

THE TEN ROADS TO RICHES

The Ways The Wealthy Got There (And How You Can Too!)

KEN FISHER

KEN FISHER is founder and CEO of Fisher Investments, a money management firm. He is also a self-made billionaire ranking #271 on the 2007 Forbes 400 list of America's richest people and at #677 on the 2008 Forbes Global Billionaire list. Mr. Fisher has been a columnist with *Forbes* magazine for more than 24 years and is the author of four other books: *The Only Three Questions That Count*, *Super Stocks*, *The Wall Street Waltz* and *100 Minds That Made the Market*. Mr. Fisher is a world class researcher specializing in finance and business topics. Mr. Fisher is a graduate of Humboldt State University.

The Web site for this book is at www.tenroadstoriches.com.

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MAIN IDEA

When you get right down to brass tacks, there are only ten methodical and legal ways you can get rich:

- #1 Found your own firm and create wealth
- #2 Become CEO of an existing company
- #3 Ride on a superstar’s coattails
- #4 Use talents to become rich and famous
- #5 Marry into serious money
- #6 Become a plaintiff’s lawyer
- #7 Manage other people’s money for them
- #8 Invent something and learn how to sell it
- #9 Buy and sell real estate
- #10 Save your money and invest wisely

If you genuinely aspire to be rich, figure out which of these roads makes the most sense for you and then focus all your efforts into getting as far down your chosen road as possible.

“Why ten roads? Why not five? Or 100? It’s just the observation of this roads scholar from studying wealthy people all my 36 year investment career. I’ve got over 25,000 wealthy clients I’ve studied carefully – some for decades. As a 24-year Forbes columnist I’ve studied and written about the annual Forbes 400 list of richest Americans for decades – and been on it and the Forbes global billionaire list myself since 2005 – and know people on both lists in and out of America, and interacted with many more very wealthy people. From all my observation, I can tell you they all fit into ten basic categories. Follow one of these ten roads. Or a combination. For example, become CEO of a firm you didn’t start, build it up, sell it off, use the proceeds to start your own firm, which ends up even more successful. If you can do two at once it’s faster. Harder, but faster. But most wealthy folks travel one road their whole lives. That works. It’s more than enough.”

– Ken Fisher

The 10 Roads to Riches

#1 Found your own firm and create wealth

Starting your own firm and building it to be a successful enterprise can create some awe-inspiring wealth. This road is tough and requires courage, discipline and a thick skin as well as more than a smattering of luck but the rewards can be highly impressive.

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#2 Become CEO of an existing company

Getting to the top of the corporate ladder in a large firm can be highly lucrative. This is hard to do because you need bulletproof leadership and executive qualities but if you have what it takes, this can be a great path.

Pages 2- 3

#3 Ride on a superstar’s coattails

This is a matter of finding the right person and hitching your wagon to their rising star. You do all the background things which help the superstar perform even better.

Page 3

#4 Use talents to become rich and famous

If you have the right stuff, you can parlay what you’re personally good at to fame. Once you do that, you can find ways to monetize that fame and become wealthy.

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#5 Marry into serious money

Perhaps this will be an option for you, maybe it won’t. The point is people have been trying to marry up all through history. If this is a possibility, go for it.

Pages 4 - 5

#6 Become a plaintiff’s lawyer

The lawyers who get in the middle of class action lawsuits can make very good money. Whether you’re a crusader or a pirate is irrelevant. This is a way to make money.

Page 5

#7 Manage other people’s money for them

Providing a great service to the wealthy and charging them a fee can make you rich at the same time as you help them get richer. Learn to sell and the rest will follow.

Page 6

#8 Invent something and learn how to sell it

If you can figure out how to sell whatever you invent or create, you can unleash a continuing revenue stream. You have to be good at marketing to make this happen.

Pages 6 - 7

#9 Buy and sell real estate

There has always been money in real estate development. The key here is leverage – being prepared to take on debt on the basis of your gut instincts.

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#10 Save your money and invest wisely

This is the least sensational but the most reliable road to wealth. Work hard, save your money and generate phenomenal investment returns. Harness compound interest.

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