

THINK BIG AND KICK ASS

In Business And In Life

DONALD TRUMP and BILL ZANKER

DONALD TRUMP is one of the world's most high profile and successful real estate developers. He is the developer of some of America's most prestigious addresses. Mr. Trump is also coproducer of a television show in which he also appears. He is the author of seven business books and has an extremely high media profile. Mr. Trump is a graduate of the Wharton School of Finance.

BILL ZANKER is the founder of The Learning Annex, a \$100 million adult education company which has spent two years on *Inc.* magazine's Fastest Growing Companies list. Mr. Zanker excels in generating publicity for his company by doing newsworthy things. He paid \$73,200 to purchase a Lincoln Town Car previously owned by Warren Buffett in a bid to get him to conduct a Learning Annex class. Mr. Zanker also paid \$57,100 to have lunch with media mogul Rupert Murdoch. The Learning Annex pays Donald Trump one-million-dollars an hour for him to teach at the company's wealth seminars.

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

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MAIN IDEA

There's no use having small dreams. They hold no magic whatsoever. Instead, you should dream big, aim for the top and then work hard to make your dreams happen. What you dream is what you generally end up doing so if you want to make bucket loads of money, set an audacious goal and then get out there and make it happen. The keys to doing this are:

The Donald Trump Formula For Ultimate Block-Buster Success

- ▶ 1 Be as tough as nails and willing to kick ass in order to win.
- ▶ 2 Never do anything for money. Do it for love.
- ▶ 3 Develop solid gut instincts, and act on them every day.
- ▶ 4 Work so hard you end up creating your own luck.
- ▶ 5 Be intensely paranoid and never stop watching your back.
- ▶ 6 When wronged, fight back with a vengeance. Always get even.
- ▶ 7 Try to maintain your momentum in business. Don't lose it.
- ▶ 8 Focus. Never, ever rest on your laurels or believe your own PR.
- ▶ 9 Be a realist and anticipate problems. Always sign a prenuptial.
- ▶ 10 No matter what, think big. What you dream about is what you do.

1. Be as tough as nails and willing to kick ass in order to win. Page 2
Getting rich is tough and it will involve hurting people along the way. If you want to win consistently, take stock beforehand and check with your gut that you're willing to kick ass when required.

2. Never do anything for money. Do it for love. Pages 2 - 3
To be highly successful, you have to be passionate about what you're doing. Find your passion, get out of your comfort zone, do things, learn how to handle pressure and never give up.

3. Develop solid gut instincts, and act on them every day. Page 3
You'll probably have your greatest successes when you go with your gut. By all means study all the facts and analyze things but when it's time to decide, always go with your gut.

4. Work so hard you end up creating your own luck. Page 4
There's no doubt that some people are luckier than others but the truth is everyone can create their own luck and good fortune through hard work and intelligence. Keep at it.

5. Be intensely paranoid and never stop watching your back. Page 4
Whether we like it or not, the world is a brutal place. People are trying to get you. Be openly paranoid. Don't stand idly by while people are ripping you off. Do something about it.

6. When wronged, fight back with a vengeance. Always get even. Page 5
Don't wear rose-colored glasses. When someone bullies you, hit them back hard. Go after these people and make them pay dearly. It's not only a great feeling but this attitude earns respect.

7. Try to maintain your momentum in business. Don't lose it. Pages 5 - 6
Do everything you can to maintain your momentum on the projects you're working on. With momentum, things get easier to do. Never take momentum for granted.

8. Focus. Never, ever rest on your laurels or believe your own PR. Page 6
To stay successful, it's essential that you keep doing all those things which got you there in the first place. Don't ever get distracted by all the trappings of success. Keep doing the basics.

9. Be a realist and anticipate problems. Always sign a prenuptial. Page 7
Marriage is one of the most emotional decisions you'll ever make in life. Be realistic. There's a 58 percent chance your marriage will fail. Always insist on signing a prenuptial agreement.

10. No matter what, think big. What you dream about is what you do. Pages 7 - 8
No matter what you do, think big. This is the driving force behind all human achievement. Very few people take big goals and make them happen. How big you think determines how big you ultimately end up becoming so think big. Everything else is just details.

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