

ON BEING A BILLIONAIRE

*How to Think and Act Like the
Richest People on Earth*



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On Being a Billionaire

**How to Think and Act Like the Richest People on
Earth**

Mark Victor Hansen, James Skinner, and Roice Krueger

**“On Being a Billionaire” looks at the BIG thinking
and BIG philanthropy of self-made billionaires.**

**Give this book to anyone you know who likes to
think BIG!**

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The Authors

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NOTE: Ideas That Can Change Your Life™ is a collaboration of three of the world's most amazing authors, speakers, and thinkers. The first person "I" may refer to any of the authors.

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Billionaires Don't Think the Way Other People Think

They think wild and over the top!

Howard Hughes

Howard Hughes is as famous for his eccentricity as he is for his wealth. In 1909, his father invented the two-cone rotary rock drill bit that went into the ground and pulled out oil. It revolutionized the well-drilling process.

As a teenager, Hughes inherited about 75 percent of the family fortune when his parents passed. He said that he wanted to do other things.

Do you know what he did first? Movies. He went to Hollywood and had the time of his life.

Next, he got into aeronautics and aviation. He created the world's largest wooden airplane, the H-4 Hercules, nicknamed the *Spruce Goose*, which is now owned by the Evergreen Aviation and Space Museum. If you go to McMinnville, Oregon, you can get inside of the Spruce Goose, and the chairman of the company has even flown it.

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There is a great movie from 2004, *The Aviator*, in which Leonardo DiCaprio plays Howard Hughes. Leo is a short man, but in this movie he comes off larger than life, just as Howard Hughes did.

How did Hughes do that? Why was he able to be wild and crazy? How could he be so eccentric and still build a billion-dollar business? Because he didn't focus on what other people thought. He focused on himself, his own dreams, visions, and aspirations of possibility.

Hughes created and followed an important business principle: MSI, or Multiple Sources of Income. With just one source of income you have a job. JOB is an acronym that means "Just Over Broke," but we want you to have a real MBA (Millionaire's Bank Account) or a BBA (Billionaire's Bank Account).

Howard Hughes made the MSI principle work for him by creating multiple businesses over time—and they all worked!

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Hughes had the Midas touch, so to speak. We want to talk about the Midas touch in the best of all possible ways so you get to use your success to become a grand humanitarian.

All the rich people I know make a list of all the outcomes they desire. It helps to draw a picture of where you want to be at the end result to show where we want to go and how we are going to get there.

In *The Aviator*, DiCaprio as Hughes draws what he wants his airplane to look like, then he touches it with the sort of elegance that Katherine Hepburn (also a character in the film) embodies. You see through his drawings that Hughes thinks BIG. His dream is transcontinental flight. Everyone back then said that flying coast to coast was a pipe dream; nobody believed, but Hughes did.

Remember, 1906 was the year the Wright brothers first flew a few hundred feet, and only a few years later there was Hughes, planning to fly coast to coast!

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He started taking people and cargo in his planes, and then he said, “We are going to have an airline that wraps around the world!”

That’s what BIG thinkers do: They literally create the pictures of where they want to go.

Howard Schultz

Howard Schultz is another billionaire we can learn from.

As of July 2007, he has over 14,000 Starbucks. When he bought the company originally, he funded it himself. How did he fund it himself? He had insanely outrageous profits.

When we were kids, you could get a cup of coffee for less than two bits, 25 cents. So now you have two bits’ worth of coffee, and Schultz is selling “Frappuccino Decaf Grande” for, say, \$5.50—the price really just depends on where you are in the world.

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So with this business, the hard goods cost at the most a quarter. Boy, is that a good markup! What is he really selling? He is not just selling a cup of coffee; *Shultz is selling the experience* in the highest transformational context.

Everybody wants to go to his place because it is comfortable, it is exotic, and it has Wi-Fi. He is inviting you in and selling you the experience. Since 1987, the company has grown from six outlets in Seattle to more than 8,200 stores internationally. It looks like Starbucks is going to go public, and in the process it will go from 14,000 stores to 40,000 stores. Now is that BIG money or small money?

Ed McMahon

Ed McMahon and I are good friends. You might know that in the U.S. he was on the *Tonight Show Starring Johnny Carson*.

What I can tell you about all the great billionaires is that they give before they get. Ed McMahon gives to charity quietly. He called me up and said that he wanted

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me to come to an event. Mickey and Minnie would be there, along with Sugar Ray Leonard the boxer; Rosie Grier, the great football player; the world's top kickboxer; and many other interesting people. Ed told me he wanted me to give a book to absolutely every indigent child in LA. When he was young, Ed didn't have enough money to buy a bicycle and nobody would let him work to earn one. So Ed brought 800 bicycles to the event, one for each of the kids he thought would show up.

Ed said to the kids, "I'm Santa Claus's friend, and he asked me to give you these gifts." It just makes you want to cry, it was so generous.

Then all of a sudden the curtains parted and Ed said, "Go pick out the gift of your choice," thinking there would be enough bikes, but there weren't enough after all.

Instead of 800 kids, 1,440 kids showed up!

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So Sugar Ray gave boxing gloves, Eddie Murphy and his wife gave out films of his, and I gave out books; and it was great fun for all.

The point of this is not only do givers give; they get all the other givers to give also. There is a limit as to what one person can give, but there is no limit to what you can get other givers to give. That's what we're trying to do with our books and seminars: expand the idea so everyone on earth can benefit.

Nido Qubein

My friend Nido Qubein started life in America by coming from Lebanon as a teenager with only \$50 in his pocket, little knowledge of English, and no personal contacts. He learned ten words every day by writing them on 3x5 cards. Nido has come a long way very quickly.

Now Nido has great fun. He was in a taxicab in Chicago recently, and the driver said, "You have an accent; where are you from?" Nido replied, "I am from

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Lebanon.” The driver then said, “No kidding? You are the second lesbian I have had in this cab today.”

Nido is so very funny. He and I go out of our way to see who has the best tie at meetings. He recently won the Horatio Alger Award. His alma mater, High Point University, voted unanimously for him to take over as president, and he has raised more money for the university in less time than you can imagine. His foundation gives scholarships to 48 young people each year, totaling over 600 to date. He has written numerous books; he is an active speaker and consultant, addressing more than 100 businesses around the world each year. He doesn’t just talk business; he lives it.

Nido is currently writing a book for my publishing company, *101 Wows at the University: How You Can Wow People at a College Campus*. I suggest to you that his campus will quickly become more famous than Harvard because of the way his students talk about all the wonderful things Nido does. He makes himself available to the students to consult with him. He teaches that free enterprise is the way to go in life. Nido has been a

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superb success, even beyond successful in our business, and I am so thankful to know him.

Billionaires figure out whom they want to meet and then meet them under favorable circumstances; then they permanently befriend them and meet with them on a regular basis. Billionaires end up doing lots of projects together.

One example: When Harvey Mackay had to have his hip replaced, he called me up and said, “I can’t make these three talks; will you make them for me?” I said, “If I am available, I will. I am yours. I know you would do it for me, and I will do it for you.” He said, “What do you want?” I said, “I don’t want anything; I’ll score for you.” Later on I did need him to score for me and come to one of my Mega seminars, and he was glad to do it.

Richard Branson

Most of the time billionaires hide from the media, but sometimes they don’t; and both ways work. For example, Sir Richard Branson, who owns Virgin everything, has 400 different Virgin companies now. He

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charges the most money ever, \$40,000, to stay at Necker Island in the Caribbean. I have been there, and all the stars go there; when I was there, Lady Di was visiting too. Branson owns a train that he says is going to revolutionize the train business and all of Europe, and he has privatized the train system.

Branson launched Virgin America in the United States in August 2007. Did the other airlines want him to come in? The answer is no! Are United and American doing their job right? No, they are being lazy, they are being indolent, and they are paying too much for their executives.

Billionaires like Branson, and others, who are hands-on guys, don't let the executives make 40 times more than the janitors.

What has happened in the crazy American airline business is that executives are getting golden handcuffs on the way in and out. Are these executives worth it? My opinion is they are not. But Branson is worth \$9 billion because he is creating the money.

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The title of Branson's book is an apt description of his philosophy: *Screw It, Let's Do It*.

Donald Trump

Billionaires are really into getting out there and getting their hands dirty, and they get things done. In Donald Trump's book his greatest frustration is that everybody thinks he is a great promoter. He keeps telling them that he has nothing to do with promotion; he just makes the best buildings. That is his franchise; he gets the highest rental value per square foot in New York by creating great buildings.

Walt Disney

Billionaires know that the mind creates all. It is sort of a kabala-type thought. In Walt Disney's case, he went bankrupt. His distributor stole Oswald the Lucky Rabbit, his first cartoon, because Walt didn't own the rights to it. He couldn't get them back. One evening he and his wife are sitting at home, and he sees a mouse running across the floor. He says, "That's it: I'm going to make a mouse that roars."

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To start off with, Walt Disney did all of his own animation, he was the voice of Minnie and Mickey, and he had to do everything himself. He kept going, and eventually he got his brother to work with him. His brother, Roy, is the financial guy and they went up and down financially. In October of 1923, Disney Brothers Cartoon Studio was established, with Roy and Walt as equal partners. At Roy's suggestion, the company soon changed its name to Walt Disney Studio.

Walt's brother would be pulling out his hair and then Walt would say, "Go find the money—I have to finish *Fantasia*." The good thing and the bad thing about animations like *Fantasia* are the same: Walt was 30 years ahead of the market. If you watch it, it makes sense now; but at the time it was released, it didn't make sense to those audiences.

In Florida, Walt Disney opened his theme park Epcot, which is an acronym that means Experimental Prototype Community Of Tomorrow.

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As the Walt Disney Company was designing Epcot, he hired the best people as consultants, including Ray Bradbury, one of the greatest science fiction writers of all time. Bradbury took a train out to Orlando, and he wrote up the themes for Spaceship Earth and the Orbitron.

I was at the opening of Epcot, and I went through the crafts exhibit and after that experience, for the first time, I grew all my own fruits and vegetables. Disney showed you how to save water, conserve water, and do things with plants that I had never seen before. If you grow vine plants at a 45 degree angle to the sun, they grow four times faster. I learned all that and more, because I went through Epcot.

I was wowed because Disney thought BIG and thought it through.

There is a Disney Hong Kong now. The Chinese want to go market first, politics second. The idea might seem small, but it is a critical idea. The Chinese watched what Gorbachev did in Russia with politics first and

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marketing second. It didn't work. The world works best on the dollar or whatever the currency of the realm is at the time.

Playing Big

So to become a billionaire, what do you do? You make a big promise and then you deliver it.

Another friend of mine, Hal Uplinger, is the guy who started with Quincy Jones on *We are the World*, then moved on to *Live Aid* with Bob Geldof. Right now we are planning the biggest telethon ever with Nelson Mandela. Can you imagine that? We are working with a major company, and I am not allowed to use their name yet because not everybody has signed on to it. The plan, though, is that we are going to charge everybody \$1 to let me interview Nelson Mandela. We believe we can get a millions of people around the world to give us \$1 to hear a live interview of Nelson Mandela. How many of you would pay \$1 to be on the telephone with Nelson Mandela?

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All the money is going to charity to get rid of land mines. Isn't that a cool way to fund such a project?

That is one example of my crazy and wacky ideas. If you are going to think, always think BIG!

Billionaires promise a lot and deliver even more. They say, "We are going to sell more of 'whatever' than anyone else has ever sold." Then they do it. And then they multiply that by ten!

Another friend, Jack Canfield, and I were having our tenth anniversary. He really is the best at celebrating success. It was just amazing; we had 500 or 600 people around us at the time. That is what you do when you sell more books than anybody: You have to have a party. Do you like to go to a good party?

Do you think we need to celebrate our successes and our victories more? Yes, we do! A lot of times we work so hard to succeed, and then we go on to the next success rather than codify it, dignify it, and share it with

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everybody else to inspire others to succeed. To say we had a great party would be an understatement!

After we finished celebrating at the party that night, our publisher took us out privately. Generally, he is...shall I say, parsimonious? This time he said, "What do you guys want?" and we all said, "We've never had a \$1,000 bottle of wine. That's what we'd like." Manfred was serving us at Michael Jordan's restaurant, so we said, "Manfred, what is your best wine?" It turned out to be a \$670 bottle of wine. It was a Rothschild, and I have never had such a wine before. It was like liquid silk and made my mouth glow for the entire night. It was a memorable way to celebrate. I am not at all advocating libation, by the way. But when it comes time for you to celebrate your success, I encourage you to think BIG.

The Next Level

Think big. Play big. Live big.

Think like a billionaire and you will become one.

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The world needs big thinkers like never before because we have big problems like never before.

We need people who are not afraid to dare. People who answer to no-one but their dream of how the world should be. People who can build a spruce goose, fly around the world, take the world's most hated rodent and turn it into the most loved character. People who can turn the mundane experience of a cup of coffee into a Frappuccino decaf grande. People who can wow the soul, give big, and love big.

We need people just like you to see the world differently and make it so.

Take on the persona of our favorite billionaire right now and see the problems and opportunities that confront you with their eyes.

The world can look different and be different in a heartbeat!

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With best wishes,

Mark Victor Hansen, James Skinner, Roice Krueger

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