

HOW TO BE A CAPITALIST WITHOUT ANY CAPITAL

The Four Rules You Must Break to Get Rich

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NATHAN LATKA is today the principal of his own venture capital firm, Latka Capital. He is also the executive producer and host of *The Top Entrepreneurs* podcast (8 million downloads), CEO of two internet companies he recently purchased and star of the reality shows *Million Dollar Roadtrip* (CNBC) and *Latka's Money*. He is also the founder of Heyo, a social media marketing company which Latka started in his Virginia Tech dorm room at age twenty with \$119 in his bank account and grew to \$5 million in sales with forty employees and a valuation of \$10.5 million two years later. He previously founded and sold The Fan Page Factory, The Social Consultant and The Social Tee while studying at Virginia Polytechnic Institute and State University.

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MAIN IDEA

How do you join the "New Rich" – the smart millennials and the twenty-somethings who make great money while seemingly working 4-Hour workweeks and having little or no expenses?



You won't get there by following the four rules the masses follow:

- Focus on becoming an expert at one thing.
- Come up with a remarkable and unique idea.
- Set goals and work towards them.
- Give customers what they want.

Instead, the New Rich work by different rules:

- Never focus on just one thing.
- Copy your most successful competitors.
- Forget about goals and start building systems.
- Sell pickaxes to the gold miners.

"You know those people whose lives you just can't figure out? They travel the world whenever they want. They barely work. There's the kid from your college dorm who dropped out and has since raised \$1M in start-up funding. You know these people are average at best. They're not supertalented or smart, but they're living like kings and queens and you're dumbfounded. What they know that you don't is how to be a capitalist without any capital. There are four golden rules that the business world has sold us to keep us from being successful. Those rules must be broken. And the people you're thinking about have mastered breaking those rules. I'll take you behind the curtain of the New Rich so you can become part of the inner sanctum."

– Nathan Latka



4 Rules To Break Pages 2- 4

Wealthy people typically give old business advice which is rooted in what used to work in the old economy. Those Old Economy rules for success usually come down to four oldies but goodies: To join the New Rich, replace those old rules with what works today:

Old Economy		New Rich	
1	Focus on becoming an expert at one thing	1	Never ever focus on just one thing
2	Come up with a remarkable and unique idea	2	Copy your most successful competitors
3	Set goals and work towards them	3	Forget about goals and start building systems
4	Give customers what they want	4	Sell pickaxes to the goldminers

The New Rich Toolbox Pages 5 - 8

The New Rich set themselves up to win by gaining an unfair advantage over the people who are still following the traditional rules of business. To achieve that, the New Rich use these tactics:

1	Learn how to sell by tapping into fear	7	Invest in real estate the New Rich way
2	Negotiate – even when you don't have to	8	Master the art of unconventional investing
3	Forget To-Do lists – build systems	9	Get rich by copying your competitors
4	Batch your time to get more done	10	Use three levers to multiply your business
5	Unlock hidden money by decreasing expenses	11	Sell your businesses whenever you want
6	Use your smarts to live like a king		

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