

How The Rich Get Rich

by Donald Trump



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SPECIAL REPORT

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In 1987, my first book came out, *The Art of the Deal*, which is now considered to be a business classic. But most significantly, the very first paragraph of that book still rings true for me today: *I don't do it for the money. I've got enough, much more than I'll ever need. I do it to do it. Deals are my art form. Other people paint beautifully on canvas or write wonderful poetry. I like making deals, preferably big deals. That's how I get my kicks.*

Love what you do

Some things don't change, and I'm one of those things. I'm a firm believer that you have to love what you're doing in order to become eminently successful. Otherwise, the passion required for great achievement won't be there, and that's what you need. In other words, don't do it just for the money. That's not a good enough reason. It's a good reason, but it's not a good enough reason in itself.

Build your vision first

Money is a good foundation, but it requires more than that to build something of lasting value. You have to have a vision first. That vision is what will keep you going during the difficult times. I've waited for thirty years to see some things happen, and what kept me going is that I could see it happening, so I knew it was a possibility. Make possibilities become realities by using your imagination and being tenacious at the same time.

What does this have to do with getting rich? Everything. Being rich isn't just about numbers. They're a scorecard, but they're not the whole ballgame. Keep that in mind, and the big picture will begin unfolding for you. Rich people have often become rich because they've been able to think big, and despite hindrances and setbacks, they've kept their momentum and continued to move forward. They've learned to focus on the solution, not the problem. If they can do it, you can do it.

If you are going to think... Think Big!

If you're thinking big, all your problems will become smaller and smaller in comparison to what you're building. Remember, you've got your own blueprint to tend to. Whether you're planning to build a skyscraper or a beach bungalow, the same rules apply. It's your choice—take full responsibility and then go for it. No one else will do it for you. That's another thing rich people have learned—the buck starts with them. It's an empowering thought. So take that power and start applying it to yourself.

Even when I've experienced setbacks, my image of myself as successful and victorious never left me. I never allowed a poor self image to enter into my personal picture. I still felt rich. I knew I still had a lot to offer and a lot to do. I kept a rich mentality at all times, no matter what was going on. That's important for success, and sometimes it takes a daily effort, and sometimes it doesn't. We're all different. But I can tell you it helps a lot to have that kind of attitude.

Never give up

It's also a good idea never to become complacent. Stay on the cutting edge. That's not only one way to get rich, but the best way to make sure you stay rich. We've all heard about people who have squandered their fortunes, or have lost theirs by not paying attention to them, but sometimes it's just a matter of becoming lazy and losing focus. Don't let that happen to you whether you're an employee or an employer. It's called wasting time, and wasting time is wasting money.

Very often people think rich people don't have to do anything, or are always on vacation. Very often it's the opposite. I rarely take a vacation or even a day off. A lot of my wealthiest friends are the same. Part of it is because we are doing what we love doing in our work, but the other part is that we do our best to avoid complacency, knowing how eroding that can be, personally and financially. Being complacent is like being a couch potato. Do your best to avoid being one and you will go a long way to achieving the riches you desire.

Think rich and I'll see you in the winner's circle.

Donald J. Trump

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