

TRUMP

How To Get Rich

DONALD TRUMP

DONALD TRUMP is one of America's best known business personalities. His business interests include real estate, gaming, sports and entertainment. Mr. Trump has recently featured in a prime-time TV series, *The Apprentice*. He is also the author of *The Art of the Deal*, *Surviving at the Top*, *The Art of the Comeback* and *The America We Deserve*. Mr. Trump also has extensive philanthropic interests and activities.

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MAIN IDEA

“How to Get Rich’. Whenever I meet people, that’s usually what they want to know from me. You ask a baker how he bakes bread. You ask a billionaire how he makes money. Sure, there have been countless how-to-get-rich books written by millionaires. Billionaire authors are harder to find. Billionaire authors with interests in real estate, gaming, sports, and entertainment are rarer still. And billionaire authors with their own Manhattan skyscrapers and hit prime-time TV series are the rarest of all. I’m pretty sure I’m the only one, though Oprah could give me a run for the money if she ever decides to write another book and get into real estate.”

– Donald Trump

“In 1987, I wrote: ‘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.’ It’s now 2004, I’m still making deals around the clock, and I still don’t do it for the money. I don’t think you should do it for the money, either. Money is not an end in itself, but it’s sometimes the most effective way to help us realize our dreams.”

– Donald Trump

1. The Donald Trump School of Business and Management Pages 2 - 3

1. Work like a general – keep the big picture in mind when dealing with details
2. Stay focused on what actually makes you money – all else is irrelevant
3. Maintain your momentum in business, or fall behind the curve
4. Get a great personal assistant who is good at his or her job
5. Set a good example because nobody will work harder than you do
6. Don’t equivocate about things – this is the politician’s stock in trade, not yours
7. Always have a reality check by asking yourself two questions over and over
8. Keep reminding yourself that BS will only get you so far in life
9. Recognize that every time someone is hiring you, they’re taking a gamble
10. Always welcome new ideas but be sure you have the right idea personally
11. Focus on a person’s talent, not their current job title
12. Keep an open mind and make sure you learn something new every day
13. Think big, follow your dreams and dare to have a larger-than-life lifestyle

2. Career Advice From Donald Trump Pages 4 - 5

1. Take control of the job interview and slant things your way
2. When asking for a raise, make very certain you get your timing right
3. In building your career, be tenacious and patient at the same time
4. Learn how to play golf – or find something you like passionately
5. Brand yourself and don’t be afraid to toot your own horn
6. Always take note of and go with your gut instincts
7. Be optimistic, but also always prepare for the worst case scenario
8. If you’re tempted to change careers, make sure you know what you’re doing
9. Become good at public speaking by genuinely connecting to your audience
10. You’ll achieve a lot more if you become a tough-minded optimist
11. Have a well-developed ego – which means keeping the critics in perspective
12. Always remind yourself there’s no such thing as an overnight success

3. Advice on Money From Donald Trump Page 6

1. Always be your own best and most competent financial adviser
2. Always invest simply in investments you understand
3. If you’re contemplating marriage, get a prenuptial agreement
4. Never rely on your lawyer to try and get you out of financial trouble
5. Find good ways to teach your children the value of a dollar

4. The Trump Secrets of Negotiation Pages 7 - 8

1. Realize if you have them by the vitals, their hearts and minds will follow
2. When negotiating, be reasonable and flexible in your approach
3. In negotiations, always trust your gut instincts
4. Decide in advance exactly what you want from a deal, but keep it to yourself
5. Let your guard down at the right strategic moment
6. Sometimes, being stubborn is an asset but being patient is always a necessity
7. There are times when you need to be dramatic, even to bear a grudge
8. Learn and understand the value of saying no during a negotiation

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