



Entrepreneur  INSIGHTS

The Entrepreneur's Guide to Smart Money Management

Proven strategies to help you build and grow wealth



Introduction

We all love quick wins, but building on success and protecting your hard-earned money is the key to long-term sustainability. In the following pages, you will learn the proven strategies and principles to put you on the path to financial growth and stability. Through expert tips and analysis of historical data, this guide to money management will help you make smarter and more impactful decisions with your personal and business finances.

To learn more about money management, visit Entrepreneur's [Money & Finance center](#).

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Show Me the Money. The 4 Principles of Success and Wealth Accumulation

True happiness comes from fulfillment and the sense that life has meaning. The choice to pursue wealth or fulfillment is personal. Whichever decision you make, you must live it.



by Brian H. Robb

In his role as sports agent Jerry Maguire in the movie of the same name, Tom Cruise immortalized the phrase, “Show me the money!” The movie ends when Jerry succeeds in negotiating a multi-million-dollar contract for his client. As enjoyable as the film was, many people fail to recognize that the movie’s theme was not about making money but about caring for oneself and others. The real lesson was Jerry’s plea: “Help me help you.”

Pattern recognition

Common sense suggests that making money is easy if you [copy the methods](#) of successful investors. Pattern recognition — the

skill to find patterns and logically determine what those patterns indicate about what will happen next — is the process underlying their wealth accumulation. The exact process underlies machine learning and artificial intelligence in computers

Everyone practices pattern recognition to a degree; some [train their minds](#) to be especially good at the skill. Good quarterbacks seem to have an uncanny ability to find an open receiver, throwing the ball before a player completes his route. Winning poker players learn the patterns of their opponent to learn “tells” to distinguish bluffs from a winning hand. Before technical analysis of the stock market

became common, stock traders anticipated price moves by visually scanning paper ticker tapes to identify trends.

You get what you pay for

Most people experience life haphazardly, accepting its twists and turns because they believe the future is uncontrollable. Similarly, investors react by what they get from friends and neighbors, read in the paper or hear from one of the many investment gurus on television who know the “secret” of wealth communication.

Ironically, they give less effort to their [investments](#) than their golf game. While they expect their assets to compound consistently, they know they have no chance to compete on the professional tour despite their practice.

Life gives us what we earn by investing time, effort, education and experience. When you only invest a little, a little return is what you get.

Making money the old-fashioned way

Tony Robbins was a high school graduate who never attended college. He remembers stealing and eating food in grocery stores when hungry and working as a handyman during school to support himself and his siblings before leaving home at seventeen.

Despite his disadvantages, Robbins has enjoyed exceptional financial success. His estimated net worth in 2022 was \$600+ million. The motivational speaker credits his first mentor, Jim Rohm, for teaching him a new way of thinking: “If you want anything to change, you must change. If you want things to get better, you’ve got to get better.”

Those who seek wealth need to implement four fundamental principles to succeed:

1. Change your mindset. Before you can achieve, you must believe. Decisions are always more consequential than the conditions that surround you. Rosa Parks changed America when she decided to keep her seat on the bus. Ulysses S. Grant delivered a historical account of the Civil War through his decision to keep writing despite his debilitating, ultimately fatal disease. Focus on the things that matter, not the trivial timewasters and insignificant events interrupting your day.
2. Immerse yourself in the details. Knowledge is available to everyone with a computer or a library card. Success in investments requires knowing as much about investments as possible — types, mechanics, tax treatment, liquidity and

history — before taking the first step. You need to understand the nuances of risk and risk management, how events affect prices, and the impact of emotions on investment decisions. Continue to learn in the future.

3. Find a role model. The easiest method to become successful is by following the footsteps of successful people. If you do what they do, you will have the same result. Copying a role model is not simply duplicating their actions but identifying and learning the patterns that lead to an investment or its sale. According to news reports, Warren Buffett, considered by many to be the greatest investor of all time, recently added Occidental Petroleum Corporation (OXY) to his portfolio. Copying means learning what changes in the economic and financial environment prompted the buy. What patterns triggered his investment, not last year or the year before? To achieve wealth, you must be an original, not a counterfeiter.
4. Remember that wealth is not necessary for happiness. Chasing riches often overwhelms its pursuers. Its relentless pursuit can cost families, friends, health and satisfaction. Study after study has proved that time is more valuable than money — time to be alone, with others, pursuing hobbies or simply resting and recharging. Time is finite, as Americans have an average life span of approximately 79 years. Unlike money, past time can never be recovered; once spent, it is gone forever.

Final thoughts

True happiness comes from fulfillment, the sense that life has meaning. Money is important, only up to a point. Donald Trump, a former President well known for his wealth, admits, “I’ve got much more than I’ll ever need. I do it, to do it.”

The choice to pursue wealth or fulfillment is personal. Whichever decision you make, you must live it.

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The Best Place to Find Financial
Services That Work for You

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Entrepreneur **GUIDE**



5 Ways You Can Become More Financially Stable

As the financial landscape becomes more complex, the need for financial literacy has significantly grown.



by Billy Carson

The ability for Americans to manage their finances has become increasingly difficult. Without financial literacy education, there seems to be no end in sight to the lack of good financial habits. Online purchasing and the move towards a cashless society are making it very easy to become overextended in debt.

Consumers that have financial literacy should be able to navigate through these strange times and successfully save for their retirement. The Board of Governors of the U.S. Federal Reserve System's [Report on the Economic Well-Being of US Households in 2019](#) states that many Americans are not prepared for retirement. One-fourth of non-retirees surveyed said they had no retirement savings and less than four in ten people that have not retired yet believe that their retirement funds would

last the length of their retirement. Studies show that Americans who maintain their retirement funds have little faith in their ability to make the correct financial decisions needed to achieve a successful retirement fund.

The solution is simple, yet time-consuming

With everything going on in the world, our financial lives are becoming much more difficult. With the rise of NFTs, [cryptocurrency](#) and fractional shares trading, it is getting harder to know how to navigate this financial matrix. Americans who are unsure of their financial future should begin to read books about finance and even register for online courses to better educate themselves on which financial moves to make. Finding a good, licensed finance manager or insurance agent is also a very

smart move. Sometimes in life, you have to take a step back and reevaluate your situation so that you can make better decisions about your future.

5 ways you can become more financially literate

To be financially literate means having the knowledge and confidence to efficiently and effectively manage, save and invest money for you and your family. This can include everything from getting out of debt, budgeting, insurance, investments, real estate, college and retirement planning. Fortunately, it's never too late to increase your financial literacy — and there are several ways you can do this without spending hundreds of dollars on courses or seminars. By following these five tips, you'll be well on your way to being financially literate.

1. Budget

Developing a budget is a crucial step for financial literacy. It can help you find any holes in your spending and identify areas where you are overspending. Budgeting not only helps you see where your money is going, but it also keeps you on track toward saving money as well. Start by tracking all of your expenses, which will show if there are places where you can cut back and reduce costs.

2. Invest

The stock market has historically returned an average of 8% each year and is a great way for financially literate people to grow their money over time. If you're not familiar with investing, it might be

worth your while to talk with a financial advisor who can walk you through how it works, help you select a portfolio that's right for your goals and match your level of risk tolerance.

3. Get educated

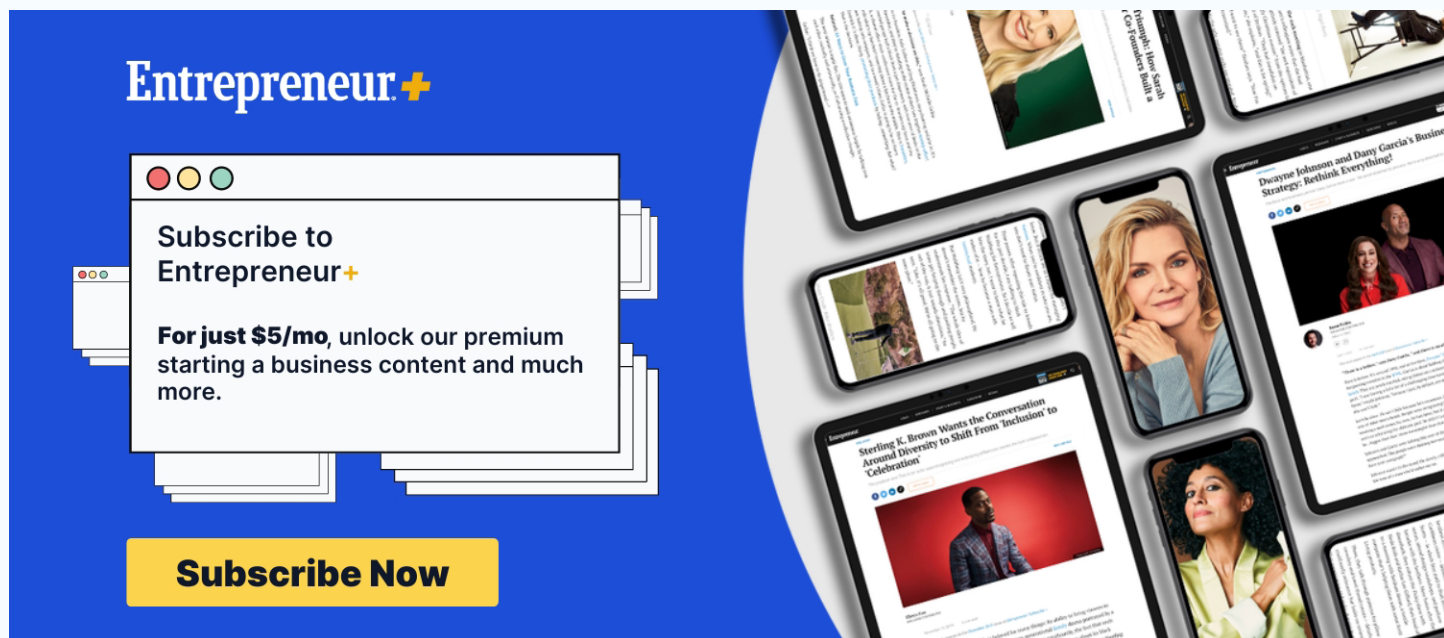
This term is used interchangeably with financially literate when it comes to achieving your long-term financial goals. It means knowing how you're saving and investing, what you're spending and why you are saving. After all, being financially literate is an important first step in attaining wealth. Start by educating yourself on topics like budgeting and planning for college or retirement.

4. Learn from mistakes

Do you have a history of mismanaging your finances? If so, you're not alone; many people experience financial problems at some point in their lives. It's never too late to take control of your money, but being financially literate means having a realistic understanding of where your money goes and knowing how to change things if they aren't working for you.

5. Save

Financial literacy is a must for anyone who hopes to make sense of their money, and we all need a little help from time to time. If you're feeling confused about your financial situation, know that you're not alone. We've all felt like our money was lost in translation at some point — but don't worry: There are plenty of online resources out there that can help.





10 of the Most Profitable Side Hustles You Can Start With Little or No Money

It doesn't cost a small fortune to start a side hustle, so take the leap and invest in a profitable side hustle.



by John Rampton

A **side hustle** is an activity that you can do in addition to your primary job. Sure. You can make some extra dough. But, this is usually something you do because you're passionate about it. So, what's holding you back?

Well, being crunched for time is a valid reason. But, if you believe that it's because it costs a small fortune, you couldn't be any more wrong. In fact, there are plenty of side hustles that you can start with little or no money. And, you can also make a pretty penny to boot.

Don't believe me? Here are 10 of the most profitable side hustles you can start with next to nothing.

1. Consult and teach.

What you already know and can do are your most valuable assets. So, why not cash in on your existing knowledge or skillset?

Regardless of if you're a math prodigy, grammar expert, musician, or environmental consultant, there's definitely money to be made here. In the United States, ZipRecruiter reports that the average annual salary for a Freelance Business Consultant is \$69,814 as of April 2022.

What's more, if you're an experienced and certified teacher, you could make \$100 per hour. Even online tutoring through sites like

Chegg starts off at around \$20/hr. And, teaching lessons in your home, such as guitar or music, could fetch you \$15 to \$30 per hour when just starting out.

You already have the tools to get started, which will keep overhead low. However, you'll eventually want to invest a few dollars into advertising your services so that you can attract more clients and earn experience. In turn, you'll be able to charge much more.

2. Rideshare.

Most of us have used ridesharing services instead of traditional taxi services at least once. Those who don't mind driving and like meeting new people can make some serious money by driving for Uber and Lyft. You can even find niche options like ZIRO or Wingz, which offers shuttle services to and from airports.

The process of getting started is pretty simple. In order to apply, you'll need to take a few simple steps online, have a driver's license, and have a reliable vehicle. When you pass the background check and fill out the paperwork, you're on your way to a potentially profitable side hustle.

How much can you make with ridesharing? That depends on your location, strategy, and hours you put in. But, it's possible to make \$500 a day with Uber if everything falls into place for you. Realistically, Uber drivers seem to be paid around \$9-10 an hour on average. If a driver worked 20 hours a week, the average pay would be just shy of \$200.

You also need to remember that becoming a driver comes with costs like gas, maintenance, tolls, car washes, and self-employment taxes. You would function as an independent contractor for Uber and Lyft. That means you are responsible for everything.

3. List your home.

Renting out a room in your house may be a good idea if you have a spare room. Aside from the fact that you can earn a lot of money, there are two major advantages to renting your spare room on Airbnb:

- Airbnb will add your location to its home page as soon as someone searches for a place nearby without you having to spend any money on marketing.
- You're not required to sell anything.

On average, Airbnb hosts make a solid \$924 per month. Of

course, the income you earn can vary greatly depending on where you live, how good your house is, and what amenities you provide.

Even if you don't own a property, you might still be able to jump on the Airbnb bandwagon. For instance, you could be a co-host where you confirm books, inspect the property, and communicate with guests. Or, you could be an Airbnb copywriter or photographer.

4. Deliver food and groceries.

It's never been easier to get food or groceries delivered to your doorstep. Whether you're craving a meal from your favorite restaurant or reduced trips to the store, there's an app for that.

In fact, as a result of the COVID-19 outbreak, grocery delivery and pick-up sales have soared. In August 2019, sales were 1.2 billion U.S. dollars. That number had risen to four billion dollars in March 2020, note Statista. That's an impressive increase of 233 percent.

In terms of expenses and taxes, the same caveats apply to food and grocery delivery drivers as rideshare drivers.

5. Print-on-demand.

The rise of print-on-demand has been a boon for side hustlers. It's easy to find sites where you can design unique products, like shirts or coffee mugs containing original or customized graphics.

You can find a template of a website design to use for your print-on-demand online store and use free plugins to give the page a professional appearance. Orders will be placed directly through a vendor, so you don't have to print shipping labels or send the packages out. And, even better, you don't even need any money to get started.

6. Pet-sit, house-sit, or babysit.

According to the TSA, the number of travelers passing through one of its checkpoints last year had more than doubled by the end of 2021. As such, people will need house-sitters when they set off on their travels.

However, house sitting can be a very individualized experience. You might be asked to drop by every few days, pick up the mail, and water the plants. Others may require you to stay at the property, look after the pets, do some light housekeeping, and occasionally run their vehicles. To properly care for someone

else's property, you should know what you're comfortable with and how much time you have available.

You can use services like Craigslist and Facebook to find house-sitting gigs. As for babysitting or dogsitting, you can use Care or Rover. By using these sites, both parties will be able to find the right partner without having to worry about scams.

Just note that the growth potential isn't as high as other side gigs. But this could be a rather easy way to make an extra \$500 a month.

7. Garage flip.

Garage flipping is the practice of buying cheap merchandise and reselling it at a higher price. "Okay — I know this isn't a groundbreaking idea, but you have to be inspired by the people who have the guts to dig in and make an idea like this work for themselves," says Jeff Rose, CFP and founder of Good Financial Cents. "For years, people have been scouring flea markets or garage sales for deals on antiques, electronics, and home appliances." There are also items that can be sold at thrift stores, going out of business sales, or online platforms like Craigslist, eBay, OfferUp, and Facebook Marketplace.

Not only is this side hustle flexible, and fun if you enjoy scouring for deals, you can make a lot of money. For example, Rob and Melissa Stephenson of The Flea Market Flipper have been able to make over six figures with garage flipping. Here are a few other ways to [make money online](#) similar to these!

8. Social media manager.

Whether we like it or not, social media is part of our daily lives. According to Kepios, 13 new users joined social media every second in October 2021. This number is not likely to decrease with new social media platforms popping up on a regular basis.

It is common to have a variety of responsibilities associated with managing social media accounts. As a social media manager, you might manage everything from someone's Instagram account to the entire company's social media strategy. It's important for every social media manager to keep in touch with current trends as well as learn how social media algorithms work.

As a social media manager, you need to garner business and/or followers. That is, after all, why you're getting paid. And, by the way, a social media manager can make anywhere from \$24,468 - \$214,095 per year.

9. Freelance.

The rise of websites like Upwork and Freelancer has revolutionized the way professionals and individuals complete projects around the world.

A high demand is always felt for specialists in web development, programming, and graphic design. Freelancers are particularly sought after by small businesses to complete projects at an affordable rate. As a freelancer, you can take advantage of these needs while introducing an additional income stream. On Upwork, for example, freelancers make an average of \$17.96 per hour. However, you can set your own wage.

You do not have to possess technical skills to become a freelancer; your creativity can also be leveraged.

For instance, you can take advantage of your writing or photography skills. There's no shortage of clients who need talented freelancers to assist them with creating content for their blogs or social channels. Clients also require editing and proofreading services. It is even possible to find individuals who are seeking creative individuals to translate their vision into artwork.

And, definitely don't overlook virtual assistant gigs. Some people have been able to make an astounding 10 grand a month being a VA.

By visiting freelance marketplaces, you'll quickly see that you can leverage your skills and talents in a variety of ways. The possibilities are limitless. What's more, you can literally start today with nothing more than the skills and resources you already possess.

10. Start a blog.

My final suggestion for a side hustle with low startup costs is to start a blog. Why did I save the best for last?

Regardless of the side hustle you pursue, a blog can help you further boost your profits. Whether you're developing WordPress websites, snapping pictures of property rentals, managing social media for local businesses, or freelance writing, having a blog establishes credibility and lets you show off your work.

Besides that, your side business will be able to grow by providing a way for customers to find you.

Also, as a blogger, you can earn a substantial amount of income if your blog creates value for an audience. A blogger

who consistently posts valuable content usually makes \$500 to \$2000 per month in their first year.

The great thing about blogging is that it doesn't require daily attention. For great content, you need to research, develop, and deliver a few hours a week. When you post consistently, you're all set.

Among the ways to make money from blogging on WordPress are;

- Blog content monetization, like affiliate marketing, Google AdSense, or sell sponsored blog posts.
- Paid membership website.
- Paid webinars and online courses
- Add an e-commerce store to your WordPress site in minutes by installing the WooCommerce plugin.

The best part? Anyone can blog for next to nothing.

Side Hustler's Beware

Consider avoiding jobs in highly regulated industries, such as health care, since the guidelines can be tough to understand.

Additionally, you don't want to jeopardize your main source of income. In the beginning, you may need to keep a full-time job to generate income.

The most important thing is not to dedicate your entire attention to your side hustle and just go through the motions at your regular job. Additionally, make sure to check your contract. You definitely wouldn't want to launch your new business only to discover that you signed a noncompete with your employer.

And, one more thing.

While keeping overhead costs low is important, there are some parts where you shouldn't cut corners. It's important to follow industry regulations, even if you're building a business based on your existing skills, such as babysitting, petsitting, cutting hair, or baking. You should check your homeowner's insurance policy to see which incidents are covered and which ones aren't, and purchase riders accordingly if you plan to run your business from your home. And, the same is true with your auto insurance if you rideshare or deliver food.





Need To Cut Costs? Start With These 10 Money Saving Ideas

Finding ways to save money in your business is not always as apparent as you think. Here are ten money-saving ideas all business owners should consider.



by Vincent Tricarico

None of us is immune to what's currently happening in the economy, forcing many business owners and executives to consider ways to cut costs. I recently asked my leadership team to take a good, hard look at their expenses to determine what can and should be cut and gauge the effects those specific savings would have on the business.

Finding ways to **save money** in your business is not always as obvious as you think and can come from a few places that are not typically looked at. Here I outline ten money-saving ideas all business owners should consider.

1. Root out process inefficiencies

Take a look at how technology can play a role in **improving efficiencies**. How can you utilize technology to minimize time, effort and money spent where it doesn't need to be? Whether it's analytical data that helps you be quicker to market or process improvements that make your supply chain run more efficiently — plus having good processes around where you spend money.

For larger projects, obtain three quotes from separate vendors before placing an order. Make sure you negotiate the best possible cost on a meaningful purchase. Be assured that what you are buying is right for your business.

2. Reduce office expenses

I think that the mentality of being scrappy is essential. What I mean by scrappy is being pugnacious and **determined not to be wasteful**. Think local and establish relationships with local businesses. In our industry, for example, we buy, manufacture and print labels for our customers and brands. Fortunately, our label vendor is literally down the street, so we're saving money on transit costs. Utilizing your local network ensures you're getting the best price, not just in direct costs but also in time and effort.

3. Make sure you have the right employees for the right roles

This boils down to "right people, right seats." When you look at the world today and how the labor pool has, for various reasons, contracted, having the right person in a role who's passionately

engaged is vital. They get it, they want it and they can do it. Over the long haul, that spells increased efficiency and savings. Running a business where you don't have the right people in the right seats makes everything cumbersome and challenging.

In most businesses, marketing tends to be something companies can overspend on. That's why it's essential to have the right marketing person in the right seat. This person has relationships and expertise and knows when a consultant can do something and when something should be handled in-house.

Employee retention helps, too. Teams have chemistry, they understand how people operate and they play off each other's strengths and weaknesses. When you're constantly replacing people on the team, that's all learning that must be done over again instead of doing the job.

4. Expand on social media and community engagement

I've seen brands effectively connect the organization to the consumer through social media. One thing to understand is that your content should be organic and user-generated, not scripted or overly polished. Recording content on your own versus paying an influencer or agency thousands of dollars has a cost-benefit. But there's an even bigger reason why you want to choose this path.

Today's consumers see right through content that's heavily produced and edited. Instead, they follow, work with, purchase from and remain loyal to easily relatable brands that don't take themselves too seriously and have no problem being transparent about every aspect of their business.

Sit with your marketing and finance teams to determine what percentage of the annual budget needs to be allocated toward purchasing equipment and boosting posts. Use data and analytics to determine what posts help you meet your goals (e.g., engagements, views, conversions, etc.) and place your bets accordingly.

5. Refine, then automate

When you're talking about logistics and shipping and the operational piece of the business, the more automated you get your orders in and out the door, the more efficient you'll be. This hopefully means you'll have more bandwidth to spend time doing other things, right?

I also believe in minimizing clicks and pain points within your sales process. Have information readily available, so employees don't have to click five different screens to get to what they need

to get through. You want to free up the time to sell and reduce the time spent on administrative tasks. For example, you could automate invoicing or utilize a service that consolidates your accounts payable, so you don't have to pay somebody for that.

6. Slice operational costs

If you can operate all aspects of your business under one roof, that's ideal. For example, if you complete the shipping or manufacturing of your products in-house, you don't want to be in three different buildings — you want to be in one building so you can organize things, get the best use of your staff, maximum use of the space and highest possible output.

You don't want to sit on tons of office space because that is bleeding money. Whatever you can do to get out of those situations as soon as possible, the better off you'll be. Looking into co-working spaces might be worthwhile in certain cases, too.

7. Look at insurance and cash flow

You need to have somebody who has the experience, knows the right questions to ask, understands your business needs, and is bound to **save you money regarding insurance**. For employee health benefits, make sure people have a choice and have an option that makes sense for both the business and the employee. Over and above making sure you're not under-insured or over-insured, it's more important that you're insured correctly.

Avoid **short-term loans**, cash advances and borrowing on high interest. If you're buying things on credit, pay it off. And don't get smashed with interest. Make sure you're only buying what you need. All of those things factor into good cash flow.

One of the things my CEO mentor always used to say is that there always needs to be a certain number in the bank. So, if we even got close to that number, he would send out fire alarms. It was all hands on deck evaluating things, cutting things we didn't need and making sure that the company's cash position was one we felt comfortable with. This way, we could sleep at night and know we were in good shape. That's just one of those old-school mentalities that have always stuck with me.

8. Staff up or hire out?

If you don't have the expertise, you need to be ultra-selective in ensuring you're not just being penny-wise and pound-foolish. I always say you don't want to step over the dollar bills to pick up pennies. If you can save money on wages and other things, that's great, but you must set KPIs.

You have to understand (and communicate) what your expectations are from these independent contractors; otherwise, you're just going to be spending good money without seeing any benefit from it. And that's throwing money out the window. So, there's a little bit of a catch-22 there. You'll save money on the fringe but must have measurables to ensure they're performing.

9. Reduce travel expenses

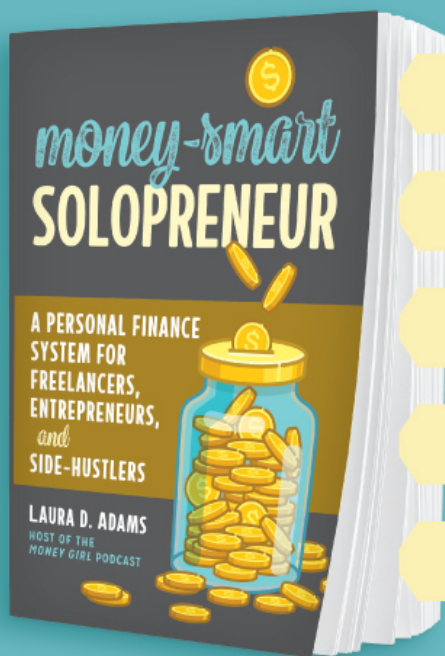
If you don't have to **travel**, don't. But when you do need to travel, travel effectively. Make sure that there's a good travel policy about meals, hotels, flights, etc. These expenses can go through the roof if you don't have some control. Use Zoom, Teams and other messaging applications when possible, but also be cost-effective in managing travel.

10. Specialize in what you're good at

So, you're a sales and marketing operation, and you're struggling. Then you, all of a sudden, decide you're going to start doing packaging, but you have no clue how to do it. This is probably a recipe for failure because you're not focusing on the areas you're good at, and you're taking time and effort away to try and learn something you don't need to. But the nice thing about the way the world is that somebody out there can do it; you need to find the right partner.

Being careful with money doesn't mean being cheap — quite the opposite. It means honoring the value of the money entrusted to your company by customers for goods and services they care about.

BUILD YOUR BUSINESS *and* YOUR FINANCIAL FUTURE



MANAGE VARIABLE INCOME WITH EASE

SET UP AN AUTOMATIC MONEY SYSTEM THAT WORKS FOR YOU

UNCOVER TAX BENEFITS YOU'VE BEEN MISSING

CREATE A SELF-EMPLOYED BENEFITS PACKAGE

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How Rich People Grow Their Wealth (These 3 Lessons Will Change the Way You Think About Money)

Rich people have a unique mindset when it comes to money. Here are a few tips on how to grow your wealth and change the way you think about money.



by Rudy Mawer

You might be surprised to hear this but ... poor people think about money way more than rich people do. The difference is that they think about it in the wrong way. They constantly worry about expenses exceeding their income, eagerly waiting for their next paycheck and even worrying about losing their job when a crisis hits. In other words, they're in constant survival mode. Their financial problems boil down to one thing — a broken **money mindset**. They believe resources are scarce, so they're always penny-pinching.

The top 1% of income earners operate under a completely different mindset. They don't worry about running out of money. Instead, they reflect on how to make money — multiply. So, let's learn about how to **think about money**.

Wealthy people obsess over earning more (not about saving)

Look at the financial world right now, and you'll see people moving their money over to gold and other precious metals. The future's uncertain, so they're amassing their wealth into an asset that doesn't move. Their priority is to hoard and protect what they

already have in an attempt to minimize losses. They cut costs wherever they can. Go on fewer vacations, avoid going out to eat, and the list goes on and on. This fixation on saving is a sign of a poor-person mentality.

Rich people have a different mindset. They are always on the lookout for opportunities. When markets take a dive, the majority sells out of fear, while the wealthy actively look to buy. And they do so by taking **calculated risks**, investing for the long-term and knowing markets trend up over time. They buy assets, identify problems they can solve and double down on what works.

Wealthy people understand leverage

Most people who grew up in a middle-class family think that hard work is what makes someone rich. Now, don't get me wrong. Hard work is important. But if working 70-80 hours a week was a sure way to **become a millionaire**, then every shift worker in the world would be rich!

The truth is, you need to learn where to channel this hard work to create more wealth. Truly rich people know how to identify what activities have leverage. They use their brain power, connections and other people's labor or capital to create even more wealth. In other words, they're focusing on creative output and on finding the right opportunities rather than living paycheck to paycheck. This is why they're able to amass vast sums of wealth in a shorter time frame.

Wealthy people focus on the outcome

Every day, we choose where we place our energy. Poor people tend to waste it worrying about the future. Rich people focus on **finding solutions to problems**. They know that if they find a solution to a common problem, money will follow. And so they spend all their time, resources and creative energy on finding that solution and marketing it.

Imagine if our ancestors had only worried about gathering nuts and berries and never progressed to making tools to hunt for their food. **Creative thinking** is what fuels progress. Wealth is just the byproduct. Shift your focus to developing your natural creativity, and money will follow.

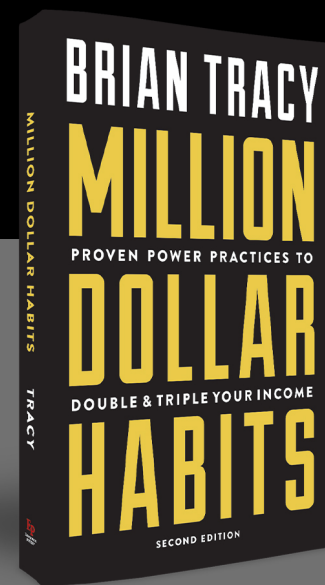
Learn how to think about money

Back in the UK, I had to take out a student loan to go to university. Most people would have used this money to cover their expenses and have a good time. But I immediately saw the opportunity. With the money the bank gave me, I bought a five-bedroom property — not just so I didn't have to pay rent — but because I could make money by renting out the other four rooms to fellow students.

So, what was debt became a \$2k/month asset that I used to fuel my first business. The rest is history. I'm telling you this because this is the type of mindset you need to have in your life to **become rich**. You need to understand that the world is abundant — you just need to learn how to tap into it in the right places.

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Make Yourself a Money Magnet with this Fun and Easy Exercise

This creative daily ritual can turn you into a champion opportunity-spotter in just one week.



by Mary Hood

Money-making opportunities surround us. Unfortunately, we're not always trained to see them, even when they are right under our noses. Some of us aren't as financially educated as we could be. Others tend to think inwardly or have tunnel vision. Whatever the reason, we may not have a mindset that naturally looks for chances to build wealth.

I've always had a knack for noticing trends and seeing opportunities, which is why entrepreneurship has worked well for me. But even I need to keep my "money magnet" skills sharp. This is a fun exercise that I've used through the years to get my wealth-building creativity flowing. It's easy to do, takes a few minutes a day, and is like playing a game.

Spend a week doing this exercise, and you'll be amazed at how attuned you become to spotting money-making opportunities everywhere. You can do it alone or with a partner, kids or coworkers.

How to do the money magnet exercise

1. Pick a time when creativity is high. If there is a time of day when you do your best innovative thinking, that's the time for this exercise. If you are working as a team, choose a time when the mood is positive, and everyone is energetic.
2. Choose the amount of money you want to make. It can be a hundred dollars, a million, a gazillion. Money can be a goal, but I find that it is more often a method through which we achieve other goals. Maybe you're not looking for a precise dollar figure but an amount sufficient to expand your business, buy another franchise, take a vacation or donate a hundred dinners to a food bank. For a fun, creative challenge, try a puzzle like "15 ways to make \$100."
3. Choose a time limit for your goal. This step is optional, but changing your goal's time limit can make the exercise more enjoyable. If your goal is to create a million dollars, then in different sessions, think of ways to [make a million in a year](#), a month or even a day!

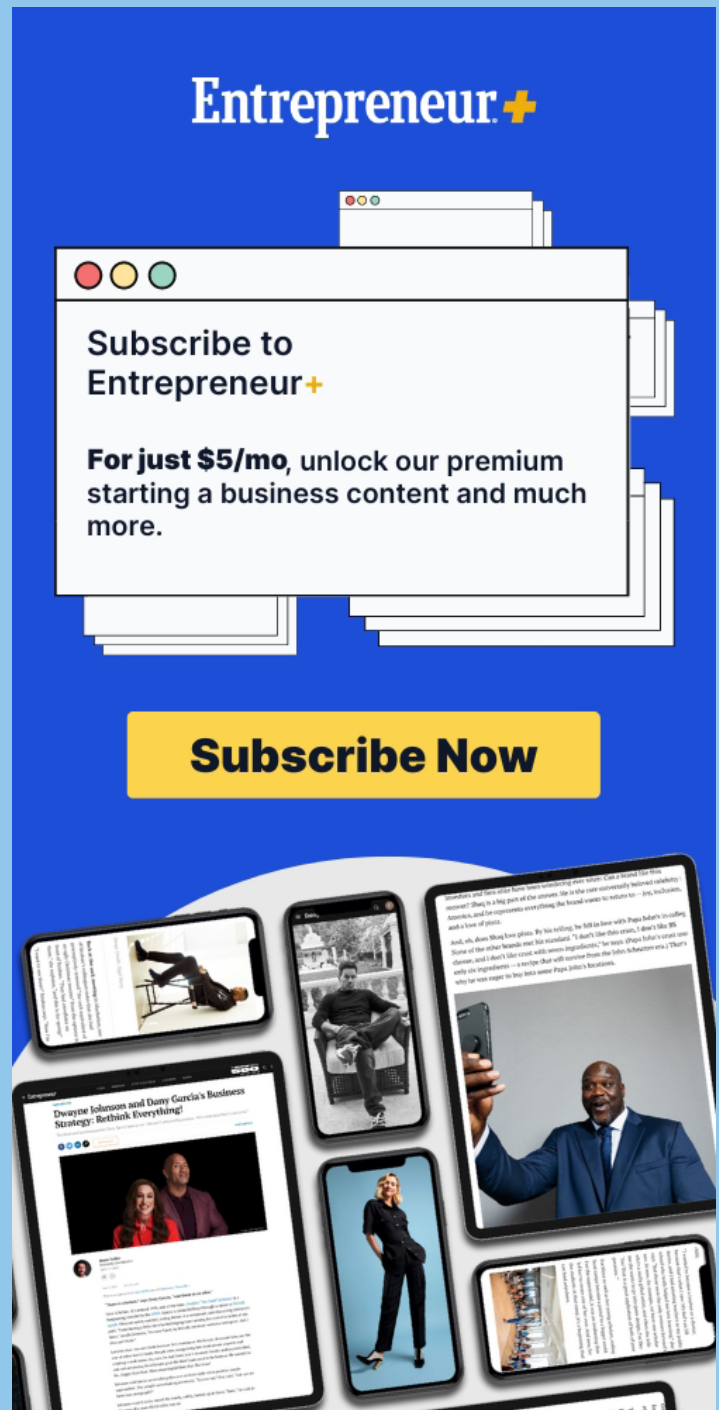
4. Start writing (or dictating, or typing) your ideas for completing it. You're looking for at least fifteen. If it could even remotely achieve your goal, no answer is too crazy, too simple, too far off the mark or too far outside the box. One benefit of doing this exercise with kids is that they don't see barriers. If working with others, remember this exercise is criticism-free. Remember that if you're working alone, too! All ideas are welcome.
5. Limit the exercise to 15-30 minutes. I'd suggest producing an idea every couple of minutes. This keeps you from overthinking and preps your mind to see opportunities quickly.
6. If stuck, use the reverse brainstorming technique. Coming up with so many ideas may feel challenging at first. With practice, this gets easier. That's what the Money Magnet exercise is all about! However, if you find yourself stalled, try reverse **brainstorming**. This means turning the question around for a different approach. If you're stuck on "how to make a million dollars in one month," change the question to "my incredible invention worth a million dollars," or even "fifteen things that would NEVER make a million dollars," because that, too, can get your ideas flowing.

How Money Magnet changes your mind and life

Now you've done the exercise, made your list, and had some fun while getting your monetary creativity flowing. What happens next?

- You're embedding thinking about your goals into a daily habit. After doing this exercise several times, considering multiple creative ways to achieve what you want becomes natural.
- The more you play with this exercise, the more practice you'll get at seeing money-making opportunities in the real world. Your mind will be practiced and ready to alert you whenever such a chance flashes by.
- Keep your list! After you've done the Money Magnet exercise a few times, do a list review. You may have some brilliant ideas or ideas that can become brilliant with a little finessing. And of course, one great idea can change your whole life! Besides, ideas are valuable even when they're not "great." We can often deduce as much from a poor solution as we can from a good one. Sometimes we see a correct answer by looking at a dozen wrong ones.
- You're practicing a variation on the **Law of Attraction** by first defining something you want and then outlining some ways that you can get it. Whatever you believe about the forces at work in the universe, it certainly never hurts to think through exactly what you want and why.

When I need a boost to my opportunity radar, I make the Money Magnet exercise part of my morning ritual. I run through it at the breakfast table while having my coffee, and it primes me for the rest of the day. This mini-meditation on wealth-growing opportunities puts me in the perfect state of mind to see these chances as they come throughout the workday. Plus, I'm happily ready to receive what the world offers with a goal in mind and some exciting ideas to make it happen.



Entrepreneur  INSIGHTS

Thank You!

We hope the insights in this package help you work toward reaching your financial goals. But of course, this is just the start—there's so much more to learn!

Get expert advice on the latest money management strategies, the most lucrative side hustles, and so much more by visiting our [Money & Finance section](#).

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