he shares a recipe that is simple to duplicate.

And it starts with a KEY distinction: Most people don't want to be millionaires. They want to experience what they believe only millions can buy - exotic travels, leisure, spending time on your hobbies and with your loved ones, etc. \$1,000,000 in the bank isn't the fantasy. The fantasy is the lifestyle of complete freedom it supposedly allows.

The 'New Rich'

"Whenever you find yourself on the side of the majority, it is time to pause and reflect" - Mark Twain - section 218 on Kindle

Before writing "The 4 Hour Work Week", Tim Ferriss had been experiencing life to the fullest for years - racing motorcycles across Europe, scuba diving off a private island in Panama, resting under a palm tree between kickboxing session in Thailand and dancing the tango in Buenos Aires, just to name a few.

And while he's done pretty well as of late, when he first wrote "The 4 Hour Work Week", he was far from a millionaire. What he was (and is) though, is part of a subculture called the "New Rich".

The "New Rich" (NR), are those who abandon the deferred-life plan and create luxury lifestyles in the present, using the currency of the NR: time and mobility.

Here are some key questions for you:

1

How can one achieve the millionaire lifestyle of complete freedom without first having \$1,000,000?

2

How do your decisions change if retirement isn't an option?

3

What if you could use a mini-retirement to sample your deferred-life plan reward before working 40 years for it?

4

Is it really necessary to work like a slave to live like a millionaire?

The truth is that commonsense rules of the “real world” are a fragile collection of socially reinforced illusions. This summary will teach you how to see and seize the options others do not.

Become a “Dealmaker”



If you are to join the New Rich, free your time and automate your income, it is crucial that you adopt the mentality of a “dealmaker”.

The manifesto of the “dealmaker” is simple:

Reality is negotiable.

Outside of science and law, all rules can be bent or broken, and it doesn't require being unethical.

We'll reinvent ourselves in 5 steps:

Definition: Who are the NR and how do they think and operate?

Elimination: Ignore the unimportant to turn 12 hour days into two hour days. Find TIME.

Automation: put cashflow on autopilot through geographic arbitrage, outsourcing and rules of nondecision. Find INCOME.

Liberation: Break the bonds that confine you to a single location. Find MOBILITY.

Definition

"These individuals have riches just as we say that we "have a fever," when really the fever has us." — SENECA- section 408 on Kindle

What separates the New Rich, characterized by options, from the Deferrers, those who save it all for the end only to find that life has passed them by?

The New Rich can be separated from the crowd based on their goals, which reflect very distinct priorities and life philosophies:

Defferrers

To be the boss instead of the employee;
to be in charge.

To reach the big pay-off, whether IPO,
acquisition, retirement, or other pot of
gold.

To work when you want to.

To buy all the things you want to have.

New Rich

To be neither the boss nor the employee,
but the owner. To own the trains and have
someone else ensure they run on time.

To think big but ensure payday comes
every day: cash flow first, big payday
second.

To prevent work for work's sake, and to
do the minimum necessary for maximum
effect ("minimum effective load").

To do all the things you want to do, and
be all the things you want to be. If this
includes some tools and gadgets, so be
it, but they are either a means to an end
or bonuses, not the focus.

Rules that change the rules: The 10 fundamental differentiators of the New Rich

1

Retirement Is Worst-Case Scenario Insurance

While the author encourages saving and long-term investing as insurance for if you're ever incapable of generating income, he makes a strong case against making retirement your ultimate goal. This would be based on the assumption that you dislike what you're doing for most of your life - and nothing can justify that sacrifice.



2

Interest and Energy Are Cyclical



Alternating periods of activity and rest is necessary to thrive. Capacity, interest and mental endurance all wax and wane, and NR plan accordingly, by distributing "mini-retirements" throughout their lives instead of hoarding all recovery and enjoyment for the "fool's gold of retirement".

By working only when you're most effective, life is both more productive and much more enjoyable.

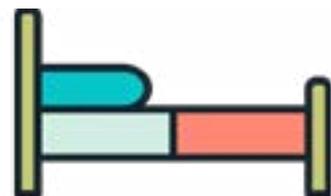
3

Less Is Not Laziness

Choose to measure the results of your actions, not the number of hours you log in. The NR, despite fewer hours in the office, produce more meaningful results than a dozen non-NR working overtime.

Here's a new definition of laziness for you:

"To endure a non-ideal existence, to let circumstance or others decide life for you, or to amass a fortune while passing through life like a spectator from an office window." pg. 610



4 The Timing Is Never Right



For all the important things, timing always sucks. The stars will never fully align for you to quit your job, start a business, take a year off... If it's important for you and you want to do it "eventually", just do it and correct course along the way.

5 Ask for Forgiveness, Not Permission.

If it isn't going to devastate those around you, try it and then justify it. People—whether parents, partners, or bosses—deny things on an emotional basis that they can learn to accept after the fact. If the potential damage is moderate or in any way reversible, don't give people the chance to say no.



6 Emphasize Strengths, Don't Fix Weaknesses



It's far more lucrative and fun to leverage your strengths, instead of trying to improve on weaknesses that will become at best, mediocre. Focus on the better us of your best weapons instead of being in constant repair.

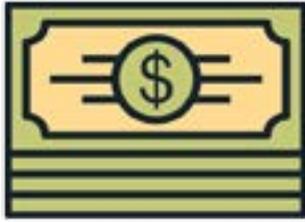
7 Things in Excess Become Their Opposite

Too much, too many, and too often of what you want eventually becomes what you don't want. This is true of possessions and even time. The New Rich are not interested in creating an excess of idle time, which is poisonous, but on the positive use of free time, defined simply as doing what you want as opposed to what you feel obligated to do.



8

Money Alone Is Not The Solution



Merely striving to increase your income is not enough if what you want is to live a life of contribution, freedom, meaning and fulfillment. You could be raking in cash every month, but if you've postponed the intense self-examination and decision making necessary to live a life designed on your terms, true happiness will always seem to be around the corner - no matter how much "toys" you can afford.

9

Relative Income Is More Important Than Absolute Income

Relative income uses two variables: dollars and time, usually hours. For example, if Joe makes \$100,000 per year, but works 80 hours per week, he makes \$25 per hour. And John, who makes \$50,000 per year, but works 10 hours per week, he makes \$100 per hour.

To the new Rich, relative income is the real measurement of wealth.



10

Distress Is Bad, Eustress Is Good



Distress refers to harmful stimuli that makes you weaker and less confident - destructive criticism, abusive bosses, fights in traffic, etc.

Eustress (from the Greek prefix Eu- for "healthy"), on the other hand, refers to healthy stress. Role models who push us to exceed our limits, physical training that removes our spare tires, and risks that expand our sphere of comfortable action are all examples of eustress—stress that is healthful and the stimulus for growth.

The New Rich are equally aggressive in removing distress and finding eustress, because the more eustress we can create in our lives, the sooner we actualize our dreams.

Fear-Setting And Scaping Paralysis

If it's not fulfilling to you, it's not giving up to put your current path on indefinite pause. In fact, not doing so would be giving up on the life you actually want to be living.

But sadly, uncertainty and fear of failure are very scary noises that keep most people choosing unhappiness over making the jump.

The solution? To conquer your fear, you must define your fear.

Ask yourself: What could be the worst thing that could possibly happen as a result of "X"?

Define your nightmare, the absolute worst that could happen if you did what you are considering.

You'll find your worry fades away after you cut through the ambiguous anxiety and vague unease by defining your worst-case scenario. Most of the time, the "disastrous" consequences we fear are far from fatal, and are instead mere pinches on the journey of life - once they're directly and objectively looked at.

Chances are you'll realize that on a scale of 1-10, 1 being nothing and 10 being permanently life changing, your worst-case scenario might have a temporary impact of 3 or 4, while the best-case or mid-case scenario could easily have a permanent 9 or 10 positive life-changing effect.



Uncovering Fear Disguised as Optimism

"There's no difference between a pessimist who says, "Oh, it's hopeless, so don't bother doing anything," and an optimist who says, "Don't bother doing anything, it's going to turn out fine anyway." Either way, nothing happens."

—YVON CHOUINARD pg. 781

Most of us tend to give other names to fear. For those who avoid quitting their jobs and entertain the thought that their course will improve with time or increases in income, fear disguises itself as blind optimism.

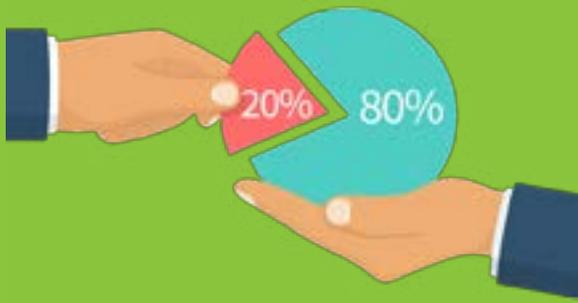
If this is your case, do you really think it will improve or is it wishful thinking and an excuse for inaction? If you were confident in improvement, would you really be questioning things so? If the honest answer is no, this is fear of the unknown disguised as optimism.

Are you better off than you were one year ago, one month ago, or one week ago? If not, things will not improve by themselves. If you are kidding yourself, it is time to stop and plan for a jump.

Being Effective vs. Being Efficient

Effectiveness is doing the things that get you closer to your goals. Efficiency is performing a given task (whether important or not) in the most economical manner possible.

Remember this: What you do is infinitely more important than how you do it. Efficiency is still important, but it is useless unless applied to the right things.



Here, a very important principle you've most likely heard of comes to play: **Pareto's Law**, the 80/20 Principle: 80% of the outputs come from 20% of the inputs.

These are two simple questions you can ask yourself to perform an intense truth-baring analysis on your job, your business, your relationships, your relaxation activities and truly every area of your life:

1. Which 20% of sources are causing 80% of my problems and unhappiness?
2. Which 20% of sources are resulting in 80% of my desired outcomes and happiness?

Don't expect to find you're doing everything right—the truth often hurts. The goal is to find your inefficiencies in order to eliminate them and to find your strengths so you can multiply them.

Being overwhelmed is often as unproductive as doing nothing, and is far more unpleasant. Being selective—doing less—is the path of the productive. Focus on the important few and ignore the rest - remember that lack of time is actually lack of priorities.

There's another law that comes into play to achieve both effectiveness and efficiency:

Parkinson's Law. It states that "work expands so as to fill the time available for its completion." Which means that, if you have 8 hours to perform a task that should take you 4, you'll find a way to fill those 8 hours - and if you have but 2, you'll find a way to get it done.

These two laws give us a synergistic approach to boosting productivity:

1

Limit tasks to the important to shorten work time (80/20)

2

Shorter work time to limit tasks to the important (Parkinson's Law)

The best solution is to use both together: Identify the few critical tasks that contribute most to income and schedule them with very short and clear deadlines.

The Low Information Diet

A key ability shared by the New Rich is selective ignorance - learning to ignore or redirect all information and interruptions that are irrelevant, unimportant or unactionable. Most information is time-consuming, negative, irrelevant to your goals, and outside of your influence.

If you feel like you may be an information addict, implement this low-information diet in your life and watch as you suddenly start to think more clearly, have more time to do what's truly important and de-clutter your brain:



- NO newspapers, magazines or nonmusic radio.
- NO news websites
- NO television except for pleasure viewing for an hour a day TOPS
- No web surfing unless it is necessary to complete a work task for that day

KEY IDEA: Information is useless if it is not applied to something important or if you will forget it before you have a chance to apply it.

While you may think that finishing a book, course or audio program - even if it's boring and not useful - shows discipline, Tim suggest you actually develop the habit of not finishing that which is boring or unproductive.

The Art Of Refusal

These are the 3 main interruptions that prevent the finishing of tasks:



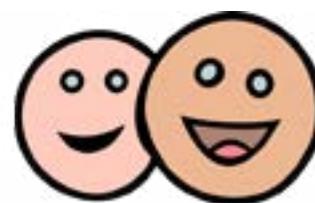
Time wasters:

Those things that can be ignored with little or no consequence - meetings, discussions, phone calls, web surfing, unimportant e-mail, etc. that are unimportant.



Time consumers:

Repetitive tasks or requests that need to be completed but often interrupt high-level work - customer service (order status, product assistance, etc.), financial or sales reporting, personal errands, etc. - basically all necessary repeated actions and tasks.



Empowerment failures:

Instances where someone needs the approval to make something small happen.

And here are a few strategies you can use to get them under control:

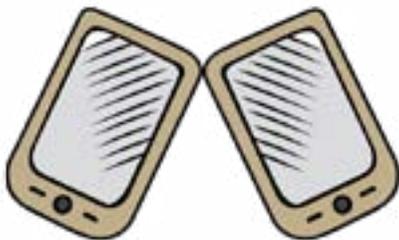
1



Check e-mail twice per day, once at 12:00 noon or just before lunch, and again at 4:00 P.M. 12:00 P.M. and 4:00 P.M. are times that ensure you will have the most responses from previously sent e-mail.

Never check e-mail first thing in the morning. Instead, complete your most important task before 11:00 A.M. to avoid using lunch or reading e-mail as a postponement excuse.

2



Use two telephone numbers if possible—one office line (non-urgent) and one cellular (urgent). The office phone should be put on silent mode and allowed to go to voicemail at all times.

If someone does call your cell phone, it is presumably urgent and should be treated as such. Do not allow them to consume time otherwise. It's all in the greeting.

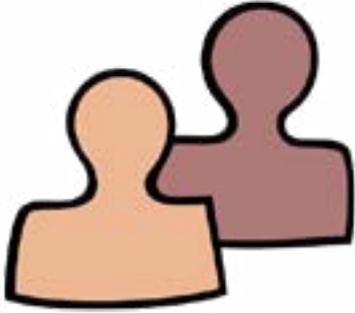
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If someone proposes that you meet with them or "set a time to talk on the phone," ask that person to send you an e-mail with an agenda to define the purpose. Nine times out of ten, a meeting is unnecessary and you can answer the questions, once defined, via e-mail.

If you absolutely cannot stop a meeting or call from happening, define the end time. Do not leave these discussions open-ended, and keep them short. If things are well-defined, decisions should not take more than 30 minutes.

4



Empowerment failure refers to being unable to accomplish a task without first obtaining permission or information. It is often a case of being micromanaged or micromanaging someone else, both of which consume your time.

People are smarter than you think. Give them a chance to prove themselves. If you are a micromanaged employee, have a heart-to-heart with your boss and explain that you want to be more productive and interrupt him or her less.

5



Batch activities to limit setup cost and provide more time for dreamline milestones. What can I routinize by batching?

That is, what tasks (whether laundry, groceries, mail, payments, or sales reporting, for example) can I allot to a specific time each day, week, month, quarter, or year so that I don't squander time repeating them more often than is absolutely necessary?

Outsourcing Life

"Nobody can give you freedom. Nobody can give you equality or justice or anything. If you're a man, you take it."

—MALCOLM X pg. 2059

Getting a remote personal assistant is a huge departure point and marks the moment that you learn how to give orders and be commander instead of the commanded. It is small-scale training wheels for the most critical of NR skills: remote management and communication.

It is also a litmus test for Entrepreneurship: Can you manage (direct and chastise) other people? Given the proper instruction and practice, I believe so.

Most entrepreneurs fail because they jump into the deep end of the pool without learning to swim first. Using a virtual assistant (VA) as a simple exercise with no downside, the basics of management are covered in a 2-4-week test costing between \$100-400.

But what about the cost? This is a hurdle that is hard for most. If I can do it better than an assistant, why should I pay them at all? Because the goal is to free your time to focus on bigger and better things

It is absolutely necessary that you realize that you can always do something more cheaply yourself. This doesn't mean you want to spend your time doing it. If you spend your time, worth \$20–25 per hour, doing something that someone else will do for \$10 per hour, it's simply a poor use of resources.

It is important to take baby steps toward paying others to do work for you. Few do it, which is another reason so few people have their ideal lifestyles. Even if the cost is occasionally more per hour than you currently earn, the trade is often worth it.

Let's assume you make \$50,000 and thus \$25 per hour (working from 9–5, Monday through Friday, for 50 weeks per year). If you pay a top-notch assistant \$30 per hour and he or she saves you one full 8-hour shift per week, your cost (subtracting what you're being paid) is \$40 to free an extra day.

But what if your boss freaks out? It's largely a non-issue, and prevention is better than cure. There is no ethical or legal reason for the boss to know if you choose nonsensitive tasks.

The first option is to assign personal items. Time is time, and if you're spending time on chores and errands that could be spent better elsewhere, a VA will improve life and the management learning curve is similar.



Second, you can delegate business tasks that don't include financial information or identify your company - scheduling interviews and meetings, web research, follow up, the creation of legal documents, proofreading, and database work are just a few examples of many tasks that can be carried out by a VA.

Ready to build an army of assistants? Give it a shot! Find a VA firm that fits your needs and start training yourself in the art of having others work for you. Always remember that all tasks must be very well defined, clear and have a set deadline - and enjoy the hours you'll start freeing up for yourself!

Putting Your Income On Autopilot

There are million and one ways to make a million dollars. From franchising to freelance consulting, the list is endless. However, the goal of the new rich is not to run businesses but to own businesses - and spend no time on them.

Their goal is simple: to create an automated vehicle for generating cash without consuming time. And here are the steps they follow to do so:

Step One: Pick an Affordably Reachable Niche Market

Creating demand is hard. Filling demand is much easier. Don't create a product, then seek someone to sell it to - find a market! Define your customers first, then find or develop a product for them.

If you start off aiming to sell a product to dog or car lovers, stop. It's expensive to advertise to such a broad market, and you are competing with too many products and too much free information.

If you focus on how to train German shepherds or a restoration product for antique Fords, on the other hand, the market and competition shrink, making it less expensive to reach your customers and easier to charge premium pricing.

Being a member of your target market will help you avoid speculating what others need or will be willing to buy.



Step Two: Brainstorm (Do Not Invest In) Products

This is the fun part. Now we get to brainstorm or find products with these two markets in mind. The goal is come up with well-formed product ideas and spend nothing; you will later create advertising for them and test responses from real customers before investing in manufacturing.

Here are the main criteria you should be looking for:

1. The main benefit should be encapsulated in one sentence. People can dislike you—and you often sell more by offending some—but they should never misunderstand you. The main benefit of your product should be explainable in one sentence or phrase. How is it different and why should I buy it?
2. You should be able to sell it at a price range of \$50–200 per sale, and it should have a 8–10 × markup, which means a \$100 product can't cost me more than \$10–12.50. This provides the most profit for the least customer service hassle.

3. It should take no more than 3 to 4 weeks to manufacture. This is critically important for keeping costs low and adapting to sales demand without stockpiling product in advance.
4. It should be fully explainable in a good online FAQ. If not, the task of traveling and otherwise forgetting about work becomes very difficult or you end up spending a fortune on call center operators.

Understanding these criteria, a question remains: **"How does one obtain a good muse product that satisfies them?"**

There are three options:



1. **Resell a product.** Purchasing an existing product at wholesale and reselling it is the easiest route but also the least profitable. It is the fastest to set up but the fastest to die off due to price competition with other resellers.
2. **License a product.** Some of the world's best-known brands and products have been borrowed from someone or somewhere else.
3. **Create a product.** Creating a product is actually not that complicated. "Create" sounds more involved than it actually is. If the idea is a hard product—an invention—it is possible to hire mechanical engineers or industrial designers on to develop a prototype based on your description of its function and appearance, which is then taken to a contract manufacturer.

Now, there is one class of product that meets all of our criteria, has a manufacturing lead time of less than a week in small quantities, and often permits not just an 8–10 × markup, but a 20–50 × markup...



Information! Information products are low-cost, fast to manufacture, and time-consuming for competitors to duplicate.

Use the following questions to brainstorm potential how-to or informational products that can be sold to your markets using your expertise or borrowed expertise:

1. How can you tailor a general skill for your market—what I call "niching down"—or add to what is being sold successfully in your target magazines? Think narrow and deep rather than broad.
2. What skills are you interested in that you—and others in your markets—would pay to learn? Become an expert in this skill for yourself and then create a product to teach the same. If you need help or want to speed up the process, consider the next question.

3. What experts could you interview and record to create a sellable audio CD? These people do not need to be the best, but just better than most. Offer them a digital master copy of the interview to do with or sell as they like (this is often enough) and/or offer them a small up-front or ongoing royalty payment.
 4. Do you have a failure-to-success story that could be turned into a how-to product for others? Consider problems you've overcome in the past, both professional and personal.
-

Step 3: Micro-Test Your Products

To get an accurate indicator of commercial viability, don't ask people if they would buy — ask them to buy. The response to the second is the only one that matters. The approach of the NR reflects this.

Micro-testing involves using inexpensive advertisements to test consumer response to a product prior to manufacturing.

We'll test the product ideas from the last chapter on Google Adwords—the largest and most sophisticated Pay-Per-Click (PPC) engine—in five days for \$500 or less.

For an explanation of the most effective PPC strategies, visit www.fourhourblog.com and search "PPC."

Step 4: Rollout and Automation

If the results of your testing are positive, now's time to invest in creating/buying and delivering the product to your customers. And to achieve the goal of the New Rich, owning a company you do not need to run, the next step is to design a self-correcting business architecture that runs itself.

Remember that the goal isn't to create a business that is as large as possible, but rather a business that bothers us as little as possible. The architecture has to place us out of the information flow instead of putting us at the top of it.

To do this, there are two principles you must follow:

1. Contract outsourcing companies that specialize in one function vs. freelancers whenever possible so that if someone is fired, quits, or doesn't perform, you can replace them without interrupting your business. Hire trained groups of people who can provide detailed reporting and replace one another as needed.
2. Ensure that all outsourcers are willing to communicate among themselves to solve problems, and give them written permission to make most inexpensive decisions without consulting you first (you can start at less than \$100 and move to \$300-400 after a few months).

There are 3 phases to the automation of your business:

Phase I: 0–50 Total Units of Product Shipped

Do it all yourself. Put your phone number on the site for both general questions and order-taking—this is important in the beginning—and take customer calls to determine common questions that you will answer later in an online FAQ. This FAQ will also be the main material for training phone operators and developing sales scripts.



Phase II: >10 Units Shipped Per Week

Find local fulfillment companies in the yellow pages under “fulfillment services” or “mailing services.” Narrow the field to those (often the smallest) who will agree not to charge your setup fees and monthly minimums.



Limit the candidates further to those who can respond to order status e-mail (ideal) or phone calls from customers. The e-mail from your “customer service” folder will be provided as copy-and-paste responses, especially those related to order status and refund requests.

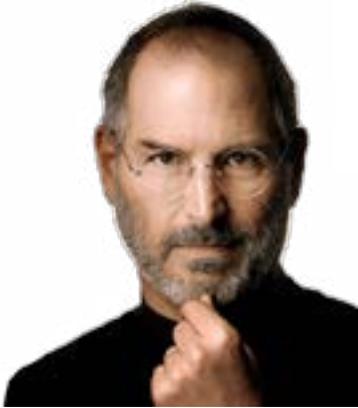
Phase III: >20 Units Shipped Per Week

Now you will have the cash flow to afford the setup fees and the monthly minimums that bigger, more sophisticated outsourcers will ask for. Call the end-to-end fulfillment houses that handle it all—from order status to returns and refunds.

Interview them about costs and ask them for referrals to call centers and credit card processors they’ve collaborated with for file transfers and problem-solving. Don’t assemble an architecture of strangers—there will be programming costs and mistakes, both of which are expensive.



Ok, so you've got time and money...now what?



"For the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something ... almost everything—all external expectations, all pride, all fear of embarrassment or failure—these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose."

- STEVE JOBS
Section 5091 on Kindle

The retired and ultra rich are often unfulfilled and neurotic for the same reason: too much idle time. But wait a second ... Isn't more time what we're after?

No, not at all. Too much free time is no more than fertilizer for self-doubt and assorted mental tail-chasing. Subtracting the bad does not create the good. It leaves a vacuum. Decreasing income-driven work isn't the end goal. Living more—and becoming more—is.

There are two fundamental components: continual learning and service.

To live is to learn. There's nothing that can stimulate you quite as learning new skills, new languages, new ways of seeing the world.

And though you can upgrade your brain domestically, traveling and relocating provides unique conditions that make progress much faster - so make sure you're taking advantage of your new found mobility!

When it comes to service, it's important to know that it isn't limited to saving lives or the environment either. If you are a musician and put a smile on the faces of thousands or millions, that is as service. If you are a mentor and change the life of one child for the better, the world has been improved.

There's nothing quite as fulfilling as knowing that you are contributing to the lives of others, that you are making an impact in this world. So find the cause or vehicle that interests you and do your part to make this world a better place!

Key Quotes:

1. "Whenever you find yourself on the side of the majority, it is time to pause and reflect"
- section 218 on Kindle
2. "These individuals have riches just as we say that we "have a fever," when really the fever has us." - section 408 on Kindle



3. "Nobody can give you freedom. Nobody can give you equality or justice or anything. If you're a man, you take it." - section 2059 on Kindle
4. "I can't give you a surefire formula for success, but I can give you a formula for failure: try to please everybody all the time." - section 542 on Kindle

Key Takeaways:

1. Abandon the idea of enjoying life once you retire, and create a plan to enjoy a luxury lifestyle in the present.
2. Reality is negotiable. Outside of science and law, all rules can be bent or broken, and it doesn't require being unethical.
3. If it's not fulfilling to you, it's not giving up to put your current path on indefinite pause. In fact, not doing so would actually be giving up on the life you actually want to be living.
4. What you do is infinitely more important than how you do it. Efficiency is still important, but it is useless unless applied to the right things that get you closer to your goals (effectiveness)
5. Limit tasks to the important to shorten work time (80/20) and shorter work time to limit tasks to the important (Parkinson's Law).
6. Information is useless if it is not applied to something important or if you will forget it before you have a chance to apply it. Getting a remote personal assistant is a huge departure point and marks the moment that you learn how to give orders and be commander instead of the commanded.
7. The goal of the New Rich is not to run businesses but to own businesses - and spend no time on them.
8. The architecture of our business has to place us out of the information flow instead of putting us at the top of it.
9. The architecture of our business has to place us out of the information flow instead of putting us at the top of it.

The ONE Action To Take:

Start working on the plan that will get you to experience more time, earn more income and find mobility.

Whether that is negotiating an agreement to work from home with your boss and find ways to leverage outsourcers and productivity boosters to reduce the time you spent delivering results in your job, or starting a hands-off business, use the principles and strategies you have learned in this summary to start crafting your plan to become a member of the New Rich.

And start to take action on it to make it a reality!

