

“Get Rich Slow” is Get Rich Old :

*Normal is not something to aspire to, it's something to get away from.*

*The object of life is not to be on the side of the masses, but to escape finding oneself in the ranks of the insane.*

*Fast wealth is created exponentially, not linearly.*

Wealth is Not a Road, But a Road Trip

*The journey of a thousand miles must begin with a single step.*

*The Fastlane process demands sacrifices that few make, to resolve to live like few can.*

*Process cannot be outsourced, because process dawns wisdom, personal growth, strength, and events*

1. Your Roadmap : your financial belief system and your preconceived convictions about wealth and money - The Fastlane
2. Your Vehicle : is you , No one can drive the journey but you
3. Your Roads : financial pathways you travel - real estate investor, a retail store owner, a franchiser, an Internet marketer, or an inventor
4. Your Speed : execution and your ability to go from idea to implementation

The Roadmaps to Wealth

*If you want to change your life, change your choices. To change your choices you must change your belief system*

1. The Sidewalk >— Poorness  
The Slowlane >— Mediocrity  
The Fastlane >— Wealth
2. Debt Perception: Does debt control you or do you control your debt?  
Time Perception: How is your time valued and treated? Abundant? Fleeting? Inconsequential?  
Education Perception: What role does education have in your life?  
Money Perception: What is money's role in your life? Is money a tool or a toy? Plentiful or scarce?  
Primary Income Source: What is your primary means of creating income?  
Primary Wealth Accelerator: How are you accelerating your net worth and creating wealth? Or are you?  
Wealth Perception: How do you define wealth?  
Wealth Equation: What is your mathematical plan for accumulating wealth? What wealth equation defines the physics of your wealth universe?  
Destination: Is there a destination? If so, what does it look like?  
Responsibility & Control: Are you in control of your life and your financial plan?  
Life Perception: How do you live your life? Do you plan for the future? Forsake today for tomorrow? Or tomorrow for today?

The Sidewalk Roadmap

1. exists in a state of one-something-from-broke
2. one business deal from broke
3. have no financial plan.
4. or entrust your financial plan to others

Money Doesn't Buy Happiness . . . Does Poverty?

Normalcy Is the Rat Race, a Modern-Day Slavery

*Affordability is when you don't have to think about it.*

*Law of Victim : you can't be a victim if you don't give power to someone capable of making you a victim*

Immunize Yourself from Victimization by taking Responsibility, Followed by Accountability

*Failure doesn't become the badge of victimhood—it becomes badge of wisdom*

The Slowlane: Why You Aren't Rich

*Experience is gained in action*

Compound Interest: What "They" Don't Tell You

They don't tell you that in 40 years you'll be dead, and if you're not, you'll be close. They don't tell you that in 40 years, your \$2.5 million will likely be worth \$250,000 in today's dollars and that a gallon of milk will cost \$12.00.

*weakness of compound interest is to start with a large number, and large numbers require leverage*

Why Mutual Funds and 401Ks Won't Make You Rich

Mutual funds, stocks, bonds, 401Ks, dollar cost averaging, and compound interest are perfunctory stratagem for wealth acceleration in the Slowlane. Unfortunately, without control or leverage, they're impotent wealth accelerators.

Buy-and-Hold safe investment strategy Is Dead

Buy stocks in solid companies, sit back and wait decades, and voilà, I'd be awash with millions.

"Get Rich Slow" is going to make you rich! Just ignore your 74-year life expectancy and make sure your wheelchair comes equipped with chrome rims

*To trade your time away is to trade your wealth away*

*If you want to get rich, you have to control and leverage the variables in your financial plan*

The Paradox of Practice says take advice from people who practice what they preach.

Slowlane Gurus : Suze, David, Robert : they teach one wealth equation while getting rich in another.

They're not rich from their own teachings. Their wealth comes from your belief

*Exploding income and controlling expenses creates wealth*

*How to Win the Slowlane: The “Secret Exit”/Fastlane strategy - Fame, Liquidation events are the process of selling your appreciable asset to the market.*

*Trade time into a business system—industrialized wealth production.*

*Change creates millionaires*

*A millionaire is not rich. \$5 million is the new \$1 million.*

Distinction between Slowlane and Fastlane

1. Slowlane millionaires make millions in 30 years or more. Fastlane millionaires make millions in 10 years or less.
2. Slowlane millionaires need to live in middle-class homes. Fastlane millionaires can live in luxury estates.
3. Slowlane millionaires have MBAs. Fastlane millionaires hire people with MBAs.
4. Slowlane millionaires let their assets drift by market forces. Fastlane millionaires control their assets and possess the power to manipulate their value.
5. Slowlane millionaires can't afford exotic cars. Fastlane millionaires can afford to drive whatever they want.
6. Slowlane millionaires work for their time. Fastlane millionaires have time working for them.
7. Slowlane millionaires are employees. Fastlane millionaires hire employees.
8. Slowlane millionaires have 401Ks. Fastlane millionaires offer 401Ks.
9. Slowlane millionaires use mutual funds and the stock market to get rich. Fastlane millionaires use them to stay rich.
10. Slowlane millionaires let other people control their income streams. Fastlane millionaires control their income streams.
11. Slowlane millionaires are cheap with money. Fastlane millionaires are cheap with time.
12. Slowlane millionaires use their house for net worth. Fastlane millionaires use their house for residency

Fastlane : business and lifestyle strategy characterized by Controllable Unlimited Leverage (CUL), hence creating an optimal environment for rapid wealth creation and extraordinary lifestyles.

1. Controllable Unlimited Leverage (CUL) : maximum control and leverage
2. Business : Your own business, self-employment, and entrepreneurship
3. Lifestyle : processes, and actions
4. Rapid Wealth Creation : reating large sums of wealth rapidly and beyond the confines of “middle class.”

Mindposts

1. Debt Perception: Debt is useful if it allows me to build and grow my system.

2. Time Perception: Time is the most important asset I have, far exceeding money.
3. Education Perception: The moment you stop learning is the moment you stop growing. Constant expansion of my knowledge and awareness is critical to my journey.
4. Money Perception: Money is everywhere, and it's extremely abundant. Money is a reflection of how many lives I've touched. Money reflects the value I've created.
5. Primary Income Source: I earn income via my business systems and investments.
6. Primary Wealth Accelerator: I make something from nothing. I give birth to assets and make them valuable to the marketplace. Other times, I take existing assets and add value to them.
7. Wealth Perception: Build business systems for cash flow and asset valuation.
8. Wealth Equation: Wealth = Net Profit + Asset Value Strategy: The more I help, the richer I become in time, money, and personal fulfillment.
9. Destination: Lifetime passive income, either through business or investments
10. Responsibility & Control: Life is what I make it. My financial plan is entirely my responsibility and I choose how I react to my circumstances.
11. Life Perception: My dreams are worth pursuing no matter how outlandish, and I understand that it will take money to make some of those dreams real.

*Become a producer first and a consumer second.*

*Only those who will risk going too far can possibly find out how far one can go*

Controllable unlimited variables will make you rich

1. Raise Units Sold by Increasing Conversion Ratio
2. Raise Units Sold by Increasing Web Traffic
3. Raise Unit Profit

*The valuation of your company is predicated on the subjective PE(Price to Earnings) for your particular industry.*

*Wealth Accelerator is based on creating or buying appreciative assets, adding value and manipulating the variables, and then selling*

The key to the Fastlane wealth equation is to have a high speed limit, or an unlimited range of values for units sold. This creates leverage. The market for your product or service determines your upper limit.

The primary wealth accelerant for the rich is asset value, defined as appreciable assets created, founded, or bought.

Eg : Your wealth acceleration options if you owned your own medical device company:

1. Grow net income with an income potential only limited by the number of devices you can sell, that is, 16 million.
2. Grow asset value at a factor of 1,700%.
3. Liquidate asset value and turn paper money into real money

Money trees are business systems that survive on their own. They require periodic support and nurturing but survive on their own, creating a surrogate for your time-for-money trade.

#### Five Fastlane Business Seedlings to Money Trees

1. Rental Systems - Real estate, Leases, royalty payments(Books, Machine invent, Photographs), licensing
2. Computer/Software Systems - Internet, website, software, applications
3. Content Systems - Blogs, social networks, e-books, online magazines
4. Distribution Systems - invent product and move product to the masses, franchising and/or chaining(successful store concept is branded and systemized-Eg : Starbucks), network marketing, television marketing
5. Human Resource Systems - Amazon, add or subtract to passivity, most expensive to manage and implement.

*Money is the king of money trees - act of lender (Eg : you deposit money in the bank,you don't administer the loans; you just sit back and collect checks. It's super easy and super passive)*

*Savers Become Lenders, Owners, and Producers*

*A saved dollar is the best passive income instrument*

*Instead of trading time for money , invest your time into an autonomous system simultaneously capable of passivity and capable of funding your money system*

#### Compound Interest

1. Slowlaners (the middle-class) use compound interest to get wealthy while Fastlaners (the rich) use it to create income and liquidity.
2. Slowlaners start with \$5; Fastlaners start with \$5 million.
3. Compound interest weapon is most effective with large sums of money
4. Compound Interest is my passive income source. Yet, compound interest is not responsible for my wealth.
5. The source of the rich wealth comes from their business interests, while their liquid cash reserves are tied into fixed-income securities like municipal bonds, treasuries, and other highly liquid and safe investments
6. The rich aren't using the markets to create wealth; they're increasing their existing wealth with leveraged business assets

The Law of Effectuation : the more lives you affect in an entity you control, in scale and/or magnitude, the richer you will become

*Scale creates millionaires. Magnitude creates millionaires. Scale and magnitude creates billionaires.*

*He speaks to millions and is paid millions.*

*Retrace the source of millionaire money and you will find millions of something*

*Think big to earn big.*

“Pay yourself first” is fundamentally impossible in a job.

To Pay Yourself First, You Must Own Yourself

When you have a job, someone owns you.

When you own a corporation - It's the surrogate structure that serves as your business system

Best business structures for your Fastlane business are

1. C corporation : business structure that survives time and can be easily transferred, taxed at corporate income tax rates, with net income distributed to shareholders  
Strategy : “income splitting.” The strategy is to partition the business’s income to both the owner and the business, effectively lowering the tax bracket of the two, versus a large income for just one
2. S corporation : taxes aren’t paid at the corporate level, but at the individual level and reflected on the owner’s personal tax return.
3. Limited liability corporation (LLC) : operates just like a corporation with the benefits of a partnership or a sole proprietorship. LLC profit passes directly through to its owners, called members, and is reflected on their personal income tax

*Until we see what we are, we cannot take steps to become what we should be*

Two types of choices:

1. Choices of perception (thought patterns)
2. Choices of action (choosing to read)

*The difference is perception.*

*20-year-old millionaire inventors, business founders, authors, and Web site owners.*

Decisions Gravity

1. Worse Case Consequence Analysis (WCCA)
  - a. What is the worst-case consequence of this choice?
  - b. What is the probability of this outcome?
  - c. Is this an acceptable risk?
2. Weighted Average Decision Matrix (WADM)

*Ridicule is the tribute paid to the genius by the mediocrities.*

People who don’t empower your goals are human headwind bloviators. They add friction to the journey

*If you hang out with dogs, you get fleas.*

*When anyone asks you to give your time, they're really asking for a chunk of your life*

*Value your time poorly and you will be poor*

*Fastlaners are frugal with time, while Slowlaners are frugal with money*

*Control parasitic debt by controlling its source: instant gratification*

*Change oil every 3000 miles, where oil is education*

*When you continually inject yourself with new education, new skills, and new competencies, new roads open and things run smoothly. The right education has incredible horsepower.*

*In Fastlane , education is used to facilitate and grow the business system , not to raise intrinsic value.*

*The acquisition and application of knowledge will make you rich*

*If things seem under control, you are just not going fast enough*

*Interest is first gear. Commitment is the Redline.*

*Interest is looking rich; commitment is planning to be rich*

**Take calculated risks.**

*It is easier to live in regret of failure than in regret of never trying*

*Someday is today.*

The right road routes to wealth

1. If you're a Slowlaner, your road is your job: doctor, lawyer, engineer, salesman, hairdresser, pilot.  
If you're a Fastlaner, your road is a business: Internet entrepreneur, real estate investor, author, or inventor
2. A road meeting all five commandments can make you filthy rich fast.
  - a. The Commandment of Need
  - b. The Commandment of Entry
  - c. The Commandment of Control
  - d. The Commandment of Scale
  - e. The Commandment of Time

### The Commandment of Need

Businesses that solve needs win. Businesses that provide value win. Businesses that solve problems win profits.

*To succeed as a producer, surrender your own selfishness and address the selfishness of others.*

*Stop chasing money and start chasing needs, problems, pain points, service deficiencies, and emotions.*

*Make a freaking impact and start providing value! Let money come to you! Look around outside your world, stop being selfish, and help your fellow humans solve their problems*

Ideas :

1. Make them feel better.
2. Help them solve a problem.
3. Educate them.
4. Make them look better (health, nutrition, clothing, makeup).
5. Give them security (housing, safety, health).
6. Raise a positive emotion (love, happiness, laughter, self-confidence).
7. Satisfy appetites, from basic (food) to the risqué (sexual).
8. Make things easier.
9. Enhance their dreams and give hope.

“It is for others to say whether I am useful or not.” It isn’t for you to decide whether you are useful. The marketplace makes that determination. People pay for their satisfaction; they don’t pay to satisfy your need of “do what you love.” People pay for solutions, not for your enjoyment. People pay for solved problems. People don’t give a dirty dog-ass about your love for whatever. If “do what you love” doesn’t fill a need spectacularly, no one will pay for it!

The Commandment of Entry : entry barriers to any business road fall, or lessen, the effectiveness of that road declines while competition in that field subsequently strengthens.

*Higher entry barriers equate to stronger, more powerful roads with less competition and less need for exceptionality.* Easy access roads carry more traffic. More traffic generates higher competition, and higher competition creates lower margins for the participants

*Be prepared to be exceptional to breaks the odds of entry*

*“In a gold rush, don’t dig for gold, sell shovels!*

*“Everyone Is Doing” is the biggest red flag - it’s time to GET OUT AND STAY OUT*

*If you want to live unlike everyone, you can’t be like everyone*

The Commandment of Control : No Control = Crashes

1. Drivers create MLM companies; they don’t join them.
2. Drivers sell franchises; they don’t buy them.
3. Drivers offer affiliate programs; they don’t join them.
4. Drivers run hedge funds; they don’t invest in them.
5. Drivers sell stock; they don’t buy stock.
6. Drivers offer drop-shipping; they don’t use drop-shipping.
7. Drivers offer employment; they don’t get employed.
8. Drivers accept rents and royalties; they don’t pay rents and royalties.
9. Drivers sell licenses; they don’t buy them.

10. Drivers sell IPO shares; they don't buy them.

*Build corporate ladders—don't join them. Build pyramid organizations don't join them. Think manufacture, not retail.*

*Think globally, not locally. Think to lead, not to follow. Think to innovate, not to copy*

*Invest in Your Brand Only*

### Commandment of Scale

1. six business habitats: • Local/community (pool) • County/city (pond) • Statewide (lagoon) • Regional (lake) • National (sea) • Worldwide (ocean)
2. Introduce leverage : Open more stores, sell franchises, or sell on the Internet.
3.  $\text{Wealth} = \text{Net Profit} + \text{Asset Value}$   
 $\text{Net Profit} = \text{Units Sold} \times \text{Unit Profit}$
4. Ask these questions : • Can the net income of this business scale limitlessly, say, from \$2,000 per month to \$200,000? • Can the asset value of this business scale into the millions? • Can this business impact millions? Or does it impact hundreds? Is its customer pool the world or a small community in the city? • Can this business be replicated and expanded beyond the local trading area by franchising, chaining, or additional units? • Best-case scenario, what is the units-sold potential? One hundred or one hundred million? • Best-case scenario, how pliable is unit profit? Does it have magnitude?
5. *Tiny habitats create tiny wealth. Think big, nationally, and globally*
6. *Sell millions, help millions, serve millions, impact millions.*
7. *Focus on Scale, Magnitude, and Source.*

### Commandment of Time

1. A business attached to your time is a job.
2. Ask these questions : • Can this business be automated and systematized to operate while I'm absent? • Are my margins thick enough to hire human resource seedlings? • Can my operation benefit from the introduction of a money tree seedling? • How can I get this business to operate exclusively of my time?
3. Start your business with Content systems, computer systems, software systems, distribution systems, and human resource systems are all seedlings to money trees.

### Fastlane Purity: Five Commandments

1. Thou shalt not invest in a needless business. (need)
2. Thou shalt not trade time for money. (time)
3. Thou shalt not operate on a limited scale. (scale)
4. Thou shalt not give up control. (control)

5. Thou shalt not let a business startup be an event over process. (entry)

### The Three Fastlane Interstates

1. Internet : obeys the Five Commandments to the Fastlane
  - a. Subscription-based : Offer users access to data, information, or software, and charge a monthly fee. Data can be leads, sales information, a proprietary database, or good old fashioned pornography. When 10,000 people pay you \$9.95 per month for your information, you're balling the Fastlane!
  - b. Content-based models (easy entry barrier) : online news magazines and blogs that disseminate information to a particular niche or industry. These services provide content for free consumption and sell advertising to parties who want to reach those eyeballs
  - c. Lead generation services : provide a service to consumers while simultaneously aggregating a non-homogeneous industry, pooled a highly fragmented industry into one centralized source, brought consumers into the mix, and sold that consumer information to limo companies and solves two needs: 1) The consumer's desire to save time and money and 2) The business owner's need to find new customers inexpensively.
  - d. Social Network : mere aggregators of like-minded communities, from mystery novel writers to gear heads who like to rebuild engines on the weekend. Eg : Facebook, LinkedIn
  - e. Brokerage Systems : bring buyers and sellers together and facilitate transactions, market-makers for a particular industry and earn money typically on each transaction Eg:Paypal
  - f. Advertising : advertisers merge buyers and sellers together and accept advertising fees in lieu of transaction fees.
  - g. E-commerce (extremely Powerful) : act of selling goods, services, and information over the Internet Eg:Amazon
2. Innovation : Invent a product, service, or piece of information, manufacture it, and then distribute it, involves two acts: 1) Manufacture and 2) Distribution - infomercial (sell via mass media), retail (sell to distributors and wholesalers), and direct marketing (sell via print media, postal mail, Internet). Can be authoring, inventing, or services :
  - Food (beer, barbecue sauce, cookies, secret recipes)
  - Household (robots that vacuum, tools, hangers)
  - Health and vitality (vitamins, herbs, energy drinks, bars, “male enhancement formulas”)
  - Information (books, magazines, subscription newsletters)
  - Personal (clothing, purses, shoes, gloves)
  - Automotive (accessories, add-ons, stick-ons)
3. Intentional Iteration : the means or act of repeating a process, usually with the aim of approaching a desired goal or target or result.” , obeys only 4 commandments but not commandment of scale or franchising

Needs, Ideas, Opportunity, and the Open Road - *Competition is everywhere, Someone is always already doing it. The bigger question is, can you do it better*

*Skip the big idea and go for the big execution, Execute like no one has!*

How to Spot Open Roads : *Opportunity is dressed in predictable code words that illuminate its presence.*

"I hate . . ."	"Why is this like this?"
What do you hate? Solve the hate, and there's your open road.	I don't know, why is it? Remove the "why," and there's your open road.
"I don't like . . ."	"Do I have to?"
What don't you like? Remove the dislike, and there's your open road.	Do you? Remove the "have to." There's your open road.
"This frustrates me . . ."	"I wish there was . . ."
What is frustrating? Remove the frustration, and there's your open road.	What do you wish? If you wish, others wish too. Make wishes come true, and there's your open road.
"I'm tired of . . ."	"I'm tired of . . ."
What are you tired of? Fix someone's tiresomeness, and there's your open road.	What are you tired of? Fix someone's tiresomeness, and there's your open road.
"This sucks . . ."	"This sucks . . ."
What sucks? Remove or reduce suckage, and there's your open road.	What sucks? Remove or reduce suckage, and there's your open road.

*The opportunities of open roads come in easily painted language: Discomfort, distress, inconvenience, complaints, problems, and performance gaps*

*Solve other people's problems and you will solve your own money problems!*

*But be mindful of the distinction between "quitting" and "quitting your road."*

### The Price of Freedom: Money

#### Set Your Destination: Four Steps to Starting

1. Define the Lifestyle: What do you want?
2. Assess the Cost: How much do your dreams cost?
3. Set the Targets: Set the money system and business income targets.
4. Make It Real: Fund it and open it!

#### Financial Literacy : Basic financial Concepts

1. Interest rates
2. Taxable and non-taxable yields
3. Amortization of mortgages
4. The balancing of a check book
5. Basic percentage calculations
6. Calculating return on investment
7. Why stocks rise and fall
8. Why a guaranteed 15% return on a bank CD is screaming, "scam!"
9. How stock options work, such as calls and puts
10. Why insurance exists
11. How a mutual fund works
12. What bonds are and how they rise and fall
13. Global currency

*Slowlaners seek to minimize expenses while the Fastlaner seeks to maximize income and asset values.*

*Hiring a financial adviser doesn't fix financial illiteracy -Literacy gives you the power to evaluate your advisor's advice*

*Speed is not thinking about a Fastlane business, but creating it : Chess*

1. The King: Your execution
2. The Queen: Your marketing
3. The Bishop: Your customer service
4. The Knight: Your product
5. The Rook: Your people
6. The Pawn: Your ideas.

Execution Is King. Ideas Are Pawns.

1. Potential Speed --> An Idea
2. Actual Speed --> An Idea Accelerated and Executed

The Pawn: Idea (Potential Top Speed)

1. Awful idea = 1 mph
2. Weak idea = 5 mph
3. So-so idea = 35 mph
4. Good idea = 65 mph
5. Great idea = 100 mph
6. Brilliant idea = 200 mph

The King: Execution (Accelerator Pressure)

1. No execution = \$1
2. Weak execution = \$1,000
3. So-so execution = \$10,000
4. Good execution = \$100,000
5. Great execution = \$1,000,000
6. Brilliant execution = \$10,000,000

Execution takes process: effort, sacrifice, discipline, and persistence.

*Business plans are useless until they are married to execution.*

*The best business plan in the world will always be a track record of execution.*

Investors are more likely to invest in something tangible and real; not ideas dissected ad nauseam on paper

*If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.*

*Complaints are the world's whispers hinting the direction you should be moving*

1. Complaints of change : people will always complain when you change something they love
2. Complaints of expectation : occur when you negatively violate the expectation of your customer

3. Complaints of void : goldmines of opportunity. People freely tell you exactly what they want, extremely valuable, as they expose unmet needs
4. Complaints of fraud : fraudulent complaints reflect the worst of society, respond once with grace, explain your position, and move on

*Where customer service lacks unearths great opportunity*

Exchange “Sucks” for “S-U-C-S”(Superior Unexpected Customer Service) : when you violate your client’s customer service expectation profile positively, you turn your customers into loyal, repeat buyers, and ultimately, disciples of your business.

*To create raving customers, you must exceed satisfaction*

Advertisers becomes customers which costs you 0\$

First, they buy from you again. Second, raving customers become liaisons and disciples for your business and unpaid human resource systems. Both build speed. Speed builds wealth.

*The customer pays your paycheck, not me—keep them happy*

*Looking big and acting small is a setup for SUCS events.*

Partner with people who have complementary skills to you. If I’m a marketing guy, I should partner with a technical guy. If you’re a sales-and-people guy, you should partner with an analytical guy.

Let actions speak louder than words

“Trust, but verify”

*Your employees drive the public’s perception of your company.*

*A good accountant and attorney will save you thousands, perhaps millions, Accountants and attorneys have the keys to your castle; make sure you trust them fully because they have the power to right or wrong you*

Commoditization is a product or service that appears homogeneous among providers. For example, a service that has been heavily commoditized is air travel. Most people aren’t loyal to any particular airline; they’re loyal to the company with the best price.

Most business owners paid more attention to their competition than to their own business, When this happens, you neglect your own product and become reactive instead of proactive

Use your competition to exploit their weaknesses.

Differentiation is a defense to commoditization.

Force innovation

Build Brands, Not Businesses

*Everyone has an invisible sign hanging from their neck saying, ‘Make me feel important.’ Never forget that message when working with people*

Marketing is a game of perceptions, and whatever the perception is, that’s the reality

Marketing and branding (the queen) is the most powerful tool in your Fastlane toolbox.

*Businesses survive. Brands thrive. A brand is the best defense to commoditization.*

The first step at building a brand is to have a Unique Selling Proposition or a USP.

1. Step 1: Uncover the Benefit(s) Get into business for the right reason: to solve a problem or a need. Think about their needs and what they want.
2. Step 2: Be Unique : use powerful action verbs that create desire and urgency. “Lose weight” should be changed to “Obliterate fat” or “Shred pounds.” “Grow your business” should be dropped in favor of “Explode revenues” or “Shatter sales records.
3. Step 3: Be Specific and Give Evidence : Domino’s Pizza didn’t say “Delivered on time,” they said, “Delivered within 30 minutes or it’s free.” It was a specific action and evidence of that action. (Your pizza is free if we don’t perform!)
4. Step 4: Keep it Short, Clear, and Concise : The best USPs are short, clear, and powerful. Long phrases get skipped over.
5. Step 5: Integrate Your USP into ALL Marketing Materials, Include your USP on all your public communications: • Your trucks, vehicles, and buildings • Your advertising and promotional materials • Business cards, letterheads, signs, brochures, and flyers • Your Web site and your email signature • Your voice mail system, receptionist/sales scripts, etc.
6. Step 6: Make It Real : You must deliver on what you say. A pizza delivered in 40 minutes makes the 30-minute guarantee a fraud. Fraudulent USPs get exposed fast and create “human resource systems” ready to rick-roll your company

## Get Noisy

### How to Rise above the Noise

1. Polarize : involves an extreme viewpoint, which forces people to either love or hate you
2. Be Risqué : Sex sells, and it is the most used get-above-the-noise technique. Sex is a powerful noise disruptor because sex never gets old
3. Arouse Emotion : If you can move your audience’s emotions and make them care, they will buy. Exhilarate people, make them cry and make them laugh. Your message will rise from the ashes of noise and compel people to buy
4. Be Interactive : The revolution of social media, blogs, and “Web 2.0” is founded on interaction. You just don’t want to read an article; you want to comment on it! Your two cents must be heard
5. Be Unconventional : Convention breeds familiarity If you get someone’s attention, half the battle is won. The other half is letting selfishness take over your audience and tailor your messages to self-interest.

*To succeed a Fastlane we must forsake selfishness yet satisfy the selfishness of others*

1. People want what they want. People don't care about you, your business, your product or your dreams; they want to help themselves and their family. It's human nature. Therefore, our marketing messages must focus on benefits, not features. People need to be told exactly what's in it for them
2. We engage in transactions to fill voids. You don't buy a drill; you buy a hole. You don't buy a dress; you buy an image. You don't buy a Toyota; you buy reliability. You don't buy a vacation; you buy an experience. We must become problem solvers, and to identify our business as a savior to someone, we must translate features into benefits

If you want to sell anything, translate features to benefits. :Switch places, Identify features, Identify advantages, Translate advantages into benefits.

*Price is like a paint job for your product or service.*

Price is a brand-builder because price implies value. The more expensive your price, the higher its perceived value. The cheaper your price, the cheaper its perceived value. Price isn't simply a number that tells someone what something costs. It conveys value and worth.

Choose Monogamy Over Polygamy (Monogamy Leads to Crazy Fun Polygamy) - *A scattered focus leads to scattered results*

The richest people in the world got rich by focusing on one core purpose, not by diverting focus.

### Supercharge Your Wealth Plan

1. Formula (Fastlane supercharger) : Wealth is a Formula and a systematic process of beliefs, choices, actions, and habits that form a lifestyle.
2. Admit (fAstlane supercharger) : Admit that the preordained path to wealth, "Get Rich Slow," is fundamentally flawed because of Uncontrollable Limited Leverage. Admit that "Get Rich Quick" exists. Admit that "no plan" is not a good plan. Admit that luck is the residue of engagement.
3. Stop and Swap (faStlane supercharger) Stop following the wrong roadmaps. Stop doing what you've been doing. Stop selling your soul for a weekend. Stop thinking that 401Ks and mutual funds will make you rich. Swap ineffective roadmaps for the Fastlane roadmap. Swap your allegiances from consumer to producer.
4. Time (fasTlane supercharger) Time is the king asset of the Fastlane. Invest in activities that will grant free time. Avoid time thieves, such as parasitic debt. Invest time into a business system
5. Leverage (fastLane supercharger) Leverage controllable and unlimited mathematics to create wealth. There is no leverage within the Slowlane wealth equation, an equation predicated on time (hourly pay, annual salary, annualized return, years invested). If you can't control the mathematics

that predetermine your wealth, nor accelerate them into large numbers, you can't control your financial plan

6. Assets and Income (fastlAne supercharger) Wealth is accelerated by exploding income and Asset value via a business that can be systemized and eventually sold in a liquidation event. Live below your means but seek to expand your means by focusing on income while simultaneously controlling expenses. Exponential growth of income and asset value, not slashing expenses, creates millionaires.
7. Number (fastlaNe supercharger) : Start saving your loose change, open a brokerage account, and put a chart on your office wall that continually monitors your number's progress
8. Effecton (fastlanE supercharger) : The more people whose lives you affect in an environment you control, the more money you will make." Impact millions and you will make millions.
9. Steer (fastlane Supercharger) : Life's Steering is choice. Behavior change begins with a reflection of your past choices and modifying them for the future to reflect a Fastlane mindset
10. Uncouple (fastlane sUpercharger) : Uncouple from the Slowlane wealth equation by creating your business structure in a favorable Fastlane entity: a C- or S-Corporation, or an LLC. Thereafter, your entity is the body of your surrogate business system. It "pays itself first" and the government last. It is your first step at creating an asset
11. Passion & Purpose (fastlane suPercharger) : you will need a Passion and a Purpose to fuel you into habitual action.
12. Educate (fastlane supErcharger) : Pledge to never stop learning. What you know now is not enough to become the person you need to be tomorrow. Seek Fastlane knowledge that fosters the construction and operation of business systems in an environment that you control.
13. Road (fastlane supeRcharger) : Observe your thoughts and language, because they expose unmet needs, or needs met poorly. You don't have to find the next breakthrough; just find a problem, a pain-point, or a service gap, and solve it. Many of the best businesses in the world are based on products that already existed; the owners solved the problem better. When you focus on needs, problems, inconveniences, and issues, roads open. Yes, the road chooses you.
14. Control (fastlane superCharger) : Control your financial plan as this refers to the Commandment of Control. Engage in an organization that you fully control, from pricing to marketing to operations.
15. Have (fastlane supercHarger) : HAVE what others NEED and money will flow into your life. Instead, focus on what attracts money, and that is a business that solves needs. Money comes from providing value. Cast aside selfishness and seek to HAVE what your fellow man WANTS
16. Automate (fastlane superchArger) : The best passive-income money-tree seedlings are money systems, rental systems, computer systems, content systems, distribution systems, and human resource systems. The key to automation in any business lies in these seedlings.

17. Replicate (fastlane superchaRger) To impact millions, you must be on a field capable of affecting millions
18. Grow (fastlane supercharGer) : Grow your business by treating it multi-dimensionally, like a game of chess. Build a brand, not a business. Treat customers like your boss and reposition complaints 313pART 8 — your speed: accelerate wealth to opportunities. Listen to the world as they offer the best directional clues. Resist commoditization. Differentiate yourself from the competition. Get above the noise. Focus on one business and one business only.
19. Exit (fastlane superchargEr) : Full passivity accomplished by a money system is one Fastlane destination. Money systems are best funded by liquidation events of massive asset values. Know when it's time to liquidate your assets, transforming paper money into real money. Know when it's time to get off the horse and learn to ride a new one
20. Retire, Reward, or Repeat (fastlane superchargeR) : After liquidating your asset(s), Retire or Repeat. Regardless of which, Reward yourself for milestones

*The Fastlane road trip isn't a destination but a personal journey, and that journey becomes your life and your process. You will discover that that journey is worth living as long as your dreams are alive and have probability. It doesn't matter where you start, but how you proceed*

No Real estate

No Affiliate Marketing

### I SHALL . . .

1. Not dismiss “Get Rich Quick” as improbable.
2. Not allow the Slowlane to bury my dreams.
3. Not allow Slowlane prognosticators to contaminate my truth with their dogma.
4. Not ordain the Slowlane as *the plan*, but let it be *a part* of the plan.
5. Not sell my soul for a weekend.
6. Not expect nor seek a chauffeur to wealth.
7. Not trade my time for money.
8. Not put time in control over my financial plan.
9. Not forsake control over my financial plan.
10. Not demote time as abundant and effervescent.
11. Not assign faith to events, but to process.
12. Not take advice from gurus who preach one roadmap, while getting rich using another.
13. Not use compound interest for wealth, but for income.
14. Not disrespect the passivity of a dollar.
15. Not cease learning at graduation, but start it.
16. Not impose the burdens of parasitic debt into my life.
17. Not play on Team Consumer, but switch to Team Producer.
18. Not dismiss the plausibility of my dreams.
19. Not chase a path of money, but a path of need.
20. Not fuel my motivation by love, but by passion.
21. Not focus on my expenses, but on my income.
22. Not pay myself last, but first.
23. Not do what everyone does.
24. Not trust everyone, but allow trust to be proven.
  
25. Not relinquish control over my business.
26. Not hitchhike, but seek to drive.
27. Not operate within limited scales and in tiny habitats.
28. Not dishonor the horsepower of my choices.
29. Not swim as a guppy in a pool, but as a shark in the oceans.
30. Not consume first, but produce first, and consume later.
31. Not engage in barrier-free or entry-weak businesses.
32. Not invest in other people’s brands, but in my own.
33. Not give credence to ideas, but to execution.
34. Not forsake my customer for other stakeholders.
35. Not build a business, but a brand.
36. Not focus my marketing messages on features, but benefits.
37. Not be a polygamist opportunist: Focus!
38. Not engage my business like checkers, but chess.
39. Not live above my means, but seek to expand my means.
40. Not live without the insurance of financial literacy.