MILLIONAIRE dropout

FIRE YOUR BOSS. DO WHAT YOU LOVE.

RECLAIM YOUR LIFE!

Vince Stanzione

WILEY

MILLIONAIRE dropout

MILLIONAIRE dropout

FIRE YOUR BOSS. DO WHAT YOU LOVE.

RECLAIM YOUR LIFE!

Vince Stanzione

WILEY

Cover design: Dave Collier - ShardDesign.com

Copyright © 2013 by Vince Stanzione. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey. Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with the respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for damages arising herefrom.

For general information about our other products and services, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at http://booksupport.wiley.com. For more information about Wiley products, visit www.wiley.com.

Library of Congress Cataloging-in-Publication Data:

Stanzione, Vince.

The millionaire dropout: fire your boss. do what you love. reclaim your life! / Vince Stanzione. pages cm

Includes index.

ISBN 978-1-118-60948-4 (pbk.); ISBN 978-1-118-65283-1 (ebk.); ISBN 978-1-118-65277-0 (ebk.); ISBN 978-1-118-65268-8 (ebk.)

- 1. Success. 2. Success in business. 3. Self-actualization (Psychology)
- 4. Job satisfaction. I. Title.

BF637.S8S687 2013

650.1–dc23 2013001364

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

Contents

Acknowledg	ments	xv
Preface Tl	his Book Isn't About Me, It's About You	xvii
Introduction		xxi
Part I Tal	king Control of Your Life	1
Chapter 1	Getting Started	3
	Tiny Steps Lead to Massive Leaps	3
	Can You Go the Extra Mile?	4
	Breaking Free from Your Comfort Zone	5
	Why I Want You to Succeed	6
Chapter 2	Let's Talk About You	9
-	Time for Some Surgery	11
	Let's Summarize	15
	Listening	15
	Dressing for Success	16
	The Right Dress Code for Men	17
	The Right Dress Code for Women	17
	Your Inner Voice	18
	Happy Music Makes Happy People	18

Chapter 3	What Do You Want? What Do You Want? Your Road Map to Success Where Will You Be in Five Years Time? Nonmonetary Goals How Is This List Going to Help Me? So Where Do We Go Now?	19 19 20 20 22 26 27
Chapter 4	How to Reprogram Your Mind for Success The Power of Your Subconscious Mind Waking Up to a Bright Day Starting the Day the Right Way Preparing the Night Before How to Turn a Seven-Day Week into an Eight-Day Week Why Lie-Ins Are a Bad Idea	28 29 31 32 32 32
	Going to Bed Satisfied Learn a New Piece of Information Every Day Summary to Setting Goals, Visualizing, and Your Subconscious Mind	34 34 34
	How Does Visualizing and Using Your Subconscious Mind Work? How People in Sports Train Their Minds So I Just Think About It, and It Happens? Setting New Goals and Keeping the Momentum Going	35 35 37 37
Chapter 5	Making Decisions, Dealing with Problems, and Taking Action The Ben Franklin Method The Coin Method The Sleep-on-It Method The Flow-Chart Method Once You Have Made Your Decision How Never to Fail Again Dealing with Failure Getting a Second Chance Dealing with Rejection Why You Don't Need Horoscopes, Tarot Cards, or	38 38 39 40 40 42 43 44 45
	Clairvoyants	45

`	
Contents	V11
Juneins	V 11

	Content	s vii
	Focusing on the Positive	46
	Congratulations! You're a Loser	46
	It's Harder Today to Be a Success	47
	The Hot Dog Seller	47
	Beating Yourself Up Has No Positive Effect	48
	Your Success File	49
Chapter 6	Your Worst Enemy and Your Best Friend	51
	Developing Your Best Friend	51
	Getting Rid of Your Worst Enemy	52
	Summary	52
	Learning to Love Yourself	53
	Stop Worrying Today	54
	Tips to Help You Deal with Worries	55
	Why Worry?	56
	Summary on Worrying	56
	The Past Is History; the Future Is Where to Look	57
Chapter 7	Magic Words or Tragic Words?	59
	Tragic Phrases	60
	Words to Erase from Your Life	60
	Magic Phrases	60
	Words to Add to Your Life	61
	Listening to Skeptics	61
	Can You Give Away Free Money?	62
	Taking Advice	62
	How I Give Advice	63
	Professional Advice	63
	Taking Responsibility for Your Life	64
	How to Make Yourself Happy at Any Time	65
	Accepting Praise and Taking Criticism	65
	Summary	66
	Asking Questions Makes You More Successful	67
	Summary	68
Chapter 8	Associate with Eagles, not Turkeys	69
	Summary	70
	Dealing with Envy and Jealousy	71

	Learning to Adapt and Changing Direction Working Around Problems	72 73
Chapter 9	Personal Relationships How to Help a Lagging Partner What if My Partner Still Lags Behind? Summary on Partners	74 75 76 76
	Finding the Right Partner Meeting Your Ideal Partner Online Dating Agencies Upmarket Dinner Parties Summary	76 78 78 79 79
	Act Before the Pain, Not After	79
Chapter 10	Getting It Done Now Improve Your Memory Balance Marital Disputes and Affairs Summary	81 84 86 88 88
Chapter 11	Food and Exercise Why Being Fit Makes You Successful Do You Suffer from Fatigue or Lethargy? You Are What You Eat My Personal Mind Diet Overweight Dogs and Owners My 90 Percent Good, 10 Percent Bad Rule A Diet Is for Life A Few Tips Summary Dealing with Poor Health	89 89 90 92 93 93 94 94 94
Chapter 12	Smart Education and Investing in Yourself Successful People Study Use Your Local Library Why a Book Is an Excellent Value Buy Books and DVDs, and Attend Seminars Invest in Other's Success, Not Their Qualifications Losers Don't Invest in Education	97 97 98 98 98 99

	I V., It All and I' Dana It All	100
	I Know It All and I've Done It All Go the Extra Mile in Everything You Do	100 101
	How the Extra Mile Brings Success	101
	Believing Is Seeing	101
	We Reap What We Sow	103
	How to Move a Mountain	103
	Tion to More a Monthland	
Chapter 13	Summary to Section One	105
Part II Ma	king Money	107
Chapter 14	Making Money	109
	Can You Juggle?	110
	Being Your Own Boss	110
	Why Owning Your Own Business Is the Only Option	
	Today	110
	Why Starting Your Own Business Is the Key	112
	How Did You Choose Your Job?	113
	Are You in the Wrong Business?	114
	What Are Your Skills, and What Makes You Happy?	115
Chapter 15	Increase Your Income Right Now	116
	Asking for a Pay Raise	116
	Preparing a Case for a Pay Raise	117
	The Outcome	117
	Summary	118
	Are You Too Comfortable?	119
Chapter 16	Starting Your Own Business	120
	The Best Business Model in the World	121
	What's So Great About Mail Order?	122
	What Mail Order Is Not	122
	This Business Model Is Global	123
	KISS—Keep It Simple, Stupid	123
	What You Need to Succeed in Mail Order	123
	Just Do It	124
	I'm Not a Textbook Businessman	125

	What Is Mail Order?	126
	Offering Consultancy and Agency Services by Mail	
	Order	127
	Getting Started in Mail Order	127
	Company Structure	128
	Setting Up a Bank Account	128
	Letter-Headed Paper/Online Signature	129
	Creating a Letterhead	129
	Business Cards	130
	Virtual Phone Numbers	130
	Fax	131
	Mailing Address	131
	Business Centers	131
	Accepting Credit and Debit Cards	132
	Borrowing Money	133
	Stand-By Credit Cards and Overdrafts	133
Chapter 17	Finding Products to Sell	136
-	Research	137
	The Market Will Make or Break You	137
	Picking Easy Targets	138
	People Buy What They Want, Not What They Need	139
	Where to Start Your Research	139
	eBay—What People Are Buying	140
	Bestseller Book Lists	141
	Shopping Channels	141
	Be Alert and Watch Trends	142
	Learn to Watch Trends	142
	Magic Words That Will Help Your Business	143
	The Dangers of Having Too Much Money	144
	What People Want	145
Chapter 18	The Ideal Mail-Order Product	148
-	Lead-Generating Products	149
	Tax	149
	Selling Products You Like	150
	Audio Information	152
	DVDs	153

	Getting DVDs Produced	154
	Making a Video with PowerPoint or Keynote	155
	Webinars	155
	Buying the Rights to a Video	156
	Newsletters, Blogs, and Membership Sites Novelty Items, Kitchen Gadgets, Health & Fitness,	157
	Jewelry, and Personalized Items	163
	Seasonal Items	164
	Products That Solve People's Problems	165
	Packaging Products Together	165
	Back to Packaging Products	166
	Importing and Exporting Products and Ideas	167
	Summary	167
	Adding Value	168
	A Note on Copyright and Copying Others	168
Chapter 19	Advertising and Marketing	170
	How to Sell Today	170
	How Compounding Made Me Rich	175
	Selling on eBay	177
	Amazon Marketplace	178
	Selling on Clickbank	178
	Promoting Your Product or Service	178
	Magic Words	182
	What Makes Someone Respond to an Ad?	183
Chapter 20	Become an Expert by Writing Articles and Press	
	Releases	190
	Press Releases	191
	Wire Services	192
	Summary	192
Chapter 21	Why Back-End Selling Leads to Big Profits	193
	How to Back-End Sell the Right Way	193
	Find Another Golden Goose Before the First One Dies!	195
		193 195
	Don't Be an Octopus	
	Good Ways to Expand	195

	Doing Business Overseas Credit Cards Are a Global Currency	197 197
Chapter 22	Learning to Invest, but Keeping Costs Down Attending Shows and Events	198 199
Chapter 23	Summary to Making Money	202
Part III Sa	ving Money	205
Chapter 24	Saving Money How to Add Fifty Cents to Every Dollar	207 207
Chapter 25	Buying Designer Clothes for Less Dress Agencies Perfume and Makeup for Less	218 218 221
Chapter 26	Buying from Auctions and Wholesale Government Auctions General Auctions What You Need to Know Buying Wholesale at Discount Clubs	222 222 222 223 223
Chapter 27	Getting Cheaper Calls International Calling Cards Skype Cable TV, Satellite TV, and Cell Phones	224 224 224 225
Chapter 28	Credit Cards, Cash Back, and Points Need a Credit Card but Have Poor Credit? Credit Card Offers	226 227 227
Chapter 29	How to Get a Discount on Anything Coupons and Discount Codes Gift Cards Fancy Seeing a Free Show? Eat Out for Less	228 228 229 229 230

	Contents	xiii
Chapter 30	Making Your Money Work Hard by Saving and	
	Investing	231
	Use Up Your Tax Allowances	232
	Keeping Some Cash in Savings	233
	Summary	233
Chapter 31	Time to Say Goodbye—Where Do We Go	
•	from Here?	234
	Free Newsletter and Updates	235
Index		237

Acknowledgments

My thanks to:

Mark Anastasi (http://www.laptopmillionaire.tv) for some great advice and introductions.

Bill Myers (http://www.bmyers.com), the original free thinker who helped me realize life isn't all about making more money.

Ted Nicholas (http://www.Tednicholas.com) for teaching me the power of words and copywriting.

John Caples and David Ogilvy, whose books taught me the power of advertising and direct mail.

Susanna Quinn for editing this book and JLS for your honest opinions and priceless support.

Lastly, and most importantly, a big thank you to all the readers, clients, and business partners who made everything possible over the last 28 years.

Preface

This Book Isn't About Me, It's About You

If you're reading this online, or flipping pages in a bookshop, thinking Why should I buy this book?, then let me tell you. I can help you have an amazing life. I haven't written this book to impress you, but to impress upon you what a nonacademic, near bankrupt, occasionally homeless social dropout can achieve in a relatively short period of time.

I haven't written this book to make money. I'm already a multimillionaire, and have been for many years.

This is a school of hard knocks how-to manual, and there is no exam or fancy degree at the end. But if you follow my advice and take action, you can live a lifestyle others only dream about. You can join the new rich—and I don't mean only rich in money. I mean rich in time and fulfillment.

But let's go back a few years . . . I didn't come from a privileged or well-educated background. My father came to the United Kingdom from a small, poor town in South Italy. He was escaping the mafia, and had nothing but a battered case and a few shillings. He couldn't speak a word of English.

By working as a hairdresser by day and a waiter by night (I know . . . all Italians are hairdressers or waiters!), he made enough to start his own hairdressing salon and built up a successful chain.

He then retired and dropped dead a few years later, at the relatively young age of 55. I had no interest in joining the family business, but I did share the family ethos of hard work.

At the age of 12, I was doing payroll for the hair salons, washing hair, and cleaning. However, I knew I wanted a business of my own.

I set up my first mail-order business at that age, selling computer games stored on tapes. Remember the Commodore 64 and ZX Spectrum?

I was the fairly quiet kid who never fit in. We moved around a lot, so I was always the new kid at school. I was badly bullied for years, and teased for being overweight and having the wrong accent.

I had about every illness you could think of—including serious asthma, eczema so bad that I struggled to hold a pen, and sight problems that meant I couldn't see the board at school.

The only thing I liked about school was selling stuff to other kids (and a few teachers too).

At 16, I landed my first job—as a junior in a Foreign Exchange Dealing Room. This paid £100 (\$150) a week, and was an awful job.

I was treated like dirt by the dealers (many of whom took drugs and smoked 60 cigarettes a day), but because I didn't want to become a hairdresser I stuck it out. I learned how to trade financial markets and read everything I could at the local library.

I ate the dealer's leftovers in the staff canteen, and owned one cheap Marks & Spencer gray polyester suit that stank of smoke.

Within six months I was promoted, and within two years I was dealing multimillion-dollar positions. I then moved into equities, and traded for others and myself.

Life was good. I was living the Thatcher dream—or so I thought. Then the 1987 crash wiped me out, and I lost everything. In fact, more than everything. I was ready to be declared bankrupt by my exemployer, who wanted to claw back commission. Luckily, the judge felt sorry for me and threw the case out on the grounds that I had no money to pay.

I then worked various commission-only jobs to get a bit of income. I started my own business selling car phones, and then mobile phones.

Working from a studio apartment, I built that business up from one newspaper ad, merged it with another dealership, and sold my share for a substantial sum a few years later.

The truth is, it was worth a lot more than I sold it for, but considering I was only 21 and had nearly been declared bankrupt not so long ago, it felt like an amazing sum of money.

I bought my first Rolex watch, which I still own today—not to show off, but because I knew if I was ever hard up and needed to start again, I could pawn it. Fortunately, I never had to.

So what can you learn from a millionaire dropout? I don't claim to have all the answers. I don't claim that every business or every investment I've made has been successful. However, I do know that if I share my secrets, *you* will be successful and avoid many of my mistakes.

Along my journey, from selling computer games on tape, to washing hair, to dealing currencies, to standing in bankruptcy court, to sleeping in a Ford van, to being forced to use a credit card to pay the staff, to escaping from the Russian mafia (trust me, you can't make this up!), to floating a business on the London Stock Exchange, to making millions in sales, I have picked up a few tips and secrets. If I can pass on just a few of those to you, I am certain you'll cover the cost of this book many times over.

Do you want to come on a journey with me? I sincerely hope so.

—Vince Stanzione The Millionaire Dropout

Introduction

YOU ONLY LIVE ONCE, AT least on this planet. So let me ask you this. Are you making the best of your life, earning plenty of money, and feeling relaxed, happy, and content? Or are you trudging through each day, waiting for life to get better?

If you can truly say you're happy with the quality of your life, the amount of money you earn, and your relationships, then read no further. I congratulate you and would love to learn your secrets.

If, however, you're one of the millions who hate getting up in the morning and earning a meager wage at a job you loathe, only to find your paycheck has run out 25 days before payday, read on.

This book has been written for all those who want to boost their income, reduce their outgoings, and increase their standard of living. Whether you're young, old, previously successful, or have never had any success, I will show you how to create an amazing life that you will love living.

The book is divided into three sections:

Part I Taking Control of Your Life

First, we will focus on you—your goals, fears, past, state-of-mind, and how to take control of all these things to start living every day to its full potential. I will teach you how to reprogram your mind for

success, and transform your mood and appearance through diet and exercise. You will finish this section charged-up and ready to learn the secrets of making money.

Part II Making Money

I will reveal my money-making secrets, and show how you can copy tried-and-tested formulas to make as much money as you want and deserve. I'll also explain how to get a pay raise and start earning your true worth.

Part III Saving Money

Smart people are good at both making money and saving money. No matter how wealthy you are, it always pays to buy everything at the lowest possible price, and I'll show you how. Whether you're buying a car, toaster, designer dress, or the latest gadget, I will reveal how to get the best deal.

There Is a Better Life for You

I don't know what your current position is, but I can guess you want more than you currently have. Perhaps you have money worries or debts and feel that you need or deserve a higher income. Or maybe you have a string of failed relationships and feel uncertain about the future. Somehow, life is passing you by, and although you know you should be doing better, you're stuck in a rut and not living, but scarcely existing.

The good news is there is a better life. You can increase your income, pay off debts, and—most importantly—increase your quality of life and gain self-confidence and respect. You genuinely can have everything in the world that you really want. And I will show you how.

Always Remember—It Could Be Worse

I can tell you truthfully that however bad your situation is—whether you're in debt, have personal difficulties, low self-esteem, or are addicted to drugs or alcohol—I can guarantee you're not alone and there is a way out.

I want you to remember this:

You may be crying and upset because you haven't any shoes, but spare a thought for the person next to you. He hasn't any feet.

And that's your first lesson. It may look bad, but believe me—it could be worse.

Only You Can Change Your Life for the Better

You are in charge of your life. Everything that's happened to you in the past—your successes, failures, and problems—were brought about by your actions (or lack of them) in one way or another.

I know the truth hurts, but this book is about getting results and not just telling you what you want to hear.

It's easy for us to blame other people for our failures, problems, and shortcomings. How many times do you hear people say: "It's my boss's fault . . . my wife's fault . . . if only I was older/younger . . . I blame the government . . . "?

The truth is that *you* are in charge of your life. You're the driver of the train, and you can either choose to drive around the world on a rich, fulfilling, and rewarding journey, or leave the train standing in the station, with the wheels rusting away and the engine seizing up.

I believe we live in amazing times, with an abundance of opportunities. You may not agree, and I can understand why. Every day, the media is full of doom and gloom about the bad economy, and what terrible things are happening in the world.

The truth is, with advances in technology it's never been easier to achieve your financial and lifestyle goals. And it gets easier every day.

But back to the train . . .

You choose: 95 percent of the population are at the station. Are you in that 95 percent? Are you standing still, watching life pass you by?

If you believe in safety in numbers, then stay exactly where you are. Go with the flow, and stick with the masses. If, however, you want to join the 5 percent of people who are driving their trains to amazing places, keep on reading. This book will help you get the train started, and once you get going, you'll be amazed that you were ever standing still.

I'm not saying you'll go flying out of the station at 100 mph, but even if you start to pull away at 1 mph, that's faster than the 95 percent who are standing still. Right?

Do You Really Want Life to Change?

You can do anything you set your mind to—earn lots of money, give up smoking, drugs or alcohol, get into shape—but only if *you* really want your life to change.

This book can help make your life better, but only if you work with the advice given in these pages and take action. I can reveal my wealth secrets to you, but ultimately only you can put those secrets into action and make things happen in your life.

I guarantee that if you want a better life badly enough, this book will help you achieve it.

Some years ago a baseball manager, Tommy Lasorda, said "There are those who watch things happen, those who wonder what happened, and those who make things happen."

Which person are you—a watcher or a player? You need to become a player to win in life. Being a spectator and watching the world go by just isn't any fun. Others may be content to exist and get by being a government chart statistic, but I know that you're not satisfied with being a number. You want to do better than that.

I'm Very Unlucky

I come from a background that believes you make your own luck. If you work 14 hours a day, it's amazing how lucky you will become. Luck is determined by our own efforts—the blood, sweat, and tears we put into life.

I'm sorry, but I don't believe luck has anything to do with whether Jupiter is in Mars, or this year is the Chinese animal year I was born under, or my horoscope in the daily downmarket newspaper says today will be good for finances.

I have done a fair amount of research into luck over the last few years and had the pleasure of meeting Professor Richard Wiseman, author of *The Luck Factor*. He points to four main areas that separate "lucky people" and "unlucky" ones:

- 1. Lucky people are good at creating chance opportunities.
- 2. They are good at thinking lucky.
- 3. They are good at feeling lucky.
- 4. They believe in denying fate.

I don't like the term opportunity knocks. I have found in 99 percent of cases, it doesn't. If you're sitting at home, waiting for opportunities to ring the doorbell, I'm sorry to say this is very unlikely.

You make your own luck in this world, and mine was created by going out and searching high and low for opportunities. If you start creating opportunities, it's amazing how often you will be in the right place at the right time and how lucky you will become.