How to Get Rich (without getting luckly)

1. Seek wealth,not money or status. Wealth is having assets that earn while you sleep. Money is how we transfer time and wealth. Status is your place in thr social hierarchy.

寻找财富，而不是金钱或者地位，财富就是你拥有资产，而资产在你睡觉时还在为你赚钱。金钱使我们转换时间和财富的工具，身份是你在社会等级体系里所处的位置。

1. Understand that ethical wealth creation is possible.if you secretly despise wealth.it will elude you.

要明白一件事，一个人完全可以不靠坑蒙拐骗站着赚取财富。如果你在暗中鄙视财富，呢么财富也会躲着你。

1. Lgnore people playing status games. They gain status by attacking people playing wealth creation games.

别去理会呢些热衷于玩身份游戏的人，他们通过攻击呢些创造财富的人已获得自己的身份。

1. You’re not going to get rich renting out your time. You must own equity- a piece of a business- to gain your financial freedom.

你不会通过出租自己的时间而变得富有，你必须拥有产权，也就是生意的一部分，以此才能赢得财务自由。

1. You will get rich by giving society wgat it wants but does not yet know how to get.At scale.

提供社会大众想要的但是他们还不知道如何获取的东西，你就会因此而致富。但有一点，你必须模块化的供应社会

1. Pick an industry where you can play long term games with long term people.

选择一个你可以长期从事的事业，寻找一批可以一起长期共事的人。

1. The internet has massively broadened the possible space of careers. Most people haven’t figured this out yet.

互联网极大扩展了一个人职业生涯的可能性。绝大多数人对此毫无认知。

1. Play iterate games.All the returns in life.whether in wealth,relationships,or knowledge,coming from compound interest.

玩就玩复利游戏，无论是财富，人际关系或者是知识，所有你人生里获得的回报，都来自复利。

1. Pick business partners with highintelligence,energy,and,above all, integrity.

在选择商业合作伙伴的时候，选择呢些高智商，精力旺盛的家伙，但在这一切之上，他应该是个正直诚实的人。

1. Don’t partner with cynics and pessimists . Their beliefs are self-fulfilling.

不要和愤世嫉俗者和悲观主义者合作，因为他们会任由坏事发生，以此证明他们的负面看法是正确的。

1. Learn to sell. Learn to build. If you can do both, you will be unstoppable.

学会如何销售，学会如何创建。如果你能同时做到这两件事，你的成功将无可阻挡。

1. Arm yourself with specific knowledge. Accountability, and leverage.

用独到的知识、责任感和杠杆武装你自己

1. Specific knowledge is knowledge that you cannot be trained for. If society can train you,it can train some one else,and replace you.

独到知识是呢种不可以通过培训而获得的知识。这是因为，如果这种知识可以经由培训而得，呢么其他人同样也可以，并且以此取代你。

1. Specific knowledge is found by pursuing your genuine curiosity and passion rather than whatever is hot right now.

在真正的好奇心和热情的驱使你前进的路上，你更有可能获得独到知识，而不是在追逐潮流热点的闻风起舞的脚步里。

1. Building specific knowledge will feel like play to you but will look like work to others

创建独到知识的过程对于你就想是在玩，而对于别人则像是在工作。

1. When specific knowledge is taught,it’s through apprenticeships,not schools.

不能通过学校教育教会一个人独到知识，它只能通过学徒制口传身教。

1. Specific knowledge is often highly technical or creative. It cannot be outsourced or automated.

独到知识通常极富技术性和创造性，因此它不能被外包或者自动实现。

1. Embrace accountability,and take business risks under your own name.Society will reward you with responsibility equity,and leverage.

拥抱责任感，押上自己的声誉以及承担商业风险。社会也会以责任，产权和杠杆作为回报。

1. The most accountable people have singular,public, and risku brands :Oprah, Trump,Kanye, Elon.

最具责任感的人都具有独一无二的、世人皆知的、敢于冒险的个性特征，如奥普拉、川普、坎耶、埃隆。

1. Give me a lever long enough, and a place to stand, and I will move the earch.

给我一个足够长的杠杆，一处立足的地方，我就能翘起整个地球。

1. Fortunes require leverage .Business leverage comes from capital,people , and products with no marginal cost of replication(code and media)

财富增长需要杠杆。商业杠杆有三个来源：1.资本 2.人力 3.复制起来边际成本为零的产品（例如：代码和媒体）

1. Capital means money. To ralse money,apply your specific knowledge ,with accountability, and show resulting good judgment.

资本的意思就是钱。想要融资，那就运用你的独到知识，配合你的责任感，展示出你良好的判断力。

1. Labor means people working for you. It’s the oldest and most fought-over form of leverage. Labor leverage will impress your parents, but don’t water your life chasing it.

人力指的是为你干活的人，它是最古老也是争夺最激烈的杠杆。人力杠杆会让你的父母因为你手下有许多人为你工作而感到骄傲，但你不要浪费生命去追求这一点。

1. Capital and labor are permissioned leverage.Everyone is chasing capital, but someone has to give it to you.Everyone is trying t olead,but someone has to follow you.

资本和劳动力是需要征得许可才能使用的杠杆。每个人都在追逐资本，但总要有个人给你才行，每个人都要领导其他人，但总得有什么人愿意跟着你才行。

1. Code and media are permissionless leverage. They’re the leverage behind the newly rich, You can create software and media that works for you while you sleep.

代码和媒体是无需许可即可使用的杠杆。它们是欣贵人群后面的杠杆，你可以通过自己创建的软件和媒体，在睡觉的时候任然为你工作。

1. An army of robots Is freely available . it’s just packing in data centers for heat and space efficienty. Use it.

有大量的机器可以自由使用，他们被放置在数据中心只是为了更有效的利用空间和散热，用好它。

1. If you can’t code, write books and blogs , record videos and podcasts.

如果你不会写代码，还可以写书和博客，还可以录视频和音频。

1. Leverage is a force multiplier for your judgement

杠杆能对你的判断力加倍放大

1. Judgement requires experience . but can be build faster by learning foundational skills

判断需要经验，但可以通过学习基本技能很快建立起来

1. There is no skill called “business”,Avoid business magazines and business classes.

。没有一种技能叫商业，避开商业杂志和商业课程。

1. Study microeconomics, game theory ,psychology, persuasion, ethics , mathematics, and computers.

学习微观经济学、博弈论、心理学、说服技术（行为设计）、伦理学、数学和计算机

1. Reading is faster than listening. Doing is faster than watching

读比听更快，做比看更快。

1. You should be too busy to “do coffee”,while still keeping an uncluttered calendar

虽然你忙的连喝咖啡的时间都没有，但还是要保证井然有序的日程、

1. Set and enforce an aspirational personal hourly rate. If fixing a problem will save less than your hourly rate. Ignore it. If outsourcing a task will cost less than your hourty rate, outsource it.

设定并贯彻理想的个人时薪，如果解决一个问题花费比你更快更省钱，就不要做。如果外包一项工作的成本低于你的时薪，把它外包出去。

1. Work ad hard ad you can. Even though who you work with and what you work on are more important than how hard you work.

尽力而为，尽管跟谁一起工作和做什么工作比如何努力工作更重要。

1. Become the best in the world at what you do. Keep redefining what you do until this is true.

努力成为这个领域内最牛的人，不断定义和调整，直到实现目的。

1. There are no get rich quick shemes. That’s just someone else getting rich off you.

世界上没有快捷致富策略，呢只不过是卖快捷致富策略的人想从你身上赚钱。

1. Apply specific knowledge,with leverage, and eventually you will get what you deserve.

运用独特知识以及杠杆，你将收获你应得的。

1. When you’re finally wealthy, you’ll realize that it wasn’t what you were seeking in the dirst palce. But that’s for another day.

当有一天，你变得富有时。你会意识到这并不是你想要的的东西。但这是呢一天的事。现在你应该努力做好眼前的事。

1. Summary：Productize Yourself

总结一句话：将你产品化。