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Mad About Money



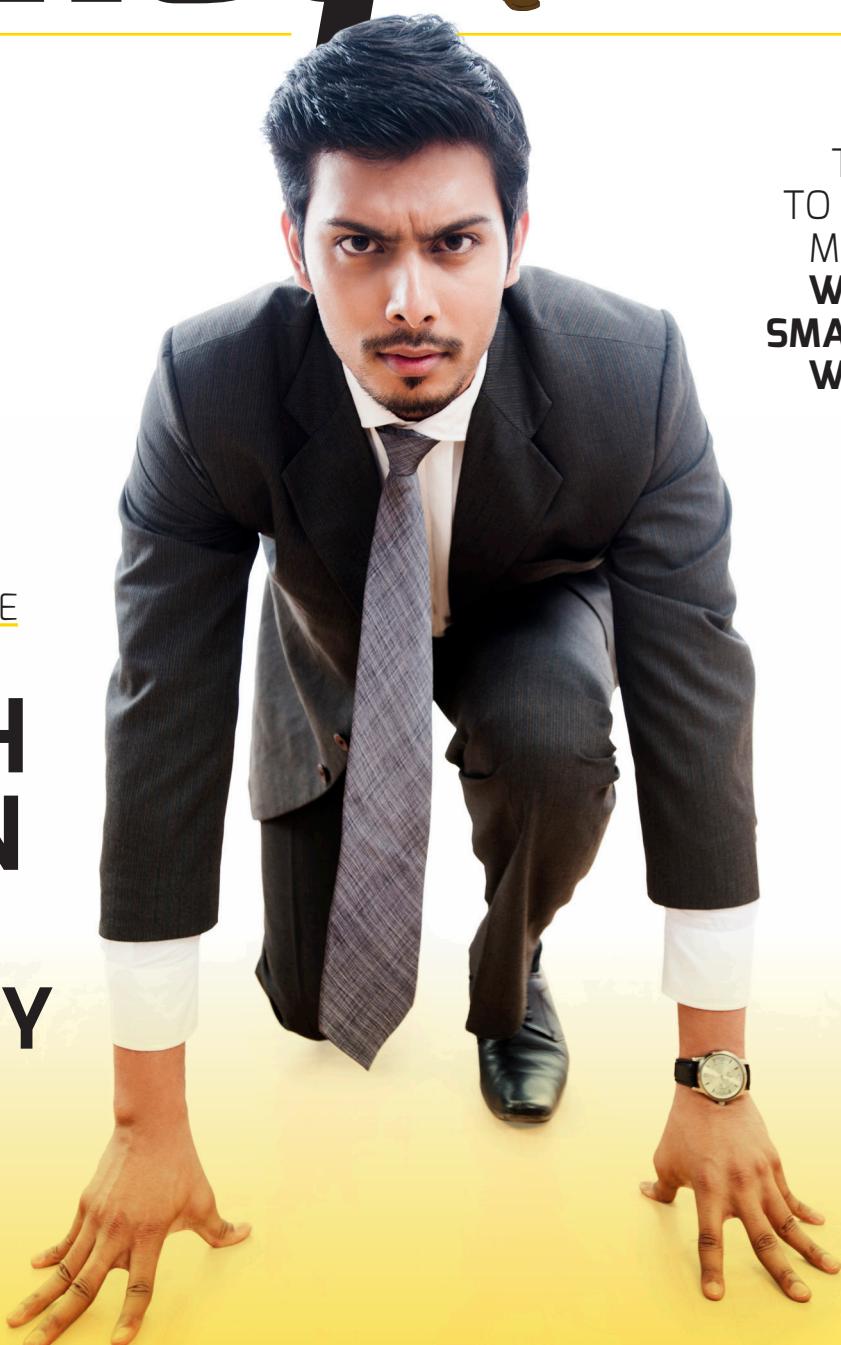
Being
STREET SMART
is better than
being study
smart

THE KEY
TO MAKING
MONEY IS
**WORKING
SMART NOT
WORKING
HARD**

Cover story:

AVERAGE PEOPLE HAVE
LOTTERY MENTALITY

**THE RICH
HAVE AN
ACTION
MENTALITY**



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The rich understand why it's wrong to
attach emotions with money or vice versa

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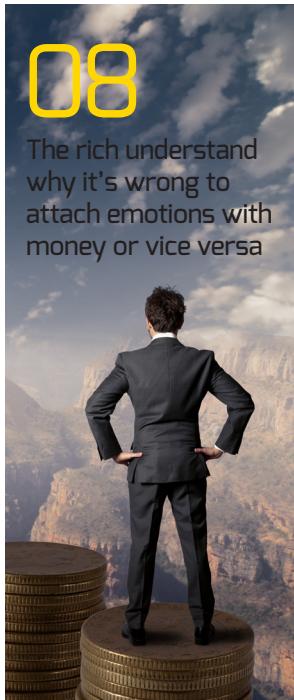
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Editor's Note



Failure is a part and parcel of life's journey and of any business venture that we may undertake. But if we know why we fail then we can take steps in future to see that we don't make the same mistakes again. I am a very successful entrepreneur today but I have had my share of failures. I have failed as an engineering student, I failed again as an IAS aspirant and then yet again after an initial successful stint as a loan agent. Having seen the lows in business, I feel I have some experience in dealing with failures and would like to share with you, my readers, the reasons why some people fail in business. Avoid these traps and you can defeat failure more easily.

Most people lose heart when they fail a couple of times and give up. To them every time they don't succeed becomes a failure. They don't see these as opportunities to learn from their mistakes and do better the next time. Edison, on inventing the light bulb, is believed to have said – I have not failed. I've just found 10,000 ways that won't work. Believing you have failed will invariably lead to more failures. So treat every failure as a challenge, practice your skills and win the next round.

Constantly coming up with excuses to cover up your flaws and faults is a sure fire way to going down in business and in life. You cannot hide behind your mistakes and expect to be absolved of blame and helped to progress in life.

Business is a team effort. It is only when everyone pulls his weight that the business prospers. Failures are people who want the glory for themselves when other people are putting in the effort. To avoid becoming a failure, learn to give credit where it's due and become a good leader and inspire others with your example.



Sachin Mittal



**AVERAGE PEOPLE HAVE
LOTTERY MENTALITY
THE RICH HAVE AN**



ACTION MENTALITY



"IF ONLY I COULD WIN THAT LOTTERY... LIFE WOULD BE ALL A BED OF ROSES." THIS IS A TYPICAL AVERAGE MENTALITY WHICH HARDLY TAKES ONE ANYWHERE.

Take a minute of your busy schedules and think why your life isn't the way you wished? Your friend achieved that millionaire tag, while you still seem to be chasing your dreams even after a lot of endeavors. Our minds speak several languages that either transforms us into beings creating magnanimous things in life or believe in 'staying content with whatever is achieved' theory.

So, let's highlight upon facts that make rich people different from the commoners in detail.

THE RICH VS AVERAGE CLASS – A MINDSET ANALYSIS

Some endless facts and reasons make the two classes of people distinct from each other. Here are the few essential points that will help us understand both the scenarios:

BELIEFS VARY

Rich people move forward with the belief - 'sky is the limit' for their aspirations and dreams, whereas the

average class suffices itself with fewer assets they achieve their goals as. It is their individual beliefs that make them as two different souls on the same planet.

"I always knew I was going to be rich. I don't think I ever doubted it for a minute." - Warren Buffet

ACTIONS SPEAK LOUDER THAN THE WORDS

Second, most important belief, which makes the rich ones take a leap ahead than the middle class is the way they address risks and challenges. How? In the case of the rich, 'actions speak louder than the words.' They believe in taking actions and are confident of it. They work accordingly right from the start till they win. Their goals aren't prioritized basis their needs, but desires. Hence, they stay rich forever. On the contrary, the average class seeks 'security' more than 'growth.' They will do everything and anything to retain their security. This happens because they live their life

in fear. What if there is no money tomorrow? What will they do and how will they manage things? The middle class follows a 'constrained' environment of thoughts, which triggers their pathway towards failure. Living life with the fear of losing everything is their biggest weakness.

ATTITUDE TOWARDS LIFE IN GENERAL

The third most important fact that differentiates the rich from the average is their attitude towards life in general. The rich people earn money by pursuing their passion. They do it with their eyes open and whole-heartedly and surely achieve goals in life of living a good and luxurious life. On the other hand, the average people earn money by doing things they hardly love. Most of their financial plans surround notions like for example, reacting emotionally on money matters, and that they can win a jackpot without even trying to play it, so on and so forth.

BOTTOM LINE

So, if you harbor negative thoughts about your situations and cry for things you weren't able to achieve, life will surely knock you down or move downwards. But, if you keep a positive outlook and carry on your actions staying positive, everything will seem just the way you thought it to be. Thus, a valid justification for why rich have an action-oriented mentality and the average have lottery mentality to follow the right path and keep up your spirits high to enjoy the best in life leisure.

HOW TO GROW UP & GET RICH

This month's tip

Start Saving Early

The habit of saving money should not be initiated after you get a job. Rather saving is a habit one can actually start anytime- from a piggy bank to even a children's joint account with their parents.

The parents need to start talking about the value of money and its proper utilization from a younger age



Being street smart is better than being study smart

Bookish knowledge helps you learn the lessons of the past. But does it prepare you for the ever-changing future? We don't think so!



DOES OBTAINING A HIGHER EDUCATION DEGREE HAVE ANYTHING TO DO WITH GETTING RICH? WHEN YOU LOOK AT THAT SHINY EXPENSIVE BENTLEY DRIVE PAST YOU, CHAUFFEURED BY A SUITED WHITE-GLOVED MAN WITH A RICH BUSINESSMAN IN THE BACKSEAT, DON'T YOU WISH YOU WERE THAT MAN IN THE BACK SEAT? ARE THEY ALL HARVARD OR OXFORD GRADUATES? ONE THING IS FOR SURE. THEY ALL DREAMT BIG AND KNEW HOW TO ACHIEVE THEIR DREAMS..

Well, dreams do become reality, and the only way to make it happen is to be passionate and determined.

How? Here is some smart advice for you to consider:

Street smart vs. study smart

Usually, when you dream of making it big, you scout means and ways and take suggestions from your parents, friends, and your surrounding network. The first thing they would suggest is to get yourself the best college degree you possibly can. "Go to Harvard Business School or Oxford if you want to make it big. Otherwise, you will always be a slave" ... is something that has been taught all throughout your childhood. Isn't it? Well, it is true, to an extent. But let's see how many of the Harvard and Oxford pass outs have become a "Steve Jobs" or a "Bill Gates"? Well honestly speaking, none. It has been observed that it takes more than just a college degree to join the billionaires club. You need to have the knack for making money, determination, and knowledge. Above all, you need to be passionate about it. No college will teach you this; it is something which is part of your character, your DNA. Being street smart is better than being study smart. Not to disappoint you, but there are more unemployed around the globe with good degrees than the ones with basic education. Anyways,

bookish knowledge never translates well into real life.

Education is a must. Degree? Not really

The important thing is to choose your goal and gain as much knowledge as you can about it. You don't need a Harvard degree for that. Know the best practices, catch hold of the trade secrets, and learn the tricks of the trade to accomplish what you've aimed for in life. Be passionate about it and soon you will realize that you have become a magnet to success and wealth. Bill Gates, although a college dropout, was extremely passionate and knowledgeable about his work. His dream of revolutionizing the world of computers, and will to make it real, is what made him the man he is today. He made the brand – Microsoft – a household name, and became the world's wealthiest person, without earning any high profiled college degree. Today, all the Harvard and Oxford graduates work for him.

Out the door experience vs. behind the door experience

Bookish knowledge helps you learn the lessons of the past. But does it prepare you for the ever-changing future? We don't think so! Knowledge

gained behind the doors can never expose you to the changes and advancements happening around the world. It can never give you the taste of the challenges and hurdles you could face and how to handle it while you're at it. But if you enter the world from an early age, you will learn and experience the flavor of success, failures, stagnations and various other situations, in real-time. There is learning here. Education will remain a significant part of everyone's life. Schools are a must, for everyone. It is what you choose, thereafter, is what will help you write a new chapter of your life. So choose wisely and soon you will find yourself sitting in the back seat of that Bentley.

MONEY MATTERS

And it matters to every person working hard to earn it. Whether it is a multi-million dollar rich businessman or a manager in the corporate firm, they all dream of multiplying their wealth each day. The rich still have their way when it comes to getting wealthier; it's the less affluent who struggle to make it big.

Enjoying the luxury of financial freedom at 30... not 80





that said job, till you have a reasonable amount in your bank account to retire comfortably. But where is the financial freedom in this scenario? Why do we have to achieve that only when you're eighty years old?

RELATIONSHIP BETWEEN TIME MANAGEMENT AND WORK

In order to achieve the said financial freedom at a MUCH younger age, where one can actually enjoy the benefits, you should actually be clever about the relationship between time management and work. Debt is something everybody tries to avoid. The most common type is because of student loans and honestly, people especially students don't have a choice. In today's day and age, the cost of good quality education comes at a high price. So if you are in debt, the first thing on your agenda should be to get rid of it. In the fastest and earliest way possible. If you're a college student and struggling with a mountain of debt, taking up the waitressing job at the local coffee shop isn't going to help you financially. On the other hand, the timings might be flexible enough for you to study for your tests and exams. Here's where you should be smart about it. Working at the café is going to help you during your semesters but during the

The words 'financial freedom' isn't something that people exactly understand the meaning of. On the other hand, the word 'debt' strikes unease and to some extent fear in people's minds. So why does this happen? Making people financially literate can solve this problem..

For many generations, people have encouraged children to study hard, just so that they can become doctors or engineers. Why is this? Because these two jobs provide immediate hiring as well as security; security in the sense, if you're fired, it's not going to be very difficult to find another job.

PARENTS ARE BECOMING AWARE, BUT THE CHANGE IS EXTREMELY SLOW

But there has been a divergence to this tradition. People, though still a very small percent of the population, are giving their children free will to pursue what they dream to do. Parents are becoming aware, but the change is extremely slow. So the rule of the world is basically to study till you land a good, paying job. Then you work at

summer? Not so much. So your summer should be utilized by searching for a slightly higher paying, better job, related to your major. That way, you earn as well as gain the experience. Adding said experience will definitely be a bonus to your résumé. It's a win-win situation really.

DON'T EXCHANGE MONEY WITH TIME, BE SMART ABOUT IT

So don't exchange money with time, be smart about it and try to come up with ways in which you can be benefitted at the same time. So thinking and planning ahead allows you to enjoy the luxury of financial freedom at maybe age thirty, instead of eighty. Making time and money work for you is one of the passive sources of income. So the bottom line is, making time and money work for you is the best way to go about life, instead of it being the other way around.

TIPS FOR FINANCIAL FREEDOM

Today's Tips

Expand Your Income Horizon

If you are too fearful to take risks and quit your job for a start-up, try to utilize the money you have in a smarter way. Do thoughtful investments in shares or properties which can bring you money faster and with little effort, besides your regular salary at the end of the month.

Team Work Matters

If you are aiming for financial freedom and has a family, your spouse also needs to think likewise. As a team, you need to work out on your financial gains and expenses to reach towards financial freedom



THE RICH UNDERSTAND WHY IT'S WRONG TO ATTACH EMOTIONS WITH MONEY OR VICE VERSA





Balancing your money is the key to having enough.

- *Elizabeth Warren*



With almost everything surrounding money, emotions play a significant role in the lives of people whether belonging to a rich society or those living a middle-class life. While the rich focus on the fact that emotions should be kept at bay, the middle class often stress themselves over both emotionally and mentally in the urge to acquire more money. So, how should you be handling such situations? Let's discuss what each category of people thinks on this for a better understanding.

EMOTION VS. COMMOTION

Wealthy people have a strong sense of financial intelligence that helps them crack every milestone time and again. They take their financial decisions keeping emotional distress aside, as according to them it does no good in their

journey to become rich. "Balancing your money is the key to having enough." Elizabeth Warren

The middle class, on the other hand, behaves in just the opposite manner. A typical average class person usually tries to gain more sympathy for his present financial state from others. However, even if sometime in their lives they earn an astonishingly large amount of money, they may not know how to handle it. Their emotional side becomes a lot more active, and that is why they fail to earn the monetary wisdom, which the rich have in plenty.

MONEY MANAGEMENT - CHILDHOOD INHERITANCE

Individuals, irrespective of their class inherit thoughts about money from childhood. How you saw your parents managing finances when you were a kid, will lay a foundation for how you may handle money in future. There lies a huge gap between what beliefs the poor people impart to their children and what

does the wealthy lot do to inherit their philosophies and strategies on wealth creation to the children.

DON'T LET MONEY CONTROL YOUR LIFE

It is a fact that money makes our life easy and convenient to handle. With money, you can have easy access to all the things you have ever wished. The affluent class strives to manage money better because they understand the importance of wealth in their lives. This is why they don't rest their financial goals on emotions and play a safe game. Thus, it should also be understood by the average class that

earning money isn't the only thing they should do to become rich. To become rich, foremost things to exempt from their lives are emotional tantrums they often throw at the cost of earning money.

MORE THAN EMOTIONS – IT IS YOUR VIRTUE THAT WILL MAKE YOU RICH

Follow your virtue, and soon you will see tables turning in no time. The path of becoming rich comprises of right attitude, will in achieving your goals, zeal to take up risks, trials, and nonetheless strong and positive attitudes that will bring your dreams come to life.

LIFESTYLE OF THE RICH AND THE SUPER RICH

So, if you are aiming for the lifestyle of the rich and the super rich, don't get hassled by the investment market. If you can't afford the rich man's ways now, you can definitely adopt their ways. All you require is perseverance, the right knowledge and good advisors on board.



HOW DO THE RICH BECOME RICH AND WHY DO THE OTHERS REMAIN POOR?

What is it about the rich that is different? It is their perspective on life and their attitude to problems. They look at each problem as an opportunity and dive right in to achieve their dreams.



The rich act, the ordinary procrastinate

The rich believe in acting immediately. The others magnify the difficulties they see and are afraid that they will fail so they put off action.



The rich are gamblers, the ordinary play safe

The rich are fearless, they are ready to take on risks. The ordinary are worried they may fail and are not comfortable doing anything that is not a sure shot thing.



The rich think ahead, they have big plans

The rich believe that if they think big, have big dreams and go all out in their actions. The ordinary look at the immediate future.



The rich are passionate about their work and goals

The rich are determined to achieve what they set out to achieve. The ordinary have no great commitment or perseverance.



The rich aim for success, the ordinary are satisfied as long as they don't fail

The rich are focused on success. The ordinary have no drive, they hope fate will help them, they do not want to put in any effort.

So which do you want to be - rich or ordinary ? Make a decision, now. Change your mindset today and adopt the attitude of the rich so that you too can join the ranks of the wealthy.



WHAT IF THERE IS NO MONEY TOMORROW? - THE COMMON FEAR OF THE AVERAGE CLASS

The middle class is constantly plagued by fears of money running out suddenly. The rich have more than they justifiably need and the poor have so little that, for them, it is not worth worrying about.



Yes, it is very frightening to think that you have no more money, your credit cards are maxed out, your EMI's are due, school fees, club fees, wages for home-help, groceries, etc have to be paid for.

YOU DO NOT BECOME POOR AND MONEYLESS OVERNIGHT

But except in a major global or national financial crisis, you do not become poor and moneyless overnight. It takes time for your financial resources to dwindle down and hit rock bottom. So don't wait till you have your back to the wall – start protecting yourself from the start.

THE BEST PLAN IS TO KEEP AN EYE ON YOUR FINANCES RIGHT FROM THE BEGINNING.

This way, you know how much you have in reserve at any point of time. If you find that your money is getting depleted faster than you want, then it is time to take stock and figure out what to do now. You have to get into what is called financial survival mode. The first step is to calculate your

income, expenses and debts like, loans, credit cards, etc. Prioritize your expenses and debts and pay the crucial ones – those that are absolute necessities (EMI on house/car, school fees, electricity, water, basic food, insurance, tax).

RUTHLESSLY CUT OUT UNNECESSARY EXPENSES

Next, ruthlessly cut out unnecessary expenses such as gym/club membership – go for a run, exercise at home or in the park -cancel your 2nd mobile connection, if you are living in rented accommodation, try and shift to a less expensive one, give up using the 2nd car, use alternate transport – bus, metro, walk where possible, besides saving money, this will also improve your general state of health and well-being. Stop eating out, cook at home, it's cheaper. Reduce electricity bills by switching off lights, fans, electrical appliances when not being used. There are many more ways you can find to cut down your spending.

Finally look for ways to earn money. Forget your ego, take up a 2nd job, it does not matter if you are over-qualified for it; it will bring you the money that you desperately need. You can make and sell handicrafts – online retailing is a good option. If you have extra space/

rooms in your house think of taking in paying guests or tenants – register with organizations like Airbnb, Stayzilla which help travelers find places to stay.

LOANS WILL ONLY ADD TO YOUR LIABILITIES

Taking a loan to help you tide over a financial crisis is not advisable – it will only add to your liabilities. Borrowing on your credit card is just as dicey – it will come back to bite you when you least expect it. But, if in spite of all your measures you still end up on broke-street, remember that **hardships strengthen your character, they make you rethink your priorities and restart matters from a different angle**. It teaches you to be grateful for what you had and to be careful in future. In times of financial trouble you know who your true friends are and you get to know your capabilities and talents.

So stop worrying about running out of money – take steps to ensure that you don't and if you cannot do that, for whatever reason, then see it and use it as an opportunity to become a stronger and better human being.

RULES FOR CHANGING YOUR MONEY MINDSET

Rule 1

Savings Doesn't Make You Rich

The scarcity of money is the reason why throughout our life we always intent to make big savings. Accumulation of money for a certain time is a stereotypical money mindset. Rather invest in shares, properties or mutual funds- where with little effort you can actually multiply your money

Rule 2

Check Your Expenditures

A monthly budget plan helps you to check your expenditures and delivers you certain in hand cash at the end of the month. Whenever you tend to spend money for anything beyond this budget plan think twice "Is it really necessary?" This way you can actually curtail your spendthrift nature.



THE RICH don't rest on their laurels

The very thought of you getting up in the morning and finding yourself surrounded by immense wealth surely seems like a beautiful dream. People who fancy becoming rich and dream of living a lavish and luxurious lifestyle are either actually living it or working towards it.

The very topic here has the answer to all your queries "The rich doesn't rest on their laurels." It means, with rich becoming richer, only one protocol is the key to their success and that is, "do not cease efforts even after achieving the goal." In conclusion to the above statement, let's take a comparison between the ideologies of the poor and the rich people.

Rich people ideology

Rich people are constantly working towards exploring new avenues of growth and finding new ways to hone their money making skills. They keep striving towards making their lifestyle better than before and adding bigger and better assets in their kitty. The rich would put emphasis and all their focus on maximizing their assets which are of high value and do not depreciate or become liabilities. The rich are not born with the expertise of generating wealth. Although they do inherit a large piece of their fortune from their predecessors, they learn and polish their skill to manage their wealth, maintain it and then multiply it eventually.

Poor people ideology

The poor seem pretty satisfied with what they



SO WHAT ACCENTUATES A RICH MAN'S EFFORTS OF BECOMING RICH AND WHAT FAILS A POOR MAN'S RIGOR OF FULFILLING THE DREAM OF BUILDING A FORTUNE?

have achieved and just end their peril there. It never strikes them that if they continue to work on the wealth upscaling techniques, their fortune will multiply two-folds. The problem is that the poor man has a horse vision, and will only see what is in front of them. They are often scared of exploring new horizons because of the uncertainty involved. They lack the vigor and the knowledge to expand their assets and build a fortune for themselves and their generations to come. **The only thing that stops the poor from achieving their goal is their thinking - 'more is bad,' whereas, the riches follow the mantra of 'more is less.'**

How to behave like the rich?

There is nothing in this world that comes for free or comes easily. But then, there is nothing that one cannot be achieved. A simple change in attitude and perspective towards life can help you achieve your goal. So here are few Ideas that may be helpful:

- Think like a rich man, and to do so be part of the rich man's club. It will broaden your reach and horizon...
- Meet people who have gone through phases you are in at present and share your experience with them and vice-a-versa. Visit online or offline seminars, webinars and try to study things well before making any investments for earning profits.
- Buy small assets instead of planning for bigger ones with fewer finances.
- Avoid big loans to relieve the stress of repaying them.

To overcome your wealth building challenges, firstly avoid shortcuts because there are none, and never build your dreams on false beliefs. The science of becoming rich is to educate yourself, always think big, and try to move beyond boundaries to achieve your goals. Making right decisions at the right time and most importantly being an opportunist is the solution for becoming wealthy.

RISK AVOIDANCE MADE SIMPLE

Construct a Strong Financial Portfolio

Seek advisors help to layout a suitable investment plan for your business model keeping your financial agenda and goals in mind. The entire process involves a bucket full of mathematical calculations that would conclude profits and returns on your invested money for future purposes. On the contrary, for businesses that are already in the investment pool and wish to enjoy more monetary gains on their investments, it is time for them to get their investment plans revised to stay up-to-date with their competitors. Consult a financial advisor who would direct you in the right direction and get the ball rolling



**Your credit score
is not an indicator
of your income or
bank balance**

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YOU HAVE THE POWER TO MAKE A POSITIVE CHANGE, AND YOU CAN START UTILIZING THAT POWER AS SOON AS NOW. FORMING GOOD FINANCIAL HABITS IS THE REAL “WEALTH,”

MINUS TO CREDITS - PLUS TO WEALTH

In case you are looking at improving your financial situation, wait for a salary hike or higher revenue in your business. Instead of depending on your credit score to improve your financial situations, cultivate good financial habits to improve your financial circumstances. You have the power to make a positive change, and you can start utilizing that power as soon as now. Forming good financial habits is the real “wealth,” and you can buy just about anything you wish. Learn the techniques of saving money and making the right investment choices. It will improve not only your wealth status but also your ability to stay off debts and increase your purchasing power. You will automatically get the best score amongst the banking institutions.

So don't keep praising your credit score because your life will be much better without it. Discard all debts, save money and pay cash. Do that, and you will be well on your way towards building wealth—not your credit score.

YOUR CREDIT SCORE IS AS GOOD AS YOUR DEBT SCORE

Alas, your credit score is not an indicator of your good income or strong bank balance. It just tells you whether you are reliable enough to lend money to and your ability to pay it back. That's about it. In simple words, no need to celebrate. Your credit score is as good as your debt score. To understand how credit score measures up, here is the calculation:

- 35% of your score is based on your debt history.
- 30% is based on your debt level.
- 15% is based on the length of time you've been in debt.
- 10% is based on new debt.
- 10% is based on the type of debt.

In other words, stay in debt for as long as you can. How ridiculous is that?

INCOME IS A MINUSCULE PART OF THE EQUATION

Also, even if you are rich but make bad financial choices, or delay in repayments negatively, it will impact your credit score. Since credit depends on so many different factors, income is a minuscule part of the equation.

The best plan is to pay off all old debts and not open any new ones. Then perhaps you'll become debt-free. Relieve yourself from all credit cards, car and student loans, etc. And one fine day you'll knock off that last burden on your shoulders - the mortgage. As a result, your credit score will become “indeterminable.” This is great news! Through this technique, you can save a ton of money, and you're able to pay in cash for all purchases. With this, you don't need a credit score, since you don't plan on using credit! Doesn't this sound great!

A good credit score takes you places. You will find banks running after you, providing premium services, cards, and higher loans even if you don't want them! But on a serious note, it takes you notches higher in eligibility with financial institutions, and it has nothing to do with your income.



Middle class mentality feels superior by looking down upon the rich

Among many it is considered rude to think and talk about money. Being not so rich is actually seen to be a desirable state and our middle class mentality feels superior by looking down upon the rich and successful. Here are some reasons as to why we, in middle class Indian households, don't have sufficient money or savings. And what we can do to build our fortunes.

1

Continuing to live with parents

We tend to stay on in the family house even when we start earning thinking it saves money. Actually we shut ourselves off from potential opportunities.

2

Lack of financial literacy

We learn how to manage our household expenses basis our incomes. But we do not try to play the market and look for alternative routes to make money.

3

Belief in and dependence on political will and ability

We believe that politicians and the government will create jobs and feed the hungry hordes. And we wait in hope that we can then make money.

4

Apathy towards money and financial situation

Our typical middle class outlook makes us turn our face away from money. We pretend it is not part of our life so we do not try to manage it.

5

Ego problems regarding “suitable jobs”

We have a lot of false pride about the kind of jobs we should do and so miss out on opportunities to make money.

So change your attitude. Throw out your old-fashioned beliefs about money. Start earning, making money and enjoying life. Money is not evil – it is essential and makes life a lot easier for us.

Being a millionaire isn't difficult if you know how to prioritize your needs

When it comes to earning wealth, a foremost thing that you should keep in mind is to stay focused on whatever you plan for in life. We briefly present here how well you can build your financial status without worrying much.





Investment plan that gives maximum returns

Use your wealth in a way that it can make you wealthiest in future.



Clearing debts is the principal thing to do

Debts have destroyed many people's dreams of becoming rich. Hence, it is essential you keep a close eye on your existing debts and reduce them to zero as soon as possible.



Make a plan for multiple investments

It is good if your invested money has brought in immense profits to you. But, depending on just one type of investment for future monetary benefits isn't enough.



One sacrifice can make a better tomorrow

Today, you might have to sell your fancy and luxurious car to start up a new venture. But tomorrow you may be able to buy things that you never imagined to own proudly.



The key to making money is

**Working smart
not working hard**



HAVE YOU EVER WONDERED ABOUT HOW OTHER PEOPLE BECOME RICH IN VERY LITTLE TIME WHILE YOU KEEP WORKING LONGER HOURS AND DON'T MAKE HALF AS MUCH AS THEY DO?



This happens to most of us. We think that the harder we work, the more we will get and become rich. But that is not so. The key to making money is working smart not working hard or working for a longer time. What you need to do is to be thoughtful with your time – be more productive but less busy. Don't let work take over your life so much that you have no personal time nor should you allow your work to suffer because you are giving excess importance to your personal needs. You need to get a proper work-life balance which means less time given to work but working in a way that increases your work-efficiency and your income – in other words more money than you are making now but by spending less time

than currently. What is the secret of this you ask. So here it is – what you need to do to be able to do this:

► **Get help:**
Get help if you find you are unable to cope with your workload. Hire someone to do the boring, routine work so that you can use your time to do the more challenging part which will bring in the money

► **Know your worth:**
Know your worth and charge according to the value of the work you provide. Do not undersell or shortchange yourself. If the client/buyer respects and appreciates your work, there should not be any objection when you raise your fees.

► **Work odd hours:**
– when there is less distraction, less interruption and when you can work at your peak efficiency

► **Avoid extra - demanding clients:**
– they work you to the bone and are never happy

and you spend too much time doing unproductive work. Take on clients who are reasonable about work and time pressures.

► **Follow the 80/20 principle**
– 80% of your income must come from 20% of your time. Work for clients who pay more. Sell products that bring in greater profits. Don't waste time on what produces minimal income in spite of maximum time and effort.

► **Save time:**
Group and complete similar tasks together so that you save time on them. See if anything can be repackaged or refreshed with minor modifications. Leverage your current offerings into something that can earn a higher income

► **Stop offering freebies**
– charge for whatever you provide and charge what you are worth. Use your unique skills to bring value to the client but ensure that you are being paid for your services

► **Manage your time better:**
Finally, manage your time better, more efficiently so that you are more productive and can earn more in less time.

Successful people work smart and have time for pursuing their personal interests. It makes it easy for them to focus on their work and hence increase productivity which in turn helps them finish in less time. If you want to join the ranks of the wealthy, then start working smart and soon you will find yourself with more money in your hands and more time to devote to your family and your own interests.



Reasons why some people fail in business

» AVOID THESE TRAPS AND YOU CAN DEFEAT FAILURE MORE EASILY

01

Failures do not have faith in themselves – they believe in “failure”

Most people lose heart when they fail a couple of times and give up. Treat every failure as a challenge, practice your skills and win the next round.

02

Failures under-promise and over-deliver

This is considered to be a fool-proof plan – promise less and keep expectations low, then over deliver and get praised for it. But over time people see through this strategy and you end up with disappointing results, i.e. as a failure.

03

Failures rely on excuses to get out of a tight corner

You cannot hide behind your mistakes and expect to be absolved of blame and helped to progress in life. Take responsibility, correct your lapses and work hard to make a mark in whatever you are doing.

04

Failures do not go the extra mile nor do they find a unique way of doing things

People fail because they do only just as much as is required, they are not ready to do a bit more which can actually pay them rich dividends. To be better than others you need to do things differently.

05

Failures want to hog the limelight, do not give credit to others

To avoid becoming a failure, learn to give credit where it's due and become a good leader and inspire others with your example..



A rich man's **mantra** **for a great life @ 40**

When they say, life begins at 40, it sure does. If you have planned it rightly, you will relax and enjoy life, after having earned enough to pull you through life. So if you are thinking of taking it easy by 40, it is more than possible. Many have decided to plunge into this state and lead a blissful life. For this to work, you need to start early, i.e., in your 20's. Start when your ideas are fresh, you are energetic, full of determination and ambition.



ONCE YOU KNOW HOW YOU WANT YOUR LIFE TO BE AND HAVE INITIATED EFFORTS EARLY, NOTHING WILL STOP YOU. YOUR DETERMINATION AND HARD WORK WILL HELP ENJOY YOUR LIFE AT 40.



Here are few ideas of planning in the right direction to become rich and retire by 40:-

OPEN ALL DOORS OF OPPORTUNITIES.

While you are young and eager to rule the world, work towards finding ways to earn that extra buck. Apart from a regular job, you can find more means to earn – through your hobbies, extra shifts, so on and so forth. No matter which path you choose, with hard work and dedication it is possible to grow income over time. Choose 'simple living, but high thinking' approach in your early 20's. Determine ways

to inflate your savings, which will result in rapid growth in wealth. One can also choose the path of entrepreneurship instead of being slaves for the corporates. If you have the business acumen, invest in creating a business out of your skills, and at building it up. If you are determined and good at what you do, you'll be a millionaire in no time.

MULTIPLY YOUR MONEY

Once you've earned good enough, start investing. Learn the tricks, speak to wealthy people who invest wisely, and use these learnings to grow your money. Your late 30's is the right time when you want to put most of your money to work. One of the most efficient ways to earn

more money over time is to invest it. Invest in real estate, mutual funds, in stock markets if you know the tricks, etc. There are plenty of options and also good advisors to help you with choosing the right investment choices. By the time you reached you mid 30's, you have earned enough and experienced enough to start planning for your retirement. Your investments should be part of your plan. What you have invested in today, will reap results in retirement age. So be wise and calculative. And above all be fixed towards your goal. Avoid taking loans or being in debt for a longer time. Keep a close track of your expenses. The habits you learn in your 20s will stick with you throughout your life. It is the right age to earn more,

learn to budget and save up for retirement.

PLAN YOUR FREEDOM – LIFE @ 40

It is OK to set a date when you will go slow. By the time you have reached 40, you have saved enough to bid goodbye to working like a slave. It's also good to plan in advance. Make a retirement budget, meaning you need to sit down and figure out what your income and expenses will look like for your new life. It will depend on what lifestyle you choose. You should also keep in mind to maintain at least about one year of expenses in cash before calling it quits. The cash cushion gives you a sense of security, and it can be used for unforeseen emergencies as well.



Mad Bytes



EARLY HUMANS USED BLOOD AND BAT POO AS MONEY

Before the invention of bills, ancient civilizations utilized numerous other commodities as currency. The list includes animals, shells, blood and bat guano (poo). Imagine sticking that stuff in your wallet.



THE IDEA FOR THE FIRST ATM WAS CONCEIVED IN A BATHTUB

Inventor John Shepherd-Barron dreamed the concept for the first ATM while in the bathtub during the 1960s, and there were no ATM fees. Now, if only they can install ATMs in bathtubs.

THERE ARE MORE CREDIT CARDS THAN PEOPLE IN THE U.S.

If you don't own a credit card, chances are you know someone who owns one or more. 175 million Americans have credit cards, with each person owning an average of five. That represents over half the current U.S. population. 175 million times five equals way more credit cards than actual citizens.



