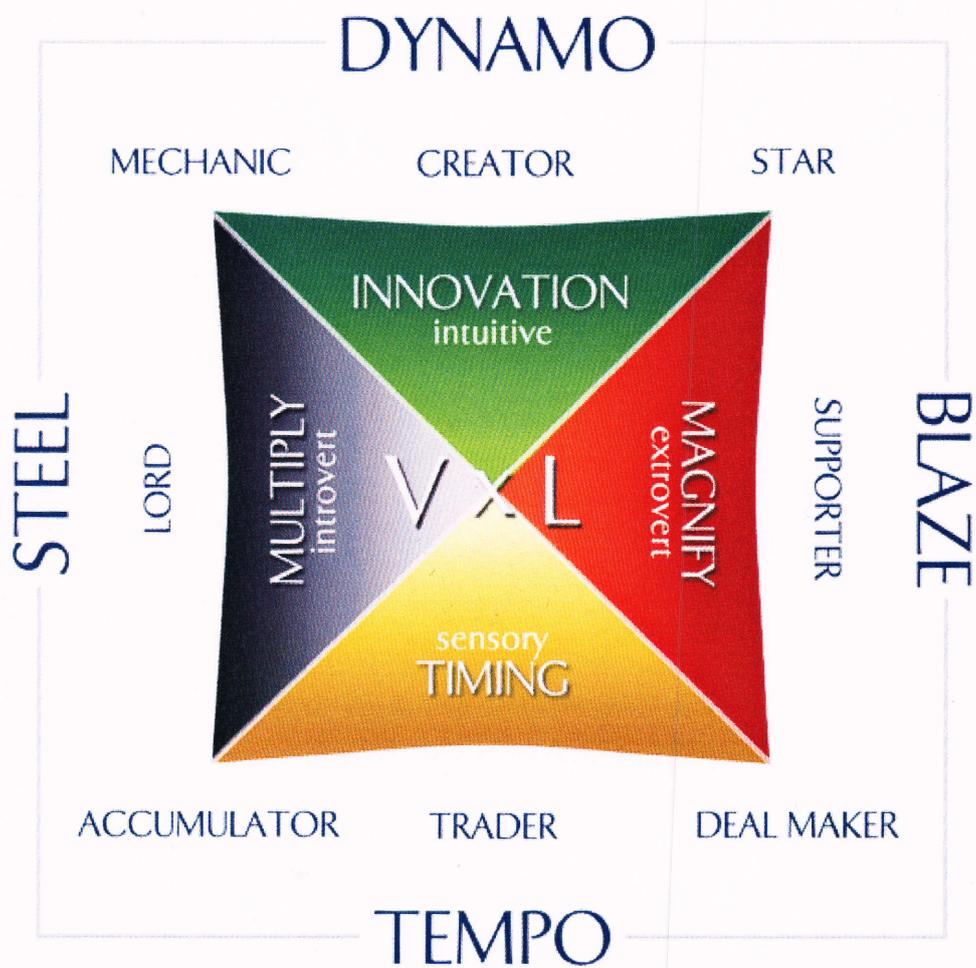




WEALTH DYNAMICS

eGuide



Foreword

Imagine a race in which the runner takes off full of energy and enthusiasm. He is intent on winning, and for the first few moments he enjoys the breeze in his face and the feeling of progress. He feels he is making good headway and even begins to enjoy the view. However, after a while he thinks ahead to the finish line, and he wonders how far away it is. Then he wonders exactly where it is. He realizes that he has no idea. You see, in his excitement to get going, he never thought to ask anyone for a map.

No matter how much energy and enthusiasm you may have, without certainty of where you are going and how you will get there, you will soon lose momentum. In such times, many of us seek motivation to keep us going. My approach has not been to seek motivation, but to seek certainty – to seek direction. Once you have clarity about your path, then your momentum will reach new levels to get you there.

Wealth Dynamics will give you this clarity. It is based on the life experiences, successes and failures of many who have run the race before us. It covers the journeys of those who we admire today for what they have achieved.

Wealth Dynamics is not just *one* path to wealth creation, but *every* path – of which *your* path is one.


HAMILTON

Introduction

Why does wealth appear so elusive? Why do some people seem to create wealth so effortlessly, while others struggle just to stand still? Why do so many of us lose money as fast as we make it?

How hard can it be to make a million dollars when globally every hour \$4 billion dollars changes hands as goods and services are exchanged for money. – that's *more than one million dollars every second.*

Since you began to read this chapter, forty million dollars of new value has been exchanged for cash. Within ten hours, the entire net worth of the World's richest man will have come and gone. Within a day, the capital value of the World's largest company will have flowed right by.

How hard can it be to make a million dollars if a million just flew by in that last second?

This E-Guide is about the money that flows around this planet - and how it flows to some of us more than others. It's about why some of us attract no more than a trickle, while others have become skilled at carving their own roaring rivers.

This E-Guide introduces the first comprehensive model for the understanding of individual wealth creation. If you want to know why billionaires become billionaires, I believe you will find many answers are included in this E-Guide.

If you want to know what you should do to accelerate your own wealth, read on. Take your time, but don't take too long. After all, as you read, the world continues to spin by at the rate of a million dollars a second.

UNDERSTANDING THE CONTRADICTIONS OF WEALTH CREATORS

When we look at the wealth creators carving the biggest rivers of wealth, it doesn't take us long to notice that they appear to be taking entirely different approaches. At the time of writing, Bill Gates, founder of Microsoft, is the wealthiest man in the world with a staff of close to sixty thousand. Warren Buffett, Chairman of Berkshire Hathaway, is the second wealthiest man with a team of fourteen. Richard Branson, founder of the Virgin Group, has become one of the

UK's best known entrepreneurs with over three hundred and fifty companies (and two books). J.K. Rowling, author of the Harry Potter series, has made a fortune in the last eight years with six books (and one company)...

Their advice differs as much as their paths. Meg Whitman, CEO of EBay and one of the wealthiest women in America, advocates always adapting to the customer's needs while Henry Ford, who took his Model T car to a phenomenal 48% market share famously said "A customer can have a car of any color they want, as long as it's black". Warren Buffett insists on a detailed understanding of any company he invests in, saying "Risk comes from not knowing what you are doing." whereas Ray Kroc, who built McDonalds so successfully, said "If you're not a risk taker, you should get the hell out of business."

Who do we listen to and whose principals should we follow? Should we be accessible at all times like Donald Trump or should we play hard to get like Tiger Woods? Should we venture into new countries like Branson or simply trade their currencies like George Soros (and save the airfare)?

Making sense of the many approaches to wealth creation can be compared to making sense of the different games on ESPN. Each has different rules, different teams, and different strategies. Only by understanding the games can we listen to the soccer player say "Kick the ball, don't pick it up" and the basketball player say "Don't kick the ball, pick it up" and realize they aren't contradicting each other, they're just playing different games.

Success comes from knowing which game to play, and then playing that game – and only that game. Each of us has a game that is most suited to our own natural habits and talents. So how do we find out which game to play?

My Definition of Wealth:

***“Wealth is not how much money you have.
Wealth is what you’re left with when you lose
all your money.”***

Growing wealth enables you to continuously attract money and opportunities in the same way that growing a garden enables you to continuously attract the birds and butterflies.

THE NET & THE GARDEN

Using the analogy of money being as tricky and transient as butterflies is quite useful. It allows us to draw a clear distinction between the strategies of those who are busy trying to make money (The Net) compared to those who are building wealth (The Garden):

The NET

You want to catch butterflies, so you decide to build a net. Surely, with a net you can catch them more easily! You read books on the subject and you practice skills in butterfly catching. You find that you are making improvements. Your net gets bigger and smarter and gradually you do catch more butterflies, but there is something wrong.

You find that after many years of this strategy you still need to wake up every day and go out to catch more butterflies. You need to hold on to the butterflies you have caught, or they will fly away just as quickly. The more butterflies you have, the more difficult they are to hold on to. You are constantly in fear that the butterflies will disappear, or that someone with a bigger net will beat you at your own game.

When the butterflies do disappear, you’re left with nothing.

I know of many people who have become experts at sales, marketing, management, customer service and still struggle to make money. We all know of people who have learnt the strategies of successful stock market traders, property investors and serial entrepreneurs and are still left funding their losses. They carefully follow the strategies they learn, and then remain baffled as to why they do not attract the same opportunities, resources and sheer luck of their role models. These are people who are trying to make money without first building wealth.

They are trying to chase butterflies with a net.

The GARDEN

On the other hand, wealth creators don't worry about building a net. Instead, they grow a garden. By focusing on creating an inspiring garden, they are growing something permanent around themselves. As the garden grows, the butterflies come. As time goes by, you find that the effort to manage the garden falls as the number of butterflies rise. In fact, the butterflies, birds and bees end up pollinating your garden for you. You don't fear butterflies leaving, as there are always more coming.

If anyone takes your butterflies away, there will be more the next day.

Every successful wealth creator is focused entirely on building their wealth foundation ahead of their money making activities. They have built a reputation, a powerful network, a knowledge base, a resource base and a track record. This is their garden, and it has been built not around their expertise, but around their passion. Every day, they wake up to their passion – not an empty net.

In a recent speech to a group of students, Warren Buffett said:

“I may have more money than you, but money doesn't make the difference. If there is any difference between you and me it may simply be that I get up every day and have a chance to do what I love to do, every day. If you learn anything from me, this is the best advice I can give you.”

ATTRACTING MORE BY MOVING LESS

Warren Buffett attracts billion dollar butterflies because he is specific in what his investment company, Berkshire Hathaway, wants to invest in: He repeatedly says he is looking for businesses with consistent earning power, good return on equity, little debt, good management and that he understands... between \$5 billion and \$20 billion in size. He promises complete confidentiality and quick response. He doesn't have to go chasing the business. They come to him. Consequently, he has described his acquisition strategy like this: “It's very scientific. Charlie (Vice Chairman of Berkshire Hathaway) and I just sit around and wait for the phone to ring. Sometimes it's a wrong number.”

Each wealth creator has stopped chasing opportunities and chosen to build a wealth foundation around their specific passions and talents. As the American

industrialist, Andrew Carnegie said “The men who have succeeded are men who have chosen one line and stuck to it.”

As we’ll see, this doesn’t mean sticking to a particular profession, industry or even country. It does mean sticking to your wealth profile. As a result Buffett attracts the right deals that suit Berkshire Hathaway, Branson attracts the right businesses that suit Virgin and Jack Welch - as CEO of GE and one of America’s best known leaders - attracted the right people who suited his leadership team.

Each different profile has a different value that creates this attraction – a different garden they are tending to. Welch used this metaphor when talking about his role at GE: “My main job was developing talent. I was a gardener providing water and other nourishment to our top 750 people. Of course, I had to pull out some weeds, too.”

THE EIGHT WEALTH PROFILES

“The men who have succeeded are men who have chosen one line and stuck to it.”

- Andrew Carnegie

PARALLEL UNIVERSES

Many explanations have been given for why some of us acquire great wealth while some of us do not. Many have taken certain explanations as persuasive enough evidence to give up trying. We say “Well, he was born into the money”, “She has talent and charisma that I just don’t have”, “He’s obviously a great leader and I’m not.”

Our greatest excuse for not taking action today is that we believe we don’t have what it takes to make it tomorrow.

Let’s imagine a parallel universe where some of today’s most successful wealth creators ended up taking different approaches when they got started. What would have happened if Bill Gates had opted for a career as a footballer? Would Oprah Winfrey have made millions as a commodities trader?

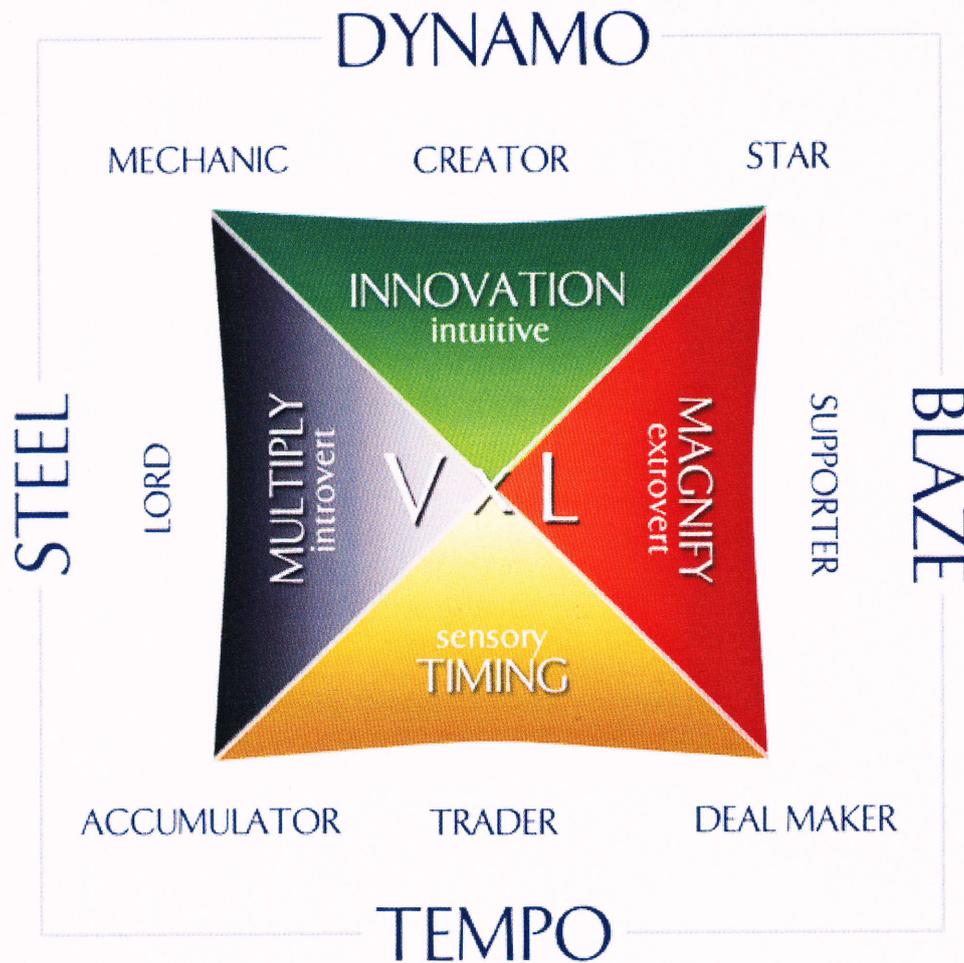
Could Warren Buffett have made it big on MTV? Warren Buffett says that in the 1950s he invested \$100 in a Dale Carnegie public speaking course “not to prevent my knees from knocking when public speaking but to do public speaking while my knees are knocking.” If any of these wealth creators had not followed their path of least resistance to wealth, we would not have heard of them today.

Each of us has a path of least resistance that is based on our natural habits and talents – the ones we were born with. If we are not on our path, life can be a struggle. *When we follow our path – and begin to play the game that we most naturally play, we begin to excel. We also find we are doing what we love.* These are the eight wealth profiles.

THE WEALTH PROFILE SQUARE

The wealth profile square gives us the relationship between the eight wealth profiles. If you are highest in intuitive thinking, you will find you have one of the profiles located at the top of the square: Mechanic, Creator or Star. If you are

highest in sensory thinking, you will likely be one of the profiles at the bottom of the square: Accumulator, Trader or Dealmaker.



Introverts will gravitate to the left: Mechanic, Lord or Accumulator, and extroverts will gravitate to the right: Star, Supporter or Dealmaker. Each wealth creator has an absolute focus on creating wealth in the way that suits their natural strengths. Can we play more than one game? Of course, but it is only by keeping to one game that we begin to excel. The longer we play, the more distinctions we see, the better we get and the more we attract.

THE CREATOR

“Creating a better product”

Creators can't resist creating. They keep creating long after they have run out of resources, money, and other people's patience. In fact, they have their greatest creative breakthroughs after most others would have given up.

Before Walt Disney's first animated movie was finished, his distributor went bankrupt. Before his second movie was finished, he ran out of money himself. To produce the now famous "Steamboat Willie" featuring Mickey Mouse in 1927, strapped for cash he wrote to his brother Roy "Slap a big mortgage on everything we got and let's go after this thing in the right manner."

Many creators do not make the best managers as they run faster than their teams, and are often on to the next venture before they have made money from the last one! The world is also full of frustrated creators who have started a business and are now stuck running it. They did a great job creating it, but now do a mediocre job trying to manage others.

Many creators fail because of their over-optimism of what their business and their team can achieve. This optimism has led many to take on far too much, leaving them little time to do what they do best.

Successful creators have delegated everything except the creative process itself – and they focus on creating new products, or new companies, while others take care of the day-to-day business.

The successful creators we will look at, who share a common strategy to achieve their successes, include Walt Disney, Bill Gates, Steve Jobs, Richard Branson, JK Rowlings and Thailand's richest man, Thaksin Shinawatra.

THE MECHANIC

"Creating a better system"

If creators need to have their head in the clouds, then mechanics need to have their finger in the pie. Mechanics are tinkerers. While Creators are great at starting things, Mechanics are great at finishing things. They are perfectionists, which is why they cannot resist finding ways to do things better. One of Henry Ford's maxims was "Everything can always be done better than it is being done."

Mechanics get hands-on with their systems and prefer to study how to improve things with their hands dirty. As a result, they have little interest in impressing with, or indulging in their appearance. Bernard Marcus, chairman and Co-founder of Home Depot, recalled going out to lunch with Sam Walton – founder of Wal-Mart who became the richest man in the World in the 1980's. "I hopped into Sam's red pickup truck. No air-conditioning. Seats stained by coffee. And by the time I got to the restaurant, my shirt was soaked through and through. And that was Sam Walton – no airs, no pomposity."

Many mechanics have yet to get going because they are still trying to figure out what business to start. Ray Kroc was 52 before he realized he didn't need to start

his own business, he could take an existing business – McDonalds – and make it better.

Many mechanics have companies with better systems than their competitors, but they have not leveraged this system with stronger products produced by others, or their business is limited by their autocratic management style and high staff turnover.

Successful mechanics remain hands-on in fine-tuning their systems, long after they have become hands-off with many other areas of their business. This is where they see the greatest results, and where they gain the most satisfaction

The successful mechanics whose stories we relate in the book soon to be released include Henry Ford, Ray Kroc, Sam Walton, Michael Dell, Jeff Bezos and the founder of Singapore, Lee Kuan Yew.

THE STAR

“Creating a unique identity”

Stars, naturally, are the easiest of the profiles to spot. After all, the value is in the person. Obvious stars can be found in the sports, music, film and entertainment industries. However, the highest profile CEOs, salespeople and trainers also achieved their wealth by following their natural path as a star.

The highest profile stars are across different industries, including the three Michaels: Michael Jordan, Michael Schumacher and Michael Jackson, every pop star and movie star you could name, and outside of the entertainment industry stars include Richard Branson, Bill Clinton and Anthony Robbins.

Stars are aware of the strength of their personality and often use this to their advantage, causing disharmony and alienation at times. As a star grows in stature, the value of their time grows, as does the demand on their time. To continue to shine brightly, however, they need to continue to deliver, which can lead to exhaustion and dissatisfaction if they have not learnt how to leverage effectively.

With the stress that comes with increased success, it is natural for a stars ego to often get the better of them. This can lead to them forgetting the winning formula that brought them their wealth, and it is all too easy to burn out or self-destruct.

Those stars who have ignored their path have often done so because of the bad experiences they have had being in the limelight, and the responsibility that goes with it. Fallen stars have fallen often because their moments of success in the distant past led to burn-out which they somehow took to be permanent. Others have been trained not to draw attention to their natural talents, much as they

secretly enjoy it. And others simply lack confidence and knowledge, so tread a careful path incognito, blissfully unaware of the simple steps they could be taking to claim their wealth.

THE SUPPORTER

“Adding Value to a Wealth Creator in Time & Resources”

The Supporter is outgoing, loyal, reliable and a fantastic networker. Their value is in the heat of the moment – the relationships they create and the wealth of energy, enthusiasm and time they can offer. By linking this resource to a wealth creator, supporters can create much greater wealth than they could on their own.

Successful supporters can be found around every very successful wealth creator, whether that profile is a creator, star, mechanic or deal maker. However, many supporters have found success without aligning solely with one wealth creator. As a result, there are many CEOs of well known, listed companies who are supporters. You can also find supporters successfully running businesses in support industries such as PR, recruitment and marketing. High profile supporters include Steve Ballmer and Michael Eisner.

Most failed supporters mistake their profile as an employee doomed to a life of salaried income, often having tried to start a business or investment with limited success. Others might like the idea of finding a wealthy and dynamic money maker to team up with, but simply haven't gotten around to take any action – and never will. For nearly all supporters who are not on their path to success, what is missing is the understanding of how their role as a supporter can unlock great wealth. For those who learn the key to securing cash flow, a new motivation may just be awakened, to get out there and make it happen!

THE DEALMAKER

“Connecting the right people at the right time”

Successful Deal Makers tend to catch the imagination of the business world, with their sweeping gestures that make millions in a moment. Of all the profiles, the deal maker relies most on the relationships around them, as their wealth is created by the connections they make. With a sensory dynamic, deal makers are reactive, acting on the right opportunities as they happen.

Deal Makers can be found across industries, and the highest profile ones can be seen moving into an industry as it moves past its summer phase, and the bargains can be found. Deal Makers can also be found wherever there exist assets with significant value differentials, such as in property, corporate mergers

& acquisitions, and in the entertainment business brokering multi-million dollar brands.

The highest profile deal makers include Robert Kravis, Li Ka Shing, Donald Trump, David Geffen and more notoriously, Don King.

Most failed deal makers are really deal-makers-in-waiting. They have never seen this as a credible way to create wealth and have never pursued this path. Or they have just never been aware that this was their main talent and would never do so unless they stumbled into it by chance. However, of all the profiles, when a deal maker finds his path, his wealth is one of the first to arrive!

THE TRADER

“Buying low and selling high at the right time”

As a result of the popularity of online and retail trading, many people see themselves as a trader. Unfortunately, most are not which goes to explain why most lose their money. A real trader is someone who naturally looks for bargains for the fun of it. They love haggling or seeking out the lowest price with the satisfaction that they found it first, and then they are equally good at seeking out the buyer who will pay a higher price. As with the Creator, the trader can be both introverted and extroverted.

Unlike deal makers, who make their money without ever owning the assets they are dealing in, traders will buy and sell the asset, and make their money from the spread. Extrovert traders will do this where they can influence the price through hard bargaining and can be found in import/export businesses, and the retail industry. Introvert traders are happy to trade through analysis rather than face-to-face bidding, and include all successful market traders.

Many failed traders have never traded. As reliable and hard-working employees, they may see either the buy side or the sell side of a transaction within the company they work for, but often never the two together. Only when they are in control of both sides will a trader become aware of the natural talent that they have. Many traders may want to start their own business but lack the confidence to do so. Many may have tried some other vehicle in which they did not have to rely entirely on their own initiative, such as network marketing, real estate or insurance. However, until they take stock and follow their path, their true wealth will continue to elude them.

THE ACCUMULATOR

“Buying & Building Appreciating Assets”

The accumulator is the safest of the profiles, relying on a system of incremental growth to achieve wealth. The book “The Millionaire Next Door” is based on the accumulator profile, as it is one of the most fool-proof to follow. Many wealth seekers adopt the accumulator strategy but either lose patience or get itchy feet and move on. The real, successful accumulator is patient enough to stick with it, and disciplined enough to keep to their system.

Accumulators come in two forms. The accidental accumulators are those who made their wealth elsewhere and are now reinvesting their wealth in property, stocks or other vehicles. These are not good role models as they are not the wealth profile of a real accumulator. The second are the ones who fit the profile and have made their wealth through their strategy. This includes everyone who has bought and held on to a set of assets over time, whether in company stock, property, land, or any kind of appreciating collectible.

The highest profile accumulator in the world would have to be Warren Buffet, and there are plenty of books to learn what he did and how he did it.

Accumulators are patient, systematic, considered and prefer to play safe. However, others sometimes mistake this for indecision and procrastination. While others may be ostentatious with their wealth, accumulators rarely are, which is why they often go unnoticed.

THE LORD

“Controlling Cash Generating Assets”

The lord is the epitome of Stealth Wealth. Rarely seen but rolling in cash, the lords of the World control everything! They control the land, they control all the natural resources, they control all the man-made structures. They may not own them, but they don't have to. They are too busy counting their money!

Lords can be found wherever there is a fixed asset that is generating cash, whether it is a rented property or a leased vehicle, whether it is a gold mine or an oil field.

If you are a Lord, yet have not yet become a successful one, make it your priority to find a mentor who has made it. You will be amazed at how simple the process can be and how fast wealth was created.

Lords look at the entrepreneurs and stars of the world and in most cases believe they could never do what they do, and would never want to either. Lords are at

home with themselves and don't believe you need to draw attention to yourself to create wealth.

YOUR PROFILE...AND YOUR WEALTH

The eight profiles above represent a very brief summary of wealth profiling. Knowing your wealth profile is like knowing which sport you're most likely to excel at.

Discovering the 6 steps to take for your profile to build wealth is like being Given a map to show you which path to take to get from where you are, to your destination.

Wealth Dynamics provides these 6 steps to take for each profile, and Is the result of years of studying the approaches of the world's greatest wealth creators.

That means, it's a path which has already been taken and proven to work.

To attain wealth based on your wealth profile, you need to know the rules for Your particular wealth creation game, and you need to get on the pitch and play. You'll also need to develop your wealth networks and your financial fitness.

KNOW YOURS ... TAKE THE PROFILE TEST TODAY

<http://tinyurl.com/yg8fpws>

Also check out the Video from the Roger Hamilton who created The Wealth Dynamics Profiles.

http://www.essentialbi.nl/programma/individueel_excelleren/wealth_success_profile