

BUSINESS BRILLIANT

Surprising Lessons From The Greatest Self-Made Icons

LEWIS SCHIFF

LEWIS SCHIFF is executive director of *Inc.* magazine's Business Owners Council – a membership organization for entrepreneurs and business owners. In addition to maintaining a blog which is published on the Inc.com Web site, Mr. Schiff is also the author of three books including *The Influence of Affluence* and *The Armchair Millionaire*. He previously worked as a consultant to TheStreet.com, as senior managing principal for CEG Worldwide and as CEO of Investorama.

The Web site for this book is at www.business-brilliant.com.

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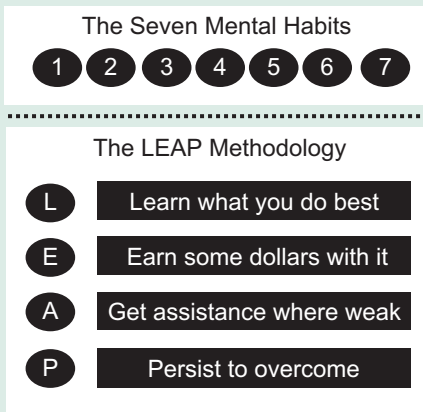
MAIN IDEA

Most middle-class people believe the keys to financial success are:

- Do what you love and the money will follow
- Put your capital at risk to get ahead
- Diversify the ways you make money
- Have a success attitude
- Think like a millionaire

Yet when a 6-year long study was carried out of self-made millionaires who came from middle-class families, it was found none of them had followed that conventional wisdom. Instead, they subscribed to a completely different set of guidelines and thereby had become "business brilliant" rather than settling for merely being highly educated or well qualified professionally.

If you want to change your own personal financial destiny for the better, aspire to become business brilliant. First change the way you think and then change the way you act day-by-day. You do this by adopting the seven mental habits of the wealthy and then using the LEAP methodology:



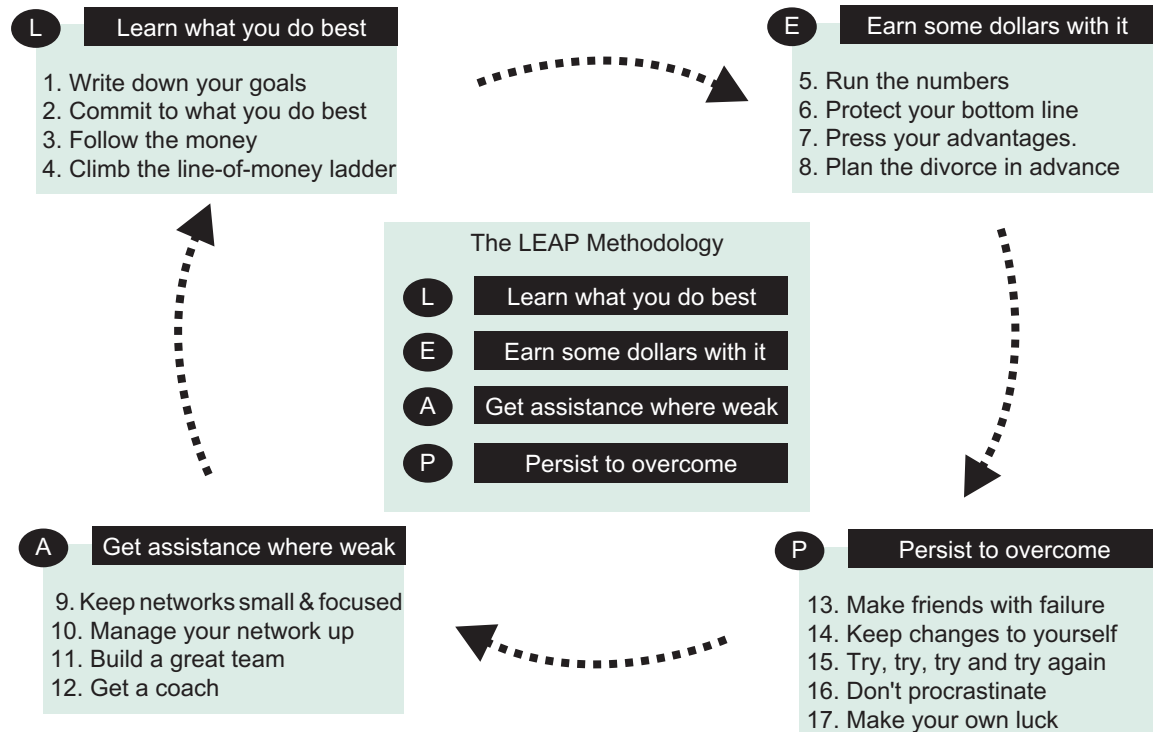
"I believe that if you master one-half or just one-third of the Business Brilliant techniques, your income will rise. But first you have to be willing to accept that changing your behavior and following through on a few everyday practices can bring you financial successes you may have only dreamed of."

– Lewis Schiff

1. The seven mental habits of the ultra wealthy Pages 2 - 6

- ▶ 1 **Passion** By all means do what you love, but follow the money
- ▶ 2 **Opportunities** Save less, earn more by making your opportunities count
- ▶ 3 **Innovation** Doing things well is more important than doing new things
- ▶ 4 **Risk** Know-how is good but know-who is even better
- ▶ 5 **Making deals** Forget about win-win, concentrate on wish-want-walk
- ▶ 6 **Delegation** Hire great people and spread the work, spread the wealth
- ▶ 7 **Learning** Setbacks and failures always teach you more than successes

2. The LEAP methodology for becoming wealthy Page 7 - 8



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