

A man with dark, curly hair, wearing a dark pinstriped suit jacket, a white shirt, and a purple tie, is leaning forward and writing in a notebook with a pen. The background is a dark, solid color.

THE MILLIONAIRE BOOKLET

How To Get Super Rich

GRANT CARDONE

Getting Rich is NOT a Fantasy

- Millionaires and the super rich come from all walks of life.
- Getting super rich seems to be a topic reserved for fantasies, movies, and drunken what-if games.
- Becoming a millionaire is NOT just for the lucky sperm club, business owners, gold diggers, lottery winners, athletes, rappers, and inventors.
- Four out of five millionaires today work for someone else.






Reasons People Don't Get Rich

- They never even considered it a possibility.
- People fundamentally do not understand money.
- Very few people know how to get money, even fewer know how to keep it, and almost no one knows how to multiply it.





“Very few people know how to get money, even fewer know how to keep it, and almost no one knows how to multiply it.”

-Grant Cardone





Millionaire Statistics

- 76% of Americans live paycheck to paycheck.
- 50% of Americans have no money for retirement.
- 47% of Americans don't have \$400 for an emergency.





Misinformation


- Incorrect: Save your way to wealth.
- Correct: You can save \$700 a year for the next fifty years and you won't be rich, you'll just be old.



Where You Get Your Advice

- From people who are struggling with or who have given up on money.
- From people close to us who either don't have money.
- From people who have never even thought financial freedom possible.





“Never take advice
from a quitter or
pretender.”

- *Grant Cardone*





Financial Freedom

- Financial freedom is two parts mental and one part mechanical.
- To get rich, you have to learn to be on offense most of the time, not defense.
- Wealth knows no age or sex, and it doesn't care about your story—it shows no sympathy and has no feelings.
- It has never been easier to get rich than it is today and never more important.



8 Steps to Become a Millionaire

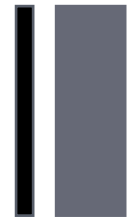
1. The Millionaire Decision
2. Millionaire Math
3. Increase Income
4. Who's Got My Money
5. Stay Broke
6. Save to Invest, Don't Save to Save
7. Multiple Flows of Income
8. Repeat, Reinforce, and Hyperfocus



Step 1: The Millionaire Decision

- The biggest mistake is to think becoming a millionaire is impossible.
- The first thing you have to do is decide to become a millionaire, multimillionaire, or billionaire if you want.
- More than 80% of all millionaires today are self-made, what's called "first generational."





Facts about Wealth

1. Getting rich isn't just about you.
2. Limiting yourself financially invalidates your abilities.





Middle Class

- The middle-class is for those who settle for just enough rather than striving for prosperity.
- Settling for a middle class life is a compromise and its selfish.
- When you compromise your finances, you become unable to help others because you are struggling to simply take care of yourself.



“Getting rich—even super rich—shouldn’t be taboo, it should be your battle cry.”

- Grant Cardone





Change Your Thinking

- Millionaire is today's new middle class.
- If you want to get really rich, you will need 10X or 20X or even 100X of a million dollars.
- There is so much money in the world today and so many ways to create wealth, but it will not happen if you settle.



Step 2: Millionaire Math

- Your next step is to simply do the math.
- Do the math to create possibility, then create strategy.
- How many different ways can you collect one million dollars?





What's Your Millionaire Math?

Here are a few ways to a million dollars:

Salary \$50k x 20 years

Salary \$100k x 10 years

Salary \$250k x 4 years

Earn \$114 per hour, every hour of the year

5,000 people buy a \$200 product

2,000 people buy a \$500 product

10,000 people buy a \$100 product

1,000 people buy a \$1000 product

5,000 people pay \$17 per month for 12 months

2,000 people pay \$42 per month for 12 months

1,000 people pay \$83 per month for 12 months

500 people pay \$167 per month for 12 months

300 people pay \$278 per month for 12 months



Step 3: Increase Income

- Once you've done the math and realize how real it is to get super rich, focus on increasing your income streams.
- Set new income targets and then do whatever it takes to increase income, at first in increments, and then later in leaps.





How to Get Money

- Money seems to flow to those who give it the most attention and who take the most responsibility for it.
- If you want money, you must quit complaining, moping, crying, making excuses.
- Make the commitment to create wealth, be ethical on your journey, and do whatever it takes until you achieve it.





Ways to Increase Your Income

- Internet sales
- Writing blogs
- Editing for authors
- Releasing a podcast
- Creating affiliate programs
- Joining great network-marketing companies
- And more...





Increasing Your Income

- Three out of four millionaires work for someone else.
- To increase flows, you must operate like you are a business.
- The value of your business, you, is based on your ability to produce income.



A man in a dark suit and black shoes is running on a set of wide concrete steps. The scene is outdoors, with a modern building and a road visible in the background under a bright sky. The man is captured in mid-stride, conveying a sense of urgency and movement.

“You are a business, you
don’t start a business.”

- Grant Cardone



Step 4: Who's Got My Money

- Ask yourself, “Who’s got my money?”
- Make a list of who has your money, the money you want, and figure out what you can exchange with them.
- Start investing most of, if not all of, your time with those people on your list.





Invest Time

- Connect with those who've already collected money, and exchange what you have (skills and knowledge) with what they have (money).
- If you have a money shortage, it is because you are investing your time with the wrong people and you're not applying, "Who's got my money?"



Step 5: Stay Broke

- When you start increasing your income, stay broke—not poor.
- Human beings perform best out of necessity.
- Never, ever have money sitting around.
- Ideas are great but they mean nothing without hard work.
- An idea plus hard work multiplied over long periods of time plus discipline will always equal success.



Idea
+
Hard Work x Time
+
Discipline

Success



Step 6: Save to Invest, Don't Save to Save

- Investing money is how you will get super rich.
- The only reason to save money is to one day invest money.
- People don't create wealth because they never invest enough in a deal to get a big payoff.

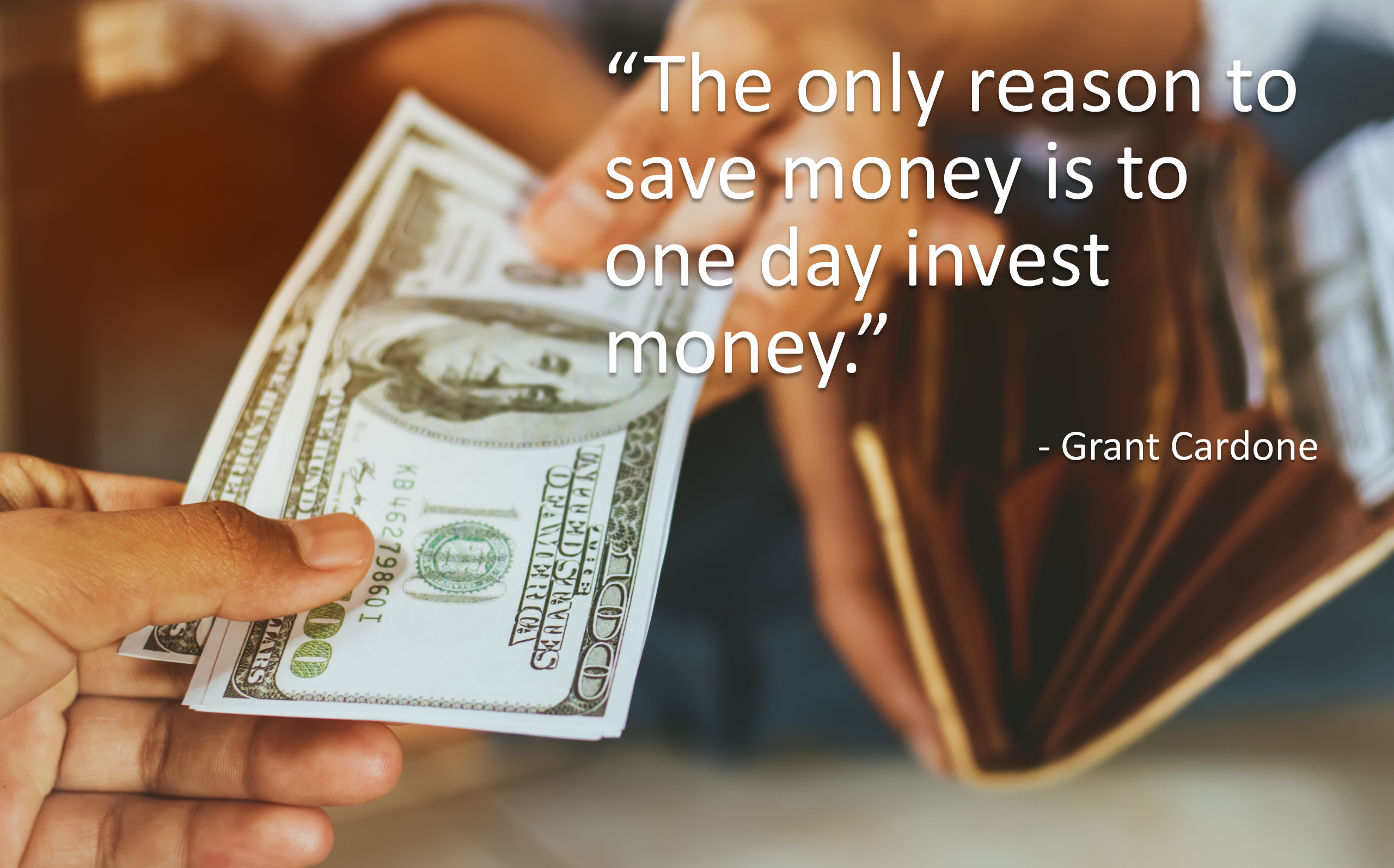




Save to Invest

- Significant wealth creators make big plays, not little ones. To do this, you must have surpluses of cash and confidence.
- When you know it's the right thing, go all in fast. Speed is power.
- Don't gamble with money—invest.





“The only reason to
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money.”

- Grant Cardone



Step 7: Multiple Flows of Income

- Creating multiple flows of income is the holy grail of creating financial freedom and true wealth.
- Poor people try to replace flows of money while rich people are trying to supplement (add) flows.





Multiple Flows Mistakes

- The most common mistake people make when creating multiple flows of income is walking away from the current one.
- The next most common mistake is moving to secondary flows that are not similar to the first and then being unable to give both proper attention.





Second Flow of Income

- Connect second flow with something parallel or symbiotic to your current flow and never abandon the first flow.
- Do it within the company you work for during the time you are at work.
- Never abandon the first flow.



“Most people start a second flow outside of their work, get excited about it, start ignoring the first one, and then end up with one flow again.”

- Grant Cardone



Step 8: Repeat, Reinforce, and Hyperfocus

- You can, and should, be a millionaire.
- You can be a billionaire, deca-billionaire, or richer if you simply think bigger from the start and then hyperfocus, and repeat the steps I have laid out.
- Regardless of what others suggest, getting rich doesn't just happen and it comes with lots of challenges.





Give Up

- You will have to give up something, probably many things.
- The first thing you will have to give up is your middle-class mind.
- The next thing you will give up is what everyone else thinks is fun.





Change Your Environment

- If you truly are committed to becoming a millionaire, you will at some point need to change your environment (friends and family)
- That doesn't mean you need to get rid of people—it just means you need to add new people






Make a List

- Make a list of people in your city that are super successful—on the move, interested in personal growth, active in charities, invest time to improve the quality of their lives, etc.
- People committed to success want other people to be successful.
- People committed to the status quo want to be surrounded by the status quo.



A silver laptop is open on a wooden desk. The screen displays a quote in black text on a white background. To the left of the laptop is a black smartphone, and to the right is a white mouse. The background is a blurred indoor setting with warm, bokeh lights.

“Don’t spend time and money on things, toys, holidays, or moments, invest in the surest investment of your life—YOU.”

- Grant Cardone.






Implementation

When you implement these eight simple steps to becoming a millionaire, I can promise you a few things:

- 1) It will be harder than you think.
- 2) It will be easier than you think.
- 3) You will achieve way more than you imagined possible.



A photograph of Grant Cardone, a man with dark hair, wearing a dark suit jacket over a white shirt. He is smiling and leaning on a dark metal railing on a balcony. In the background, there is a cityscape with buildings and a body of water under a clear sky. A microphone is visible in the top left corner.

Remember to keep the Millionaire Booklet in your possession until you reach your first million away —and when you do, make me the first person you contact.

- Grant Cardone

