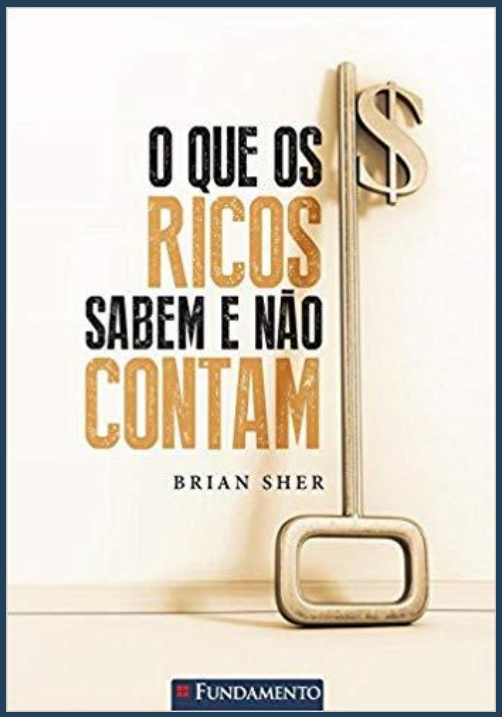

What Rich People Know & Desperately Want to Keep Secret

Year of publication: 2015
Author: Brian Sher
184 pages
Link for purchase: https://amzn.to/2lwxyKy

The book " O Que Os Ricos Sabem E Não Contam ", released in 2015, from the original "What Rich People Know & Desperately Want to Keep Secret" was written by Brian Sher, which shows how to reach the wealth you desire and consequently the quality of life that you have always dreamed of.
It has 184 pages that are divided into six parts: "Basic Aspects of Success"; "You"; "Marketing"; "Folks"; "Systems" and; "To remember".

Score

8

8 Aplicability
9 Inspiration
8 Innovation
9 Impact on results
8 Structure

Main ideias of the book

- Focus is an indispensable characteristic of sellers;
- Prioritize your activities;
- Get acquainted with the buyer through the visualization;
- Be objective and sincere throughout the process;
- Know everything about your product and provide it clearly;
- Provide a test or a preview for the customer to try out;
- Sales success is only achieved with time and lots of practice.

For whom is this book suitable?

By the way, how does a person become rich? What do millionaires do that you do not? What do they know and do not tell? In this book, Brian Sher shares the basic but powerful principles that can make him build, maintain and increase his wealth.
Although simple, the techniques presented are practical and innovative. They will make your business and your personal finances thrive. These strategies will help you achieve success and develop healthy habits in relation to money.
Knowing how to control expenses, understanding good financial management, analyzing indicators, planning and, above all, achieving financial goals is a great competitive advantage!
Economic growth is not as big as it used to be and companies feel the impact of it. A professional capable of measuring and caring for the financial health of a company is without a doubt an essential professional that companies need to maintain!
Voitto structured the free course: Essential Fundamentals of Financial Management. It is intended for all those interested in learning the basics of Financial Management, whether students, professionals in the field or interested in starting to work in this segment and for those who want to manage their personal lives.
In addition, this training is also suitable for entrepreneurs who manage their own business. There are no prerequisites to specialize in Financial Management!

Overview of the book

Scale of Needs

We all have needs, ranging from basic to self-realization. The psychologist dr. Abraham Maslow structured the five basic levels of human needs.
The Hierarchy of Maslow's Needs is:

5. Self-realization - personal satisfaction;
4. Needs of the ego - prestige, success, self-respect;
3. Social needs - affection, friendship, acceptance;
2. Security needs - protection, order, stability;
1. Physiological needs - food, water, air, shelter, sex.

According to Maslow, "satisfaction must follow from the bottom up. It only goes to the next level when the previous level is satisfied. The lowest level not satisfied determines the individual's behavior. "
However, we are always being motivated by the five levels, but to different degrees. The circumstance determines which one predominates.

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Well, you might think, "What does this have to do with wealth?" The question is simple, needs lead people to spend money, to buy. Successful people use this to meet the needs of others and to satisfy them create products or services.
Brian Sher says that by the nature of their needs, people will pay you if you - better than anyone else - do the following:

- "Get them to earn or save money";
- “Save their time";
- "Provide them with food, shelter or clothing";
- "Provide them with security or comfort";
- "Offer them leisure or entertainment, affection, friendship or acceptance";
- "Facilitate status, prestige, or self-respect";
- "Add value to their lives".

The idea is to look around and ask yourself, "Can I offer a product or service that is better, cheaper, more modern, safer, more elegant, healthier, and so on?" This is how great opportunities are created for companies.

The starting point for conquer wealth

The most successful and wealthy people are also the most complete, with various personal skills, values and beliefs that are the basis for your success. Such skills were ingrained into permanent habits.
According to Sher, "in fact, it is very simple to become a winning person. Just make the decision to be and act accordingly. Bad habits do not just disappear.

It is necessary to replace them with good habits. This can be difficult and uncomfortable for at least the first month. "
The personal essentials for Brian Sher's wealth are:

- Learning: Practice perfectly to do it perfectly. Be open minded. Be flexible. Focus on continuous improvement;
- Direction: Dream big. Adopt a clear sense of direction. Set goals and record them in writing;
- Singularity: be a single person;
- Help: associate with the right people. Ask for help;
- Focus: master a skill. Do one thing at a time;
- Optimism and confidence: be optimistic. Think positively. Believe in yourself;
- Personal values: adopt solid personal values. Dedicate yourself to serving. Use honesty with yourself and with others. Take the initiative to give;
- Enthusiasm and dedication: do what you love. Develop a workaholic mentality. Be persistent. Dedicate yourself. Be patient. Pay before you receive. Develop self-discipline;
- Risk: take risks;
- Responsibility: accept responsibility;
- Failure: Do not despair over failure. Recognize that no one is perfect - including you. Accept ups and downs. Develop resilience, be flexible. If you fall, get up.
- Urgency: decide quickly. Create a reputation for agility;
- Employment: Be your boss.

In the beginning, it may seem more difficult to develop success habits than to keep with those about defeat. Of course it is. But change is necessary for you to get where you want.
However, over time the process will become easier. Make "Personal Foundations" your living habits. No more “Buts”... No more excuses.

"We do not manufacture successful people“

To clarify the idea that the author wants to pass us at this point in the book, we go to a situation experienced by him.
"When I first started at Vision, I had about 30 active consulting clients, some in good standing and others still struggling to grow. I organized a list of everyone's names and sent each of them a subscription purchase form for the summaries released by the publisher.
I wondered that helping, in one way or another, was a common need, and reading would be a great learning tool. Later, I picked up my list and made a cross next to the name of who I thought would accept the offer.

> *When I first started at Vision, I had about 30 active consulting clients, some in good standing and others still struggling to grow. I organized a list of everyone's names and sent each of them a subscription purchase form for the summaries released by the publisher.*

> *I thought the clients in the most difficult situation were signing, but it happened just the opposite. Those who were interested were the most successful*

Over the next few weeks, when the answers came, I was surprised. I could not be more wrong. I thought the clients in the most difficult situation were signing, but it happened just the opposite. Those who were interested were the most successful. "

With this we come to a very relevant fact. Who else needs support is not interested in paying for it. What's more, the reason for their success is the importance of learning, continuously. As well as the lack of interest is the reason for the failure of others.

Ultimately, the richest and most successful individuals are those who have the knowledge that success is a state of mind, that is, it does not depend on the financial resources of a particular moment.

According to Brian Sher, "All that has been said will only work if you have what it takes. Maybe you still not show the external signs of success or wealth, but reading and ideas will help you get there much faster. "

Incidentally, if you did not have that fling, nor would you have read this article. So this, by itself, already says a lot about you.

What other authors say about it?

In the book Mindset, author Carol S. Dweck says that the world is divided between people who are open to learning and those who are closed to learning. And that trait affects everything in life, from your worldview to your interpersonal relationships.

Now, if you want to know how to open a venture, the bestseller "Sonho Grande" shows how to transform the level of an organization according to the visions of the richest entrepreneurs in Brazil.

If you think it is too late to start your own business, we will point out to you the work of Flávio Augusto, "Geração de Valor". The author shows his vision of entrepreneurship and the world, in addition, gives tips for you to stand out among the crowd.

To learn more about these works, just read the Pocket Books we prepared you:

- Mindset - Carol Dweck;
- Sonho Grande - Cristiane Correa;
- Geração de Valor - Flávio Augusto.

Okay, but how can I apply this in my life?

Stay with the famous poem by Max Ehrmann, Desiderata:
Follow quietly between restlessness and haste, remembering that there is always peace in the silence. As much as possible, without humiliating oneself, live in harmony with all those who surround you.

Speak your truth quietly and calmly and listen to others, even the foolish and the ignorant - they also have their own story.

Avoid aggressive and upset people, they afflict our spirit. If you compare yourself with others you will become smug and hurt, for there will always be someone inferior and somebody superior to you. Live intensely what you can already do.
Keep interested in your work, however humble, it is the real thing that exists throughout all time. Be cautious in business, because the world is full of cunning, but do not fall into disbelief, virtue will always exist.

You are the son of the universe, brother of the stars and trees. You deserve to be here and even if you can not perceive the earth and the universe are fulfilling their destiny.

Many people fight for high ideals and everywhere life is full of heroism.

Be yourself, above all, do not simulate affection or be disbelieving in love; because even in the face of so much aridity and disenchantment it is as perennial as the grass.

Accept the advice of elders with affection, but be understanding of the innovative impulses of youth.
Feed the strength of the Spirit that will protect you in unexpected misfortune, but do not despair with imaginary perils, many fears are born of weariness and loneliness.

And despite rigorous discipline, be kind to yourself. So be at peace with God, however you conceive it, and whatever your labors and aspirations may be, in the laboring journey of life, be at peace with your own soul.

Above falsehood, disappointments and hardships, the world is still beautiful, be prudent.
DO EVERYTHING TO BE HAPPY!

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