

A man with a friendly expression, wearing a light-colored straw fedora with a black band, a white dress shirt, a red bow tie with white polka dots, and red suspenders with gold-colored clips. He is holding a thick, dark cigar in his right hand. The background is a solid dark brown.

THE RICH DAD WAY TO GETTING RICH

The Rich Dad Way to Getting Rich

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Foreword

Robert Kiyosaki, an American investor, businessman, self help author of the well known Rich Dad Poor Dad Series, he is also a talented motivational speaker, financial commentator and financial literary activist. He authored 15 motivational books and other materials.

We will find out about his endeavors and how to get rich the rich dad way here.

Chapter 1

Introduction

Overview of Robert Kyosaki's Life

Robert is a fourth generation Japanese American. He was born and raised in the state of Hawaii. After graduating high school, he attended the US Merchant Marine Academy, and in 1969 he graduated as a deck officer. He served in the Marine Corps as a helicopter gunship pilot in the Vietnam War in 1972.

After he left the Marine Corps in 1975, he got a job as a sales person selling copy machines. A few years later, he resigned and left the company to start his own business. He started a company that introduced the nylon and Velco “surfer” wallet. At first, the company was a hit but as it continued, it lost momentum and went bankrupt. In the early 1980's, Robert Kiyosaki started another business. This time it was for licensed T-shirts for heavy metal rock bands, which he then later sold in 1985.

In one of his books *You can Choose to be Rich*, Robert said that after his bankruptcy, he faced the challenge of being homeless. He and his then girlfriend, Kim lived in the back of an old Toyota before they were able to pick themselves up and start another business from the ground up.

Coming out of Retirement

With the multitude of investments under his belt, Robert was able to retire at the age of 47. After a few years, the business bug bit him again. He started another company, Cashflow Technologies, Inc which owns and operates the Rich Dad and Cashflow brands.

To date, he is still very active in business. His main advocacy is to teach many people about what he calls “financial education”. He is a motivational speaker dealing mainly on how financial freedom with ease can be achieved through understanding.

He shares that to generate passive income is possible through investments. He talks about business investments and real estate as part of gaining access to passive income. He also discusses about how one can invest through stock dividends, rental properties or business. He creates a general awareness on assets, being things that generate cash flow and liabilities, being things that use cash and funds.

Setting Your Mind to Retiring Early

In his quest to become rich at an early age, Robert set a goal to understand the intricacies of the business world. He chose to invest wisely to supplement his goal in retiring early, which he ultimately did. His mind was set at an early age that he would not work for a corporation but instead would own not just one but many business

himself. He understood the principle of “getting good grades will get you a good job”. But he did not focus on that alone. In his mind, he knew that the career path that he was going to take was really the first step in achieving his ultimate goal.

Chapter 2:

Why Rich Dad Is So Popular

Robert authored and co authored the Rich Dad Poor Dad series not as a step by step training tool on how to get rich. Robert's main motivation is to inspire people and letting them know why getting rich and retiring young is not a far-fetched idea. The dream that many have of living comfortably is really attainable if you have the right motivation and know-how.

Understanding the Principle

Just like with any goal, you need a solid foundation on what you want to achieve. Robert Kiyosaki's idea on how to get rich is not of the conventional type, which is "go to school, get good grades and get a good job". His way of thinking is more on the line of "becoming an entrepreneur and investing smart" is the way to go. Though this way of thinking is sparking a great bit of controversy, for the Kiyosaki's and the many that are aspiring and dreaming of changing their financial standing and for those who have succeeded, this way works.

Many of the generation today are lacking in the essential understanding of how finances, saving and investing play an important role for their future. Kids nowadays seem to think that money grows on trees and that having a credit card is a right, not a privilege, or a responsibility.

When Robert Kiyosaki first introduced his board game “Cashflow”, he tested it out with people of various ages and from different standards of living. The reaction was truly fascinating for the developers. Most of the tester did not really understand the concept of the relationship between their income statement and the balance sheet, and assets and liabilities.

From Understanding to Making It Work For You

Basing it on the reaction of the people he enlisted to test the game Cashflow, he allowed the participants a few moments to discuss among themselves why the game was so difficult for them. He gathered that for most people, they would choose to primarily hire another person to understand something that was essential and important, like finances. They would hire bankers, investment consultants or lawyers to understand the concept of assets and liabilities and understanding the balance sheet. Others would rather learn it, read it and not really know how to apply it real life.

Experience is always the Best Teacher

Robert Kiyosaki, being a self-taught, self made millionaire pointed out that in order for one to understand how the money can work for you, you need to know how it moves primarily.

In his books, he does not discuss step by step procedures on how to become rich. He shares his experience through stories to inspire and give insight to people on how to become rich.

The Rich Dad, Poor Dad Comparison

The inspiration for his books and his life goals primarily started with his father “the poor dad” who was an employee for most of his life. The inspiration for the “rich dad” was embodied by his friend’s father who was an entrepreneur.

Comparing the two dads’, Robert Kiyosaki formed his lifelong goal of becoming rich and comfortable. He saw the difference on how the two fathers lived and interpreted life. Though he admired his father who gave importance to the value of education, he was greatly moved by how the “rich dad” became the rich dad. This sparked his fuel and drive to make himself a success.

Seeing that the “poor dad”, though he worked really hard, being in the situation that he was in as just an employee, he did not make his way very well when it came to finances. Robert Kiyosaki saw that and took note of what he could learn from his biological father.

There was a very obvious comparison that he took to heart and applied when he started as an entrepreneur.

Popularity

The success of the Rich Dad franchise was sparked by the way Robert presented and shared his ideas with the masses. He hit the spot as he was a relatable example of what a person can achieve through hard work and a practical mind. His experiences with how to handle money, from his first business and its downfall to the subsequent success of the ventures that followed are giving the readers a spark of hope for success.

Though there are many critics, the relatable experiences of failure and success that he shares goes through readers like wildfire. It sparks a flame that pushes and encourages them to succeed in life. He arouses that inspiration that too many people is essential to stand up and change the circumstances that they are now in.

True that in business, luck comes into play, but luck will always come when you get up and get moving in making something for yourself. He inspires other people to keep on trying and keep on believing that success will come when you have a goal in mind and act on it.

The Donald Factor

Adding on to the Robert Kiyosaki experiences, he also enlisted the help of another rich man. Donald Trump is another self made millionaire who knows all about the ups and downs of the financial world. Going through failures and successes is nothing new to “The

Donald”. The Robert Kiyosaki and the Donald Trump collaboration is further fueling the fire for many wanna-be millionaires to move and groove to the music of wise and practical investing.

Chapter 3:

What Are The Best Ways To Get Rich Like The Rich Dad

The formula to getting rich is not just with how much you save, it also entails how much you invest and earn from those investments. Choosing something that will work is essential to the formula. Start with something that is within your means then invest and reinvest and make that gamble into a success.

Start and Sell

One of the soundest ways to get rich, as advised by the experts is to create a company and sell it. Creating a need and making a success out of it creates and advances your company when it comes to value. Perseverance and hard work really comes out in this stage. The signs of a true entrepreneur are often played to the maximum.

There are many big corporations out there who are always on the lookout for small, medium or big companies who create a trend or are impacting the market. They often purchase these companies, and expand them to cater to a bigger demand in the market today. If you have a company who has something that creates a stir, when the opportunity rises, make sure that you grab that chance.

Join-up a Start-up

Many small companies or individuals are looking for investors for start up. If you are able to join a number of start ups, warranting that each of these would be a success, you are headed in good direction. In all reality it is a sink or swim deal, but just like early employees of mega corporations like Google, Microsoft and Apple, it was a risk that was worth taking. These people who took a risk are now millionaires who are basking in the fruits of their labor and trust.

If You Have It Flaunt It!

If you have the talent, make sure that you use it. This is what authors, sport stars, chefs, coaches, self help gurus and experts use to make mega bucks. They use what they know or have to be a big shot. They cultivate the skill that they have and market it and eventually make a living, and then more out of it. Just like with Shaquille O'Neil, J.K. Rowlings, Pete Jackson, Buddy Velastro, Jamie Oliver, Donald Trump and Robert Kiyosaki and other industry luminaries, they flaunted what they had and literally changed their lives.

Everybody has a God-given talent that they could hone and cultivate. Making use of this talent and exploiting it for the betterment of lives is a great motivation that one should always look into.

Many self made millionaires or billionaires started with discovering their talent and using it to further themselves. They had dreams and

were not afraid to pursue them. One failure did not stop them for going out and trying again because in their minds, the only real failure is when they stop trying.

Property

There is wealth in property. If you have properties that you are not currently using, make use of them. Instead of them just growing grass, let them help you grow your net worth. You can have the property developed and rent off space or you can lease the whole property to a company that can make use of it. Making use of an asset that you have is money waiting to be deposited in the bank. Realistically, if the property that you have is not developed, you need to shell out some money to improve it. But remember the improvement that you are making will enable you to rent or lease it out for a higher amount.

Stock it up on Stocks and Shares

If you have funds to spare, small or large, buying stocks and shares is one good way of earning and creating steady investments for a long period of time. These have been tried and tested as one of the wisest investments that a person can have in building up his or her retirement fund. These can also be used as collateral if you have investment needs that may arise in the future. Choosing the right company to invest in is imperative and watching the current trends is one factor that should be taken into perspective.

Many companies are offering stocks and shares to the public. Try to look at a company that is stable enough so that you know that the money that you are investing is safe enough for the long haul.

Inheritance

If you are one of the lucky few who has this then you are set for life. You can also marry rich, but then self made wealth is always the best.

There are other options that you can use on the road to retiring early and rich.

Practical Saving!

When you start earning from your job, you need to apply the concept of practical saving. Earn and save, not earn and spend. Earn from your job, pay what you need to pay, buy only what you need, cut back on expenses and save what you can. Experts are now suggesting that before you spend on frivolous stuff, learn to save first. Once you have a decent amount in your saving account, you can use this to invest and help you earn more. This will then enable you to buy what you want without the worry.

The simple understanding of need vs. want should be considered, especially in these trying times. The greatest luxury that you could

give yourself is the peace of mind that you are able to pay all of your bills on time and not scrounge around anywhere else for the needed funds.

Create Something

For many people, inventing or creating is one way to be lucrative. If you are able to invent, and that product works, patent it! A lot of big companies are looking into the market for something innovative and unique. Once they see this, they often look for the creator of the product and they would buy the patent from the creator or inventor. Just imagine if you were the one who could land that deal. Viola! Mega millionaire!

Lastly...

Pick a number, any number!

It is really very slim on the odds meter, but you will never know. The lottery is one option that you could look into, but try all of the options that you could think about first before using this as an option. Remember that hard work, patience and perseverance will always pay off.

Chapter 4:

Managing Your Finances Properly

Just like with anything in life, proper management is the key to success. When it comes to money, you should put this as a top most priority.

Be Practical

Once you hit that jackpot of an opportunity or on the road to success, keeping a close eye on your finances is the key to success. Sure, you are now able to buy anything you want, but impractical buying is a sure downfall for you. Remember that anything that is done in excess will surely bite you in the future. One secret of the rich is living smart because they want to stay rich. Designer clothes are okay, but again buying in excess is not cool. You can have a luxury car, but really do you need two? Ask yourself if you want to just live today and not think about tomorrow? Or do you want to enjoy the fruits of your labor for a longer time.

Secret to Success

There are many secrets to success and a lot of people are still trying to note everything down so that the masses will have a fair idea of what works. One of the most noticeable traits of the mega rich all over the world is that they know the value of money. Value not in a way of

monetary count, but the value of money because they poured their efforts into earning it.

May it be something as interest or dividend earnings, they still see the value and importance of it. For the mega rich, before they spend, they will invest it instead. The joy for them is earning and buying anything that they want for a long time versus the thought of buy now suffer later because they are broke. The ultra rich think ahead, they want to stay where they are so they spend wisely and invest sensibly.

Another noticeable trait of the rich is that they teach their children what they need to do to maintain the lifestyle that they have. They have this drive that they want to pass on to the next generation.

For some kids, they take this for granted, thinking that since they have the money now, there is no worry for the future. If this keeps up, it is a downfall in the making. On the other side of the coin, for the few who see a bigger picture, from childhood to maturity, they train themselves how to work and earn and understand the whole process.

For the not so rich to start with, but want to be rich, expose yourself to how the rich think. Not shrewdly but practically. Remember experience is the best teacher. Ask questions. Work hard, invest smart and save. After this you invest some more, then save, invest, spend, enjoy, work, save, invest, spend... and the whole process goes on. A noticeable trait is that before the rich spend, they make sure that all

bases are covered. They invested and saved before they splurged. Money in the bank is better than bills piling up, don't you think?

Don't be Afraid to Ask

Asking for advice when it comes to finances is something that a wanna-be millionaire should be open to. Getting sound advice from people who are experts is like planting a seed in very fertile ground. You know what options are open to you.

Chapter 5:

Building Your Presence In The Right Niche

When you say niche it pertains to a place. When you want to be known or heard, it is imperative that you are in the right place, in the right position.

Aim for the Gold

In dealing with the business world, you always hear the phrase “right place at the right time.” For these people who became successful in their own right, they were able to find the right spot and be there at the right time. It was like a shower of manna for them. They hit the business lottery so to speak. They aimed for the gold.

Finding the Right Niche

Everybody has an opportunity to become someone big. Some say its luck, but really its determination. Make sure that once you are able to find that niche, make your presence known. Just like with Apple, they were able to find the right niche, they built on it and up until now, they captivated the world.

This could also happen to you. Nothing is impossible for the determined. Be as innovative as you can be. The world is in a faster

phase now and it has a constant demand for something new, fresh and exciting. This fast phased trend is opening up more niches for people who are aspiring to be a success.

The Quest for that Elusive Place

Many would wrack their brains on finding where they really fit. In all reality, the niche is already within you, all you need to do is bring it out and put it on display. It starts with knowing what you want and doing what you do best. Remember there is respect for those who work decently. If you are good to great in marketing and you have the gift of gab, selling is your power. Try real estate or insurance. If you are creative, you can be an artist.

There is a wide range of choices that you can go into. If you have stories in your head and you have the talent to put them into words, go and write. Published authors earn big money from their books, just like in the case of Robert Kiyosaki. Another area that you could look into is in training. If you have the talent to teach, motivate and impart what you know in a way that they could relate or understand, you have found your niche.

The power to limit yourself is only in your mind. Go out there, look for that elusive place where you fit. Remember that place was made for you, and it is yours alone. So what you need to do is grab it and take advantage of it.

Build and Maintain

Once you find your niche, make sure that you build and make your presence known. There is no point in being there and then not being noticed. After the first impression, the second and third impression should have the same and lasting impact as the first.

Chapter 6:

The True Flow You Will Experience When You Have Cash Flow

Money is really an idea. That paper is a symbol that pertains to something that you can only see with your mind. It is the ultimate tool in bartering. The idea that the Rich Dad philosophy is putting in our minds is that we need to understand what this idea can do for us. The financial sheets, income statements and even the bills that we get all give us a general idea of how money works.

How to make the Cash Flow

Basing on the theory of the “Rich Dad, Poor Dad” knowing how to make the money work for you is really important. The “Rich Dad” was more had more time to do what he wants because he was financially free versus the “Poor Dad” who had less financial freedom but needed to devote more time with his many commitments. The difference is that the “Rich Dad” opted to be the business and the “Poor Dad” opted to be part of the business.

Both were working dads but the “Rich Dad” was an entrepreneur or was in business. He opted to exert the same amount of effort as the “Poor Dad” while earning more and achieving more. Robert Kiyosaki often talks about the merit of investing wisely, spending intuitively –

that is monitoring your expenses and living within your means and finding ways to increase those means. Don't be part of the trend, buy smart, and be smart. He is also encouraging people to minimize debts and liabilities since these flush money down the drain. Make sure that when you earn something, put something away. Just like the saying "Put something aside for a rainy day."

Once you have all of these in mind, you can start to see that cash flow into your pocket.

Pay Yourself First

When you are working or in business, it is important that you always pay yourself first. Before you pay the bills or buy anything, look at that paycheck and decide that a certain percentage goes into safety. That amount is untouchable to you since this is tucked away into something that is not for the now, but for the future.

A common mistake of many people is that they take care of everything first then whatever is left is for savings. This leads to disaster more often than not. Once that money is out in the open, you can just kiss it goodbye. It is better to make sure that you have something tucked away, thus paying yourself first, before you let that money out of the house.

Discipline

It takes a certain amount of discipline and a set mind to really save. There is the temptation to splurge today and not think about tomorrow. Common mistakes that will lead to problems in the future. If you are dead set on achieving a goal, make sure that you have a long term plan laid out. When it comes to finances, the secret of the rich is that they think ahead and are not be distracted with the many temptations that lie ahead.

Think of it this way, would you buy that car (because it is the latest model) with the money you have, or invest it? If you buy it now, you will be part of the trend, but if you invest the money that you have, once it earns, you can buy a car and a house and maybe even go on a vacation or two... or three.

Set your mind to think big. You are not depriving yourself of anything since you still have a working car or a working phone. Unless absolutely necessary, curb the craving. All you are doing is thinking in the practical way, saving and earning and enabling yourself to buy something better or more in the future.

Chapter 7:

More Lessons From The Rich Dad

Robert Kiyosaki is truly an inspiration with all the experiences that he went through. He shares his lessons in life to become a ray of light to the many who feel hopeless and are just lacking the inspiration and motivation to succeed.

When You Fall... Get up Again...

Remember that everybody will experience failure. Make sure that you get up after falling. There is no sense to just stay there at the bottom. You won't get to the top if you won't get up and move. In the failures that you will go through, you will always learn. Take what you learn and use it. Don't look at failure as the end of the world. Each setback is a learning field for you use whatever you have. Nobody gets it on the first try. Even the mighty fail, if you will just look at history. The mighty become mighty again because they pushed themselves to get up and get going.

Don't Quit!

One of the key ingredients to success is to remove the quitter's mantra in their system. There is no room for giving up if you want to succeed. There will always be setbacks. Don't let one stumbling block keep you from the success that you know will come to you. Persevere

to make it to the top. Just imagine that if Robert Kiyosaki just wallowed in self pity and quit after his bankruptcy, we wouldn't have the game CashFlow and we wouldn't have the Rich Dad, Poor Dad books. There is no one stopping you from succeeding except you.

Focus on the Goal

Just like in football, if you have a goal in mind, you will do your best to reach that goalpost. There will always be linemen aka challenges, who are trying to stop you from reaching that goal. Focus on the endgame. Don't let the opposing team make you lose that ball – these are your dreams and aspirations in life. If you want to make it big, think big.

Stay Humble

On the climb to the top, one trait that you should ingrain in your system is to remain humble. Many people fail while climbing to the top because they lose focus and splurge. They lose track of the goal because they become arrogant or make arrogant choices that make them spend more than what is within their means.

Chapter 8:

Conclusion

By now, you are pumped that you are listing down all of your goals and dreaming. That is really a good start.

It All Starts With You

Remember that first step is always the hardest, but you need to take it because it would always start with you. There will be no one to help you to achieve your goal if your mind is not made up to succeed. Success is within your reach, now reach for it. Dust off the disappointments that you went through. You're already done with them. You are still here, reading this, so remember that tomorrow is a brand new day. You have another day to take a chance and tomorrow there is another opportunity waiting for you.

Start Small, Think Big

The odds of hitting the lottery are really slim, so if you want to succeed, make do with what you have now. It does not take a great deal of money to start. There are many ways for you to gather the funding that you need. you can always work for it. Patience is the key when you are starting. The goal that you would like to reach will always be there. Reach for it, walk towards it one step at a time. Keep that in mind. Find it in yourself to see what is important to you and

make that your fuel to keep you going. Stay true and be humble, but don't be afraid to take a risk and a chance.

The Secret...

It's you! You are the secret to success. That is why there is no true formula to success. It all starts with the person who wants to succeed and rise above and get out of the rat race. Find your own "Rich Dad, Poor Dad" inspiration, just like what Robert Kiyosaki did. He compared the two "dads" taking the strengths that they had and applying it in his life.

Always remember to inspire yourself. Be your number one fan. Make that dream a reality, nobody will make it real except for you. Each day is another opportunity waiting to happen. It is up to you if you want to grab it and stake a claim. Being true, humble, thinking smart, investing and saving will enable you to reach that goal. You can't get rich by just sitting there and waiting for that treasure chest to fall into your lap. You need to go out there and make something happen for yourself.

Hopefully this book has given you a head start on getting started with reaching your dreams of wealth and to have great success in your financial life.

Best wishes on your ventures.

OTHER RESOURCES:

Inspiration DNA 3.0

<http://scgoldmine.com/go/?n0an>

Reasons Why Most People Fail To Achieve Their Business Goals

<http://scgoldmine.com/go/?bjpq>

Total Self Improvement Niche Domination

<http://scgoldmine.com/go/?fy2r>