

Trump University

# How to Build a Fortune

by Donald Trump



TRUMP  
UNIVERSITY

W o r k b o o k

# W o r k b o o k

## How to Build a Fortune

with Donald Trump

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# *Welcome to How to Build a Fortune*

with *Donald Trump*

*“Think about how fortunate you  
already are and how much you  
still have to look forward to”*

*– Donald Trump*

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# Introduction

Congratulations on choosing *How To Build a Fortune*, Donald Trump's personal guide to wealth creation. This program provides a power-start on your journey to riches. Taught by a self-made multi-billionaire and his handpicked team of "wealth masterminds", it gives you a map of the territory like no other.

Some of the elements in *How To Build a Fortune* may seem familiar, others new. It depends on your current level of experience and know-how. What is essential for your success is to understand the value of integrating all the components in the program. It is easy to gloss over an aspect that seems familiar with the casual observation "I already know that." Be alert here: There is knowing and knowing. What separates the rich from the rest is often a slight twist on the dial of knowledge — especially the twist from idea to action. Whether the subject is attitude, bookkeeping or sales skills, be prepared to rethink all your assumptions. Challenge yourself to go further in every single area, no matter how advanced you consider yourself to be right now. There is always headroom for improvement.

If you make substantial advances in every one of the eight topics presented in this program, a positive impact on your financial life is unavoidable. You will be on the road to building a fortune.

The program contains four key components:

- 1 "Donald Trump Speaks" interview (DVD\*)
- 2 Recording of a live seminar with Mr. Trump (Audio CD\*\*)
- 3 Tips on wealth building from Trump University instructors (Audio CD\*)
- 4 This CD-ROM containing three elements:
  - Workbook
  - Resource Guide
  - Bonus special reports
- 5 Online 12-Month Program

\*Excerpted from *The Wealth Builder's Blueprint*

\*\*Excerpted from *The Trump Way to Wealth*

## How the Program Works

An essential principle of Trump University is that people learn by doing. Wealth-building is a skill. No one ever developed a skill by simply listening to other people talk. So while this package presents much powerful information, you must act on what you hear to reap the benefits in your life.

## The 8-Week Master Plan

The core of the Workbook is the 8-Week Master Plan. Each action step contains instructions, tips on how to complete it and pages on which to record your progress. The program is built around the wealth-building principles outlined by Donald Trump in the DVD and CD presentations. In the next two months, you will practice applying what you learn to the hands-on world, your world. The Master Plan takes wealth-building out of the realm of theory into the world of reality.

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No one is saying you will build a fortune in eight weeks. What will happen, if you focus your energy and concentrate your attention, is that you will transform your outlook, your habitual patterns and your financial direction. You will set yourself firmly on the road to living your dreams.

Action is the key. Studies show 80 percent of people who set goals never achieve them because they fail to act. To turn dreams into reality, action is vital. By completing the Master Plan, you can beat the odds and distinguish yourself as one of the 20 percent who act and succeed.

## **How to Use the Material**

This program is based on the Active Learning System, a methodology designed to achieve maximum real-world results.

- 1 First go online, review your resources and connect to other wealth builders.
- 2 Watch the DVD and listen to the seminar recording straight through, to get the big picture.
- 3 Listen to the third CD, which gives you powerful insights from Mr. Trump's panel of wealth creation experts
- 4 Watch and listen again, pen in hand, with your finger on the pause button. Stop the DVD or audio and take notes. Apply Donald Trump's insights to your own life and business. Several blank pages are provided just ahead for this purpose.
- 5 Plan your work on the 8-Week Master Plan: fill out the calendar to specify the dates you are committing to the process
- 6 Initiate the Action Steps.

We recommend you do the Action Steps in order – they build on each other. Maintain your momentum with a regular schedule for working through the materials. Patient persistence will focus your mind on what you have to master and bring you through to program completion.

When you complete the Action Steps you will have built the first essential floors of your tower of wealth, the floors that support all the action you take in the future.

You'll find useful backup materials, as you work through the Action Steps, in the "Special Reports" section of this CD-ROM. Print out these reports and use them as reference material. "How the Rich Get Rich," "Negotiate to Win" and "Wealth: The Inside Story."

Every great building begins with the first stone, and every journey to wealth starts with just one step. So don't delay — get started now. The entire team at Trump University is rooting for you. Connect with us at the program web site and let us know about your progress. We all look forward to hearing of your success.

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## Take the Journey Further

Should you choose to take your journey to riches further, the tools you need can be found in *The Wealth Builder's Blueprint*. This powerful home study program by Donald Trump and his mastermind team provides in-depth teaching on six fundamental areas of wealth creation. In six full-length audio CDs and a 170-page Workbook, you will learn how you can:

- 1 Turn goals into action, and action into wealth
- 2 Become a master of money
- 3 Persuade others to pay for your talents, products and ideas
- 4 Soar to the top of your career
- 5 Start a business that sets you free for life
- 6 Retire on real estate riches

*The Wealth Builder's Blueprint* is available at a special \$100 discount, exclusively to you as the owner of *How To Build a Fortune*. Learn more and place your order for this product through the website at **TrumpUniversity.com**

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## Donald Trump



Donald Trump is without question the world's most famous businessman. As a real estate developer, he has reshaped the New York skyline with some of that great city's most prestigious and elegant buildings. Trump Tower, for example, with its spectacular marble and gold foyer, attracts some two and a half million visitors a year.

Mr. Trump is also a leading player in the casino and entertainment industries. Today, he is best known to millions of television viewers worldwide as the star of *The Apprentice*, a television reality show that unveils the excitement and drama of business life in the fast lane. Donald Trump is the author of seven books, including *The Art of the Deal*, *How to Get Rich* and *Think Like a Billionaire*.

Now Mr. Trump is bringing his decades of experience to the world of business education. With the launch of Trump University, he makes the very best of America's business education available to all those who seek a life of success, fulfillment and prosperity.

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# Meet the Wealth Masterminds

To create *The Wealth Builder's Blueprint*, Trump University's flagship home-study program, Donald Trump assembled a team of world-class wealth creation experts. Listen to the excerpts from their presentations on the last disc of this program.

## Stephanie Burns, PhD

Stephanie Burns has devoted her life to achieving a greater understanding of human behavior in the fields of adult learning and goal achievement. She has applied her methodologies to training technologies, communication skills, natural horsemanship and learning musical instruments. Dr. Burns is the author of several books including a breakthrough study of fear, *Move Closer, Stay Longer*.  
Meet Dr. Burns at [StephanieBurns.com](http://StephanieBurns.com)

## Jeff Burrows

For over 20 years, Jeff Burrows has helped people grow and their businesses profit, without sacrificing their personal lives or their dreams. With a unique blend of passion, vision, action and spirit, he has guided owners of companies with revenues ranging from \$500,000 to over \$50 million.  
Meet Jeff Burrows at [JeffBurrows.com](http://JeffBurrows.com)

## Dolf de Roos PhD

Dolf de Roos is one of America's most sought-after real estate educators. He is the author of *The New York Times* bestseller, *Real Estate Riches*, and four other real estate books. He is also a contributor to Donald Trump's audio business course *How To Build a Fortune*. While remaining active worldwide with writing and teaching, Dolf de Roos' first passion remains the everyday practice of real estate investing.  
Meet Dolf de Roos at [DolfdeRoos.com](http://DolfdeRoos.com)

## Dorian Gallo

Dorian Gallo is a high-ranking marketing executive in the corporate world who has developed a unique methodology for persuasive communication. She has used her approach to persuasion, to create and grow businesses in the USA, Asia and Brazil. Throughout her career, Dorian Gallo has served as a coach and mentor to individuals, start-up enterprises and non-profit brands.

## Diane Kennedy, CPA

Diane Kennedy, CPA and educator, is the author of *The Wall Street Journal* bestseller *Loopholes of the Rich* and several other books on wealth creation and asset protection. She has appeared on CNN, Bloomberg TV and CNBC and numerous regional TV and radio shows. Her proven system combines income generation, investment strategies and tax planning to create financial security and freedom.  
Meet Diane Kennedy at [TaxLoopholes.com](http://TaxLoopholes.com)

## Les Hewitt

Les Hewitt is known to thousands of readers through his book, *The Power of Focus* which he co-authored with Jack Canfield and Mark Victor Hansen. He is also a contributor to Donald Trump's audio business course *How To Build a Fortune*. An entrepreneur for 25 years and top performance coach, Les has a passion for sharing leading edge strategies that dramatically improve the quality of life — and the bottom line.  
Meet Les Hewitt at [ThePowerOfFocus.ca](http://ThePowerOfFocus.ca)

## Chris Lewis

Chris Lewis is a former professional football player and corporate executive who specializes in applying Les Hewitt's success methodologies to career development.  
Meet Chris Lewis at [ThePowerOfFocus.ca](http://ThePowerOfFocus.ca)

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## A Message from Donald Trump

You want to build a fortune — and why not? It's a great ambition if you've got the gall to pull it off. Personally, I enjoy being wealthy although it hasn't been my primary goal in life. My goal has been to do what I love, and what I love is building great buildings. I believe I am wealthy as a result. So love what you do. This is a principle you will often hear repeated during this program.

The other principle you will hear from me is equally simple: Never give up. In the California gold rush, people would sometimes dig until they got exhausted, then they'd walk away and look for another spot. Someone else would come along and dig a few more inches in the same hole, only to find a seam of gold. It's amazing to me how many opportunities people throw away by quitting when the going gets a little tough.

You won't hear me promising some get-rich-quick scheme. That's not what Trump University is about. Building a fortune takes guts, hard work and intelligence. If you bring those qualities to the table, you'll find a whole team of people here standing by to help. I've handpicked the experts who created this program with me, and they know exactly what they are doing. So follow the directions you are given here. In particular get online to use the resources we have created for you.

This program is about your life and your finances. So why do things by halves? Your decision to educate yourself is a powerful first step towards building a fortune. Now take it all the way to the top. And enjoy your success.



Donald Trump

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## Your Program Host — Jon Ward



Jon Ward is a 25-year veteran of branding and marketing. He began his career as the principal copywriter serving Pentagram, London's most prestigious design company. For several years, he also wrote extensively for Reuters, the global information company.

Moving to the United States, he became co-owner of Young Associates, one of Arizona's top marketing and advertising boutique firms. Today, as an independent consultant, his clients include Brandwithin, the producer of this program.

Along with James Burgin, Jon Ward has served as a branding consultant to Trump University, while helping write and produce a range of home study programs. He is co-presenter with James Burgin of the course, Branding for Profit. He is also host and interviewer for several other programs, including The Wealth Builder's Blueprint, How To Build a Fortune, Play to Win in Business and Life, The Entrepreneur's Success Code and Real Estate Goldmine.

Jon Ward is the author and producer of the Marketing Action Program — a step-by-step system for generating practical, results-driven marketing plans.

Meet Jon Ward at [BrandWithin.com](http://BrandWithin.com)

## Meet Your Producer — James Burgin



James Burgin is founder and CEO of Brandwithin, a Phoenix-based branding consultancy and information product marketing company. Having trained in product design, he acquired his mastery of branding and marketing in his native Australia.

James launched the category of "New Age" retailing in Australia and the Far East after becoming co-owner of a therapeutic oils enterprise. He went on to sell the firm and move to the United States, where he quickly built a reputation as an exceptional marketer of information products. His clients in this field have included Robert Kiyosaki of "Rich Dad" fame, the eBay expert Adam Ginsberg and sales trainer Blair Singer.

James was invited by Trump University to produce their first home study program, The Wealth Builder's Blueprint. He and his team at Brandwithin went on to produce nine new audio business courses for Trump University, including How To Build a Fortune, Bubble-Proof Real Estate Investing, Three Master Secrets of Real Estate Success, Real Estate Goldmine, Play to Win in Business and Life and The Entrepreneur's Success Code.

James Burgin and his colleague Jon Ward are presenters of the audio business course, Branding for Profit. They also serve as branding consultants to Trump University.

Meet James online at [Brandwithin.com](http://Brandwithin.com)

*Part 1*

# *Eight-Week Master Plan*

## **Make Faster Progress — Here's How!**

Before you go further, read the Special Report by goal achievement expert Dr. Stephanie Burns included in your bonus materials. It's called **7 Steps To Boost Your Learning**.

If you study and act on Dr. Burns' advice, you will dramatically improve the results you gain from this program — and any other course you take.

*“Being an entrepreneur  
is not a group effort.*

*You have to trust yourself”*

*— Donald Trump*

# Learning Calendar

## 8-Week Master Plan

Optimally, you will complete this program in eight weeks. You can then return and repeat material that needs further learning or reinforcement. The advantage of speed is that you build momentum and totally absorb yourself in the material. If circumstances do not permit you to move at that pace, do whatever you can to proceed swiftly — without skipping steps or taking short cuts.

As you complete each Action Step, check if off in the far right column.

Week 1	Week beginning ___ / ___ / ___	<b>Action Step 1</b> Get An Attitude	
Week 2	Week beginning ___ / ___ / ___	<b>Action Step 2</b> Aim High	
Week 3	Week beginning ___ / ___ / ___	<b>Action Step 3</b> Control Your Cash	
Week 4	Week beginning ___ / ___ / ___	<b>Action Step 4</b> Learn To Sell	
Week 5	Week beginning ___ / ___ / ___	<b>Action Step 5</b> Make Money	
Week 6	Week beginning ___ / ___ / ___	<b>Action Step 6</b> Multiply Money	
Week 7	Week beginning ___ / ___ / ___	<b>Action Step 7</b> Build a Brain Bank	
Week 8	Week beginning ___ / ___ / ___	<b>Action Step 8</b> Act As If	

## ACTION STEP

# 1

## Action Step 1

### Get an Attitude

#### Introduction

Why Attitude Matters

Attitude is everything. A cliché, but true. Attitude defines how you plan, how you work, how you relate, and how you enjoy the results you create.

If you want to build a fortune, first check your attitude to wealth. You have to lay claim to success in your own mind, before you can claim it in the world.

#### Action 1.1 Rate Your Attitude

Know yourself and your attitudes. How do you really feel about the possibility of becoming rich? Beneath your ambition for financial freedom, do you harbor negative attitudes about success? Be daringly honest. If you deceive yourself, you will set yourself up for failure. The first step to adopting a powerful attitude is to know what your attitude is right now.

Attitude	Not at All Like Me	Somewhat Like Me	A Lot Like Me
Money is a necessary evil.			
It's easy to get rich quickly.			
You have to be greedy to build a fortune.			
I'd like to get rich, but I doubt I have what it takes			
I don't deserve to have a lot of money.			

*"Passion conquers fear"*

– Donald Trump

If you answered “somewhat” or “a lot” to any of these questions, you have work to do on your attitude to wealth creation.

The first step to changing your attitude is to reprogram your mind to accept that building a fortune and having success is as positive as you make it. Think this through carefully. Reason with yourself, make affirmations, debate your friends and family.

For each attitude for which you marked “a little” or “somewhat,” write a one-paragraph argument that challenges the negative outlook. Remember, this argument has to be convincing to you first and foremost. If you don’t believe it, no one else ever will.

At the bottom of the page, write a one-sentence slogan that sums up your new attitude on building a fortune and having wealth. The purpose of this slogan is to sell yourself — especially your subconscious mind — on the outlook you need. Use positive language in the present tense.

Example: “I love what I do, and I deserve to be rich.”

NOT

“I want to enjoy my work so one day I should be rich.”

For the remainder of this course, read your slogan out loud to yourself at least twice a day.

## Action 1.2 Connect to High Energy People

Context is powerful. It matters whom you associate with. If you want to build a fortune, surround yourself with people who are already successful, and filled with a passion for success. Look around at your pool of friends. Are they happy with the life they have right now? What is their attitude to wealth and success? Do your friends have what it takes to achieve great things?

There are two reasons to make positive connections. First, other people’s attitudes will always rub off on you — for good or for ill. So when you spend time with achievers, you pick up on their energy. The other reason is that networking is one of the most powerful tools for success. So get out there and make friends with successful, high-energy people. Learn from their strategies and secrets. It’s a good business decision, and an even better life decision.

## Action 1.3 Get Fit

Building a fortune takes high energy and hard work. You need to be in shape. You also need to sharpen your competitive edge. Most successful people participate in a sport of some kind. Not only do they participate, they improve their technique from one game to the next, because they are driven by a passion to grow and improve. Playing sports keeps you fit mentally and physically and it’s a great way to meet positive people. If you don’t play a sport now, make a start.

*“A lot of people are afraid to fail, so they don’t try”*

– Donald Trump

### Action 1.4 Find That Silver Lining

If you can't find a positive aspect in challenging situations, then you're not cut out for the world of business. Practice first in everyday situation. Find something positive that happens when you're stuck in line, or when there is a power outage. There are always positive things that can happen as a result of negative events. You have to be tough-minded and disciplined to find them. If you cultivate that habit, you will pull way ahead of the crowd.

### Action 1.5 Reeducate Your Attitude

Maintaining a positive attitude is a skill like any other, and it can be trained. There are great resources out there to help you. Look at the Donald Trump favorite, *The Power of Positive Thinking*, by Norman Vincent Peale. Another good read is *The Power of Your Subconscious Mind*, by Joseph Murphy. For more ideas, check out the Resource Guide at the end of this Workbook.

Record below the titles of the books you chose for your research and what you got out of each one.

Book Title and Author	What I Learned

*“Change your attitude  
and gain some altitude.  
Believe me, you’re going to  
love it up here”*

*– Donald Trump*

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## Action: Re-rate Yourself Weekly

This is an intensive 8-week program. That means you have to move fast to make the changes you are committing to. Keep track of your progress week by week.

Before each week begins, take stock of your attitude level. Use a simple scale of 1 – 5 to rate your attitude to yourself, your abilities, and your commitment to building a fortune. Let 1 mean you are stuck in negativity, and 5 mean you are totally charged with positive energy.

Week 1

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Week 2

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Week 3

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Week 4

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Week 6

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Week 7

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Week 8

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note

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# Aim High

## Introduction: No Destination, No Arrival

To arrive at that place you've always wanted to be, you have to get clear on your destination. No skyscraper ever spontaneously appeared on a skyline, and no business ever became a success by chance. To create something great, you have to make a plan.

Wealth-building is not just about acquiring lots of money; it's about making the life you dream about a reality.

### Action 2.1 Your Life, Your Goals

To really grow rich, love the work you do. Be passionate about it. To love the work you do, you'll obviously have to do the kind of work you love.

So what kind of work are you passionate about? What are you brilliant at?

Answer the following:

Recall some key moments of victory in your life. Summarize them here.

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In those victory moments, what was it you did extremely well? What got you excited and energized?

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*"If you don't have passion, everything you do will fizzle out or be mediocre at best. Enthusiasm on a big scale equals passion"*

*– Donald Trump*

Recall a time in your life when you came home at the end of every working day cheerful and content. What kind of work were you doing then?

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What activities do you like doing so much that you lose all sense of time when you do them?

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Brainstorm a list of everything you enjoy doing. Include leisure activities, sports, educational or artistic activities, work or volunteer experiences – anything enjoyable, inspiring and fun for you.

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How could any of these favorite activities be transformed into a business or career opportunity? As you work on this question, be prepared to think outside the box. Surprise yourself.

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*“If you’re going to think,  
think big. If you’re going  
to live, live large”*

*– Donald Trump*

Narrow down your list and pick one career or entrepreneurial project to focus on. Find out if it's practical by doing some research. If research shows the idea isn't doable, go back to your list and pick another idea. Record below your project of choice and the results of your research.

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### Action 2.2 Set Your Lifestyle Targets

Money isn't an end in itself. It is there to serve your purposes. The clearer you are about why you desire to build a fortune, the quicker you will achieve your aim. People who say, 'I'll get rich first, then figure what to do with the money' rarely succeed. You need clearly defined purposes, especially when you encounter obstacles — which you will.

Complete this Lifestyle Goal Chart.

	6 months from now	1 year from now	3 years from now	10 years from now
Weekly free time				
Vacations and travel				
Major purchases				
Philanthropic contributions				
Other: _____				

### Action 2.3 Set Your Financial Targets

Money may not be your only goal, but it is a very important one. To reach your financial destination, you need specific targets.

First, what is “a fortune” to you? The answer will vary dramatically from person to person. It’s up to you to settle on an amount that makes sense to you, and you alone.

Remember, if you aim for something small, you’ll achieve something small. At the same time, make the goals believable and attainable — at a stretch.

	6 months from now	1 year from now	3 years from now	10 years from now
Monthly Income				
Net Worth				

### Action 2.4 Milestones Make It Happen

Now you have your goals, you need an action plan for each goal. This will evolve as you complete the entire program. Now is a good time to start setting down some key milestones.

For example, if your focus is real estate investment, your milestones might include these

Pay down all credit cards to build my credit score, by \_\_\_ / \_\_\_ / \_\_\_

Complete four courses in real estate investment by \_\_\_ / \_\_\_ / \_\_\_

Make my first offer on a property by \_\_\_ / \_\_\_ / \_\_\_

Own three properties by \_\_\_ / \_\_\_ / \_\_\_

Note that every milestone must have a firm ‘by-when’ date.

List your milestones below:

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*“If you’re thinking big, all of your problems will become smaller and smaller in comparison to what you are building”*

*– Donald Trump*

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Why these milestones are the right ones? Record your reasons for the milestones you've selected. Remember, reasons motivate action.

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### **Action 2.5 See it Happen. Make it Happen.**

Success expert and Trump University presenter Les Hewitt suggests making a picture goal book for any major goal you want to reach. Clip pictures from magazines or other places and piece them together until they depict the goals you have set for yourself.

There's a reason this works. The human mind is especially susceptible to visual images. When you prime your subconscious with vivid pictures of your goals, it sets about scanning and searching for ways to attain them.

Look through your goal book at the beginning of each workweek.  
When you're flipping through your goal book, visualize yourself living your goals.

Goal-setting and visualizing alone won't make you rich, of course. Dynamic action is also needed. This foundation step provides a powerful impetus for inspired action to propel you toward wealth and success. Never underestimate the power of the plan.

*"People are capable of  
doing great things, but not  
if they don't envision great  
things being done"*

*– Donald Trump*

**ACTION STEP**

**3**

# Control Your Cash

## Introduction: Get Your House into Order

Do you manage your money or does it seem to manage you? Are you able to put aside a substantial amount for savings every month? Do you invest in stocks, bonds or real estate?

Simple frugality can be the most important money-managing skill. Call it penny-pinching if you want to. Or call it financial smarts.

Honestly assessing how you handle the dollars is an important element of wealth building. Money can make more money. To do that it must be managed, saved and invested. You need knowledge and commitment to create power finances in your life.

### Action 3.1 Do Your Financial Statements

Multiplying your money is the payback of well-placed investments, but you can only invest money that you've saved. And you can only save money you know you have. Maintaining good financial records and reports is a chore, but it is an essential key to wealth.

Start with your financial statements — your monthly income, expenditure, and cash flows and balance sheet.

If you don't know how to complete a financial statement, make it a priority to learn. Get some basic financial software. Hire a bookkeeper, if only to set up your books. Ask someone who knows how to generate and — just as important — read financial statements.

Assess how well you manage your money by addressing these questions:

Do you have a budget and stick to it? Yes / No

Do you keep track of your monthly income and expenditures? Yes / No

Do you know your net worth (your total assets minus your total liabilities)? Yes / No

Specify here the actions you will take to improve your financial record keeping and reporting, with by-when dates:

_____	___ / ___ / ___
_____	___ / ___ / ___
_____	___ / ___ / ___
_____	___ / ___ / ___

*“Beware of instant stars in the field of finance. Trust the people who do it again and again”*

*– Donald Trump*

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### **Action 3.2 Increase Your Income. Right Now.**

If you look closely, there are always ways to increase your income. You will only find them if you focus all your attention on the opportunities that lie around you.

Identify three practical ways to increase your income in the near future  
(starting within the next three months):

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Now identify three means of increasing your income long-term (the next three years):

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

### **Action 3.3 Decrease Expenditure. Right Now.**

First, take a new look at your expenditures. Ask yourself, is this expense contributing to my goal or taking away from it? Be brutally honest with yourself. Remember one dollar saved can be worth three dollars earned.

Expenditures I can defer or reduce in the interests of advancing my plan:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Remember, money management is all about increasing income while decreasing expenditure.

Most people pay too much money for things they buy. Of course, some prices are immovable, but it's amazing how many times a price is negotiable if you have the presence of mind to ask for a deal.

Learn how to haggle. Go to a flea market and see how far you can beat down the price of three or four items.

Keep score of your achievements:

Asking price \_\_\_\_\_ Buying price \_\_\_\_\_

Once you get comfortable with small purchases, you will find it no different to negotiate when there are several zeros added on. The psychology is the same.

### **Action 3.4 Pay Down Bad Debt**

Not all debt is bad. If you've got a steady source of income, then you can make a sound investment and leverage debt to create wealth.

There are other debts that simply eat you away. These negative debts drain your cash and damage your credit. Get rid of them – do whatever it takes.

How much money do you owe right now? List all debts that are NOT wealth creating.

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Total: \$ \_\_\_\_\_

Make a plan to pay down your bad debts. Start with the highest-interest loans and work down the list.

Allot a repayment amount each month: stretch yourself:

\$ \_\_\_\_\_

Create milestones, by listing each debt and setting a final pay-off date.

\_\_\_\_\_      \_\_\_ / \_\_\_ / \_\_\_  
\_\_\_\_\_      \_\_\_ / \_\_\_ / \_\_\_  
\_\_\_\_\_      \_\_\_ / \_\_\_ / \_\_\_  
\_\_\_\_\_      \_\_\_ / \_\_\_ / \_\_\_

### Action: Make a Savings Plan

Saving money in itself won't make you rich. Intelligent investment creates wealth, not low-interest savings accounts. However, if you can't save, you will have nothing to invest.

Saving is like dieting; most people are always going to start tomorrow. Like every other aspect of wealth-building, saving requires genuine commitment.

How much do you set aside in savings in an average month?

\$ \_\_\_\_\_

If you were committed to it, how much money could you save a month?

\$ \_\_\_\_\_

Complete the table below and get into action.

Percent/ Dollar Amount I Will Save Monthly	Source Of Funds	Starting Date Of Plan



# Learn to Sell

## Introduction: If You Plan to Succeed, You Have to Sell

What is selling? It is persuading other people to part with their money. No matter whether you are in business on your own or pushing your way up the corporate ladder, you have to find ways to separate other people from their cash. The only legitimate way to do that is to create value, and demonstrate value.

Selling anything in life is about persuasion, not power.

Networking and negotiating: these two sales skills are key to building financial strength. You rub shoulders everyday with people who observe your work, talents and demeanor: that's networking. You strive to get something you want, and match it with other people's desires: that's negotiating.

How well you learn to network and negotiate will move you either up the ladder of success or throw you off it. Learn to be a power communicator and a power seller.

### Action 4.1 Start With Practice, Not Study

The advantage of a yard sale is that it is all about haggling, and that is what you need to get comfortable with. So clear out your closets and your garage, set a date and hold the sale. The difference from any sale that you have held before is that you are treating this as a negotiation. You will write down your advertised price for each item and record the actual sale price, along with any comments about your negotiating performance.

Before you begin your yard sale, read the "Negotiate to Win" Special Report. You will find it on this CD-ROM.

Yard Sale Date	Item	Price (Beginning)	Price (End)	Comments

*"If you don't tell people about your success, they probably won't know about it"*

*– Donald Trump*

## Action 4.2 Learn From the Sales Masters

To sell effectively, learn from experts. Find three books on sales and salesmanship. Read them and list the key points from each book. Take a look at books by Zig Ziglar, Neil Rackham, Harry Beckwith and many others.

Book 1

Title	Author	Key Points

Book 2

Title	Author	Key Points

Book 3

Title	Author	Key Points

## Action 4.3 Move Up the Ladder

Find something of value – either a product or a service – and run a classified ad in your local paper. Now you will get the opportunity to test your negotiating skills in a situation where the stakes are higher.

Once again, keep a journal of your performance. The next steps relate to this sales exercise.

### Action: Perfect Pitch

Before you meet your first prospect, script and practice a *short* sales pitch. The emphasis is on short: 30 – 60 seconds long is best. Highlight the key points of the product – how it will benefit the customer, and why your product or service is better than the rest. Practice your sales pitch on friends and family until you've got it nailed.

Your pitch should answer one simple question you can assume every prospect is asking: "What's in it for me?"

*"Ask yourself, 'What do we all have in common?'"*

*– Donald Trump*

The sales pitch script:

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### **Action 4.5 Learn The Power Of Questions**

People like to be listened to, as every great salesperson knows. So it makes sense to get your prospect talking. Also, when you know what someone is looking for, it is far easier to match your product or service to their needs. As you plan your sale, develop five simple questions to ask prospective buyers about the relevant goals and problems they may face.

Your Questions

Q1 \_\_\_\_\_

Q2 \_\_\_\_\_

Q3 \_\_\_\_\_

Q4 \_\_\_\_\_

Q5 \_\_\_\_\_

### **Action 4.6 Prepare for Objections**

In most sales situations, the prospect will raise objections to your offer — about the price, the value, the usefulness of what you are selling, etc. Be prepared for these, so you don't get flustered or defensive. List four possible objections related to the product or service you are planning to sell, then write down your response to the objection. Remember, sometimes the best response is not a rebuttal, but a pointed question that leads the prospect back to their needs and goals.

Objection 1

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Response

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Objection 2

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Response

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Objection 3

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Response

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**Action: Sell Your Product or Service**

You have prepared enough. Go ahead, meet your prospects and sell the product or service. Once again, practice your negotiating skills to get the best possible price, and keep a record of your performance.

**Action: Repeat the Process**

Look for more opportunities to practice your sales skills. Your confidence will grow, and so will your capabilities. You will discover that the ability to sell with confidence will serve you in every aspect of your business and financial life.

# Make Money

## Introduction: The Bottom Line

You have decided to build a fortune, and you have defined what that means to you. You’ve learned about cash control and sales skills. Now it is time to focus on your income.

To generate substantial revenues, you will need to develop either an entrepreneurial path or an investment path, or both. These are the engines of financial growth. First, you need a solid foundation in your current situation.

### Action 5.1 Know Your Income Sources

Review your current income sources, large or small. These may include a job, investment properties, paper assets such as dividend-producing stocks, or savings accounts.

For each source, ask yourself: How could I increase this particular income stream? List three actions for each source — then take them.

#### Source 1

Type of Income

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Annual Earnings

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Three immediate steps to increasing revenue from this source:

Step 1

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Step 2

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Step 3

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*“Genius is the ability to assemble in new formats what already exists”*

*– Donald Trump*

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**Source 2**

Type of Income

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Annual Earnings

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Three immediate steps to increasing revenue from this source:

Step 1

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Step 2

---

Step 3

---

**Source 3**

Type of Income

---

Annual Earnings

---

Three immediate steps to increasing revenue from this source:

Step 1

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Step 2

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Step 3

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## Action 5.2 Build a Power Network

Money comes from other people. So get practiced in networking with people who are active and successful in your field. Meet with potential mentors, allies and people of influence.

Begin by identifying five new people who could positively influence your career path and your thinking. They should be individuals you know of but have not yet built a relationship with. Commit to making contact with them. You don't have to conceal your motives. Most successful people enjoy helping others up the ladder. At the same time, look for ways that you can be of value to them.

Keep a note of how each individual responds to your approach.

### Individual 1

Name

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Contact information

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Reason to connect

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Response to initial contact

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**Individual 2**

Name

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Contact information

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Reason to connect

---

Response to initial contact

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**Individual 3**

Name

---

Contact information

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Reason to connect

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Response to initial contact

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**Individual 4**

Name

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Contact information

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Reason to connect

---

Response to initial contact

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**Individual 5**

Name

---

Contact information

---

Reason to connect

---

Response to initial contact

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## Multiply Money

### Introduction: The Power of Leverage

It is almost impossible to make a fortune simply from employment — unless you become CEO of one of a huge multinational corporation.

In principle, wealth is built by leverage. That means applying your limited time and finances to something that will multiply those resources beyond your personal capacities.

There are two principal paths here: the path of entrepreneurship and the path of investment. You can use one or, ideally, both.

There is more to each path than can be taught in this program and Trump University has many courses that will support you in both areas. What is essential at this stage is to understand the principles and establish your starting points.

### Action 6.1 Explore Entrepreneurship

If you don't currently own a business, you may have considered a total career change — leaving your job and becoming an entrepreneur. For some that is the right move, but for many there is too much risk and stress involved. Instead, consider a middle way.

You do not have to leave your job to experience entrepreneurship. Use your spare time to experiment. There are countless home-based business opportunities that you can take hold of while you remain employed. They will give you a better education in entrepreneurship than any book or course can. You will not only learn about business, you will learn about yourself.

*“Good investors are  
good students”*

*– Donald Trump*

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## Action 6.2 Identify Your Strengths

When you are entering the entrepreneurial field, remember “Trump’s First Law”: Love what you do. In any self-owned businesses, there are challenges and frustrations. Only your passion for the enterprise will see you through. So make sure it is something you care about, and that plays to your strengths.

Take a moment to list your core capabilities, skills and interests:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

Keep these at your side as you do the next Action.

## Action 6.3 Research Opportunities

Here are some entrepreneurial possibilities to consider. Whatever attracts you, do your due diligence. Carefully assess the financial potential, how this opportunity matches your strengths, and most of all the level of enthusiasm you can bring to the enterprise.

- Use your current professional skill and start a part-time consulting practice. Understand this will not give you the experience of leverage — until you begin hiring other consultants to work under you. However, it will take you one step away from employment into business ownership.
- Check out some small scale, low-cost franchise businesses. They provide the advantage of having all systems in place, and usually include great training.
- Consider a high-quality network marketing business. Don’t be too quick to look down on “multi-level marketing.” It produces hundreds of new millionaires every year, and allows you almost total control over how much time you invest. Also, this path will push you to build your networking skills: an essential ingredient of success in any endeavor.

- Start an online business. The Internet provides hundreds of opportunities to flex your entrepreneurial muscles without turning your life upside down. If that is something you could enjoy, go exploring online.

### **Action 6.4 Study Entrepreneurship**

When you go into business, whether full- or part-time, go with your eyes wide open. Be as informed and prepared as possible, by educating yourself on the subject of business ownership. As a first step, acquaint yourself with The Entrepreneur's Success Code, a powerful home study program from Trump University.

### **Action 6.5 Become an Investor**

As you increase your income, your objective should be to invest the surplus. Put your money to work for you. This is the ultimate tool of financial leverage.

There are countless investment vehicles, and it is your task to choose the right one for you. Once again, it is mostly a question of where your heart lies. Of course, the financial rewards are critical. These are not the only criteria. If you are to be truly successful, you will need to spend many hours mastering the investment process. In fact, to build a fortune you need to become a lifetime student of investment. So choose wisely according to your interests.

### **Action 6.6 Broaden Your Horizons**

Even if you believe you know where you wish to invest, increase your general knowledge of the possibilities. If your inclination is towards real estate, make a point of gaining some basic knowledge about stocks, bonds and options. Conversely, if your eyes turn to Wall Street, take time out to learn about real estate. Know something about collectibles, commodities and other investment possibilities. The more educated you are, the more confident you will be in your choice.

### **Action 6.7 Become an expert**

Once you have chosen your vehicle, commit to mastering it. Before you invest your money, invest your time. The key to success is simple and demanding: Learn, learn, learn. Read books, take courses, study audio programs, attend seminars. Be as informed as possible about where you are placing your money.

My chosen investment field:

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My immediate learning plan for this investment vehicle includes:

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**Action 6.8 Start small**

Don't bet the farm on your first investment deal. Use money you can afford to lose. See your first steps as more about education than wealth-building. When it comes to investment, knowledge will become your most lucrative asset. You will learn most by doing, so by all means plunge into activity. Just start wisely by starting small — and keep a journal of your learning experiences.

## ACTION STEP

# 7

## Build a Brain Bank

### Introduction: Knowledge is Wealth

One of Trump University's educators, Dolf de Roos, makes this important point: "Your most valuable piece of real estate lies between your ears."

Fortunes are built in the brain first. Invest there, and everything else will follow. You have taken an important first step in buying — and acting on — this program. Of course it cannot stop here. You need to commit to continuous learning. Who you learn from and how you learn is up to you. Trump University provides many resources, and you will no doubt find others of your own. What is essential is your commitment.

### Action 7.1 Make a time commitment

Decide now how much time you will devote to your continuous self-education. Be specific, and hold yourself accountable.

No cheating here! Of course you learn from almost any activity or situation. This is time specifically set aside for study that is directly related to your stated goals.

#### My learning commitment

Hours per week

---

Days per month

---

Number of relevant books I will read per month

---

Number of relevant audio programs I will study per month

---

Number of seminars or courses I will attend per year

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Other

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*"Put imagination and knowledge together, and in no time you'll have something plenty big in your think tank"*

*– Donald Trump*

## Action 7.2 Make a financial commitment

Just as you should budget time for your education, you should budget money. Many successful peoples apportion a specific percentage of their annual revenues to self-development. It is a practice that is bound to deliver positive results.

Percentage of my income I will invest directly in myself

\_\_\_\_\_ %

## Action 7.3 Create a Learning Calendar

The more you write down the details of your commitment, the more effectively you can hold yourself accountable.

Initiate a Learning Calendar, adding to it as you discover new resources.

	Books	Course/Seminar	Other
Month 1			
Month 2			
Month 3			
Month 4			
Month 5			
Month 6			

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### **Action 7.4 Find a Mentor**

One of the fundamental principles of success is to find great mentors. This is especially smart when it comes to learning about wealth. Be sure you select a mentor who walks his or her talk. Beware of impoverished "wealth experts". Also, watch out for people who make their money teaching others how to make money. Look for mentors who have truly mastered the field you have chosen. You will be surprised how many people are willing to share their skill and experience.

The field of skill or knowledge where I first seek mentorship:

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Potential mentors in this field:

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### **Action 7.5 Learn by Contribution**

As a member of Trump University, you are part of a community of smart and ambitious people. You can massively accelerate your learning by interacting with them and sharing your insights and discoveries. Use the online resources provided with this program. In fact, become a leader by engaging fully and enthusiastically in the online discussions. Everything you learn will be doubly reinforced by sharing it with others. And they will have some tremendous discoveries to share with you.

## Act As If

### Introduction: Become the Part

One smart way to build a fortune is to begin living as if you already have one. This isn't about spending money you don't have. It is about projecting the attitude and personal style of a totally successful individual. The young presenters of our program for college students, Andrew Hewitt and Luc D'Abadie, teach a technique they call "acting as if." It is a great way to impress your subconscious mind with your goals and commitments. It's also a great way to impress the kind of people who can make a difference to your destiny. No matter what your current financial status, act as if you own a fortune in how you think, speak and relate to others.

#### Action 8.1 Dress For Success

Whatever your budget, take care to look your best at all times. Investing in your appearance sends the right message to yourself, and the world.

#### Action 8.2 Cultivate Your Conversation Skills

Take a public speaking class or two. Talk to thinkers. Don't just talk at them, listen and learn.

#### Action 8.3 Know Great Food

You don't need to eat at luxury restaurants every day, but you can cultivate an appreciation for fine dining. Learn about the world's great cuisine and occasionally treat yourself to a high-class meal. .

#### Action 8.4 Play a Sport

Whether you play water polo or tag football, be sure to stay physically active and participate in sports with people who are successful on the field and off the field.

#### Action 8.5 Travel Widely

Get to know your own country, and more than that, get to know the world Explore new cultures and ideas. Today we live in a global marketplace with global consequences. Act as if you care.

#### Action 8.6 Read, Read, Read

Get informed about the world outside your own. Educate yourself on current world events and happenings.

*"Give yourself a challenge,  
not once in a while  
but every day"*

– Donald Trump

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### **Action 8.7 Make a Contribution**

Most highly successful people are active philanthropists. Don't wait until you are rich to begin giving back to the community. Make that part of your way of life from the start. If you can't give money, give time. You always have an opportunity to make a difference. Take it now.

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## Conclusion

Remember, a “fortune” is whatever you define it to be. For you that could be the chance to spend a couple of weeks every year entirely devoted to your family. Or it could be a life of luxury on a private island in the Caribbean. No one is measuring. What matters is that you commit yourself to making it happen. And most important of all — love what you do.

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# Resource Guide

## Recommended Reading

"Atlas Shrugged" by Ayn Rand. New York, New York: Division of Penguin Putnam, Plume, 1999.

"Buffet: The Making of an American Capitalist" by Roger Lowenstein. New York, New York: Random House, 1995.

"Don't Worry, Make Money" by Richard Carlson. New York, New York: Hyperion, 1997.

"How to Reach Your Life Goals" by Peter J. Daniels. Ann Arbor, Michigan: Tabor House Publishing, 1985.

"In Search of the Invisible Forces" by George Addair. Phoenix, Arizona: Vector Publications, 1995.

"It's Not What Happens to You, It's What You Do About It" by W. Mitchell. San Francisco, California: Phoenix Press, 1999.

"Leading an Inspired Life" by Jim Rohn. Niles, Illinois: Nightingale-Conant Corporation, 1997.

"Live and Learn and Pass It On" by H. Jackson Brown, Jr. Los Angeles, California: Rutledge Press, Inc. 1991.

"Memories, Dreams, Reflections" by Carl Jung. New York, New York: Random House, 1989.

"NLP: The New Art and Science of Getting What You Want" by Dr. Harry Alder: London, England: Judy Piatkus Ltd., 1994.

"Rich Dad, Poor Dad" by Robert Kiyosaki with Sharon L. Lechter. Paradise Valley, Arizona: Tech Press Inc., 1997.

"Success System That Never Fails" by W. Clement Stone. New York, New York: Simon & Schuster, 1991.

"Success Through a Positive Mental Attitude" by Napoleon Hill and W. Clement Stone. Paramus, New Jersey: Prentice-Hall, 1977.

"Swim with the Sharks Without Being Eaten Alive" by Harvey Mackay, New York, New York: Ballantine Books, 1996.

"Take This Job and Love It! The Joys of Professional Selling" by Tim Breithaupt. Calgary, Alberta: The Professional Equity Group Ltd., 1999.

"Spin Selling" by Neil Rackham, New York, New York: McGraw-Hill, 1988

"Selling the Invisible" by Harry Beckwith, New York, New York, Time Warner, 1997

"Ten Golden Rules for Financial Success" by Gary Moore. Grand Rapids, Michigan: Zondervan Publishing House, 1996.

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"The 7 Habits of Highly Effective People" by Stephen R. Covey. New York, New York: Simon & Schuster, 1989.

"The America We Deserve" by Donald Trump. New York, New York: St. Martin's Press, 2000.

"The Cathedral Within: Transforming Your Life by Giving Something Back" by Bill Shore. New York, New York: Random House, 2001.

"The Millionaire Next Door" by Thomas J. Stanley and William D. Danko. Marietta, Georgia: Longstreet Press, Inc., 1996.

"The On-Purpose Person" by Kevin W. McCarthy. Colorado Springs, Colorado: Navpress, 1992.

"The Power of Positive Thinking" by Norman Vincent Peale. New York, New York: Fawcett Columbine, Division of Ballantine Books, 1996.

"The Power of Your Subconscious Mind" by Joseph Murphy. New York, New York: Bantam Books, 2000.

"The Richest Man in Babylon" by George S. Clason. New York, New York: Penguin Books, 1989.

"The 9 Steps to Financial Freedom" by Suze Orman, New York, New York: Random House, 1998.

"The Tomorrow Trap" by Karen E. Petersen. Deerfield Beach, Florida: Health Communications, Inc. 1996

"The Wealthy Barber" by David Chilton. Don Mills, Ontario: Stoddart Publishing, 1989.

"There Are No Limits" by Danny Cox. Franklin Lakes, New Jersey: Career Press, 1998.

"Think and Grow Rich" by Napoleon Hill. New York, New York: Fawcett Crest Books/ CBS Inc., Division of Ballantine Books, 1960.

"Trump: How to Get Rich" by Donald Trump. New York, New York: Random House, 2004.

"Trump: The Art of the Comeback" by Donald Trump. New York, New York: Random House, 1997

"Trump: The Art of the Deal" by Donald Trump. New York, New York: Warner Books, 1987.

"Trump: The Way to the Top: The Best Business Advice I Ever Received" by Donald Trump. New York, New York: Crown Publishing Group, 2004

"Trump: Think Like a Billionaire: Everything You Need to Know About Success, Real Estate and Life" by Donald Trump. New York, New York: Random House, 2004.

"Unlimited Power" by Anthony Robbins. New York, New York: Simon & Schuster, 1986.

"1001 Ways to Reward Employees" by Bob Nelson, New York, New York: Workman Publishing Co., 1994.

"Work for a Living and Still Be Free to Live" by Eileen McDargh. New York, New York: Time Books, Division of Random House, 1985.

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## **Audiotapes**

“Happy, Healthy and Terrific” by Ed Foreman. Dallas, Texas: Executive Development Systems. 800-955-7353

“How to Build High Self-Esteem” by Jack Canfield. Niles, Illinois: Nightingale-Conant Corp., 1989.  
800-323-5552

“Magic Words That Grow Your Business” by Ted Nicholas. Niles, Illinois: Nightingale-Conant Corp.  
800-323-5552

“The Aladdin Factor: How to Ask for and Get What You Want in Every Area of Your Life” by Jack Canfield  
and Mark Victor Hansen. Niles, Illinois: Nightingale-Conant Corp., 1999. 800-323-5552

“The Challenge to Succeed” by Jim Rohn. Dallas, Texas: Jim Rohn International. 800-929-0434

“Unlimited Power: The New Science of Personal Achievement” by Anthony Robbins. San Diego,  
California: Robbins Research International, 1986. 800-898-8669

## **Videotapes**

“How to Have Your Best Year Ever” by Jim Rohn. Dallas, Texas: Jim Rohn International. 800-929-0434

“Self-Esteem and Peak Performance” by Jack Canfield. Boulder, Colorado: Career Track Publications and  
Fred Pryor Seminars, 1995. 800-255-6278.

“The Man Who Would Not Be Defeated” by W. Mitchell. Santa Barbara, California: W. Mitchell.  
800-421-4840

“The Power of Purpose” (the story of Terry Fox) by David McNally. Eden Prairie, Minnesota:  
Wilson Learning Corp. 612-944-2880

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## credits

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# Get An Attitude: Positive Persistence

by Donald Trump



A Trump University  
Special Report

# Get An Attitude: Positive Persistence

by Donald J. Trump

Chairman, Trump University

If you want to build a fortune, a lot of elements have to fall into place. There are practical steps, of course—the “nuts and bolts” of business—but you also need to have a particular mindset to make it happen. That is why the first Action Step is “Get an Attitude.” That means creating a consistent mental approach to business challenges and day-to-day operations. For me, having the right attitude means positive thinking. This has been a key element throughout my career, and it’s a big part of what “makes me tick.” Let me explain in more detail.

Positive thinking is essential to success, yet so many people just don't have the persistence required to make positive thinking work for them. Things rarely just happen overnight. Most overnight success stories are no such thing. Just because you've heard of someone for the first time doesn't mean they haven't been working for 20 or 30 years or more. For example, *The Apprentice* became a big hit when it first aired, but I had over 30 years of experience to draw from in those boardroom scenes. It wasn't just a fluke that I came across as someone who knew what he was doing. The fact that I was on television was new, but the rest wasn't particularly new to me. Business is business, whether it's being filmed or not. My business credentials and experience made up the back story to a show based on a high stakes New York corporation.

How does positive thinking fit into the making of *The Apprentice*? First of all, I didn't say “no.” I knew it was a risk, but I was positive about what might happen. If I had chosen to listen solely to the negatives about the endeavor, such as “most new TV shows fail” or “reality TV is on the way out” or “you'll lose your credibility,” and about 50 other negatives, I never would have given it a thought. But instead, I chose



a positive perspective. I asked myself the "what if" questions. What if it were a success? What if I enjoyed it? What if it proved to be enlightening? What if it brought The Trump Organization the recognition it deserved? What if the jobs provided to the winners proved to be a valuable stepping-stone to deserving individuals? I had a long list of positives to go along with the negatives.

I see myself as a cautious positive thinker. When I hear people saying that anything you want to do is possible, to me that's being childish or at least uninformed. Some things are not going to happen. For example, if I suddenly decided tomorrow that I wanted to win a gold medal at the Olympics as a swimmer, and I was sure I could because I was so positive about it, well, I think I'd need to see a shrink instead of a swim coach. It's not going to happen, no matter how hard I train. Or if I decided I was going to give Tiger Woods a run for his money as a golfer, starting tomorrow, I think I'd have to worry about being a little irrational. Be positive, but be realistic.

You have to be positive every single day. You have to put effort into it daily because no one else is going to do it for you. Most people think their lives will be easier if they have less competition. The fact that you believe in yourself could get in their way. Good. Get in their way! Upset their status quo! Get out of your own static comfort zone by moving forward with the momentum and power that positive thinking can give you. Every time a negative thought comes at you, zap it. Replace it with a positive thought. This takes energy, but the result will be stamina—positive stamina, a necessary ingredient for success.

Sometimes you just have to be tough. I use the example of a brick wall. Is there a brick wall in your way? Fine, that happens. But you have a choice. You can walk away from the wall. You can go over the wall. You can go under the wall. You can go around the wall. You can also obliterate the wall. In other words, don't let anything get in your way. Get a balance, and then let the positive outdistance the negative. Be positively persistent.

When I was building Trump National Golf Club in Briarcliff Manor, New York, I wanted to build a 110-foot waterfall. It pumps 5,000 gallons of water per minute and cost \$7 million to complete. We moved granite and many tons of earth to achieve this spectacular effect, and if you think this happened easily and overnight, think again. Sometimes I felt like I was moving the granite myself. But I was positive, I was



persistent, and I refused to settle for anything less than what I had envisioned.

Optimism can be learned, and it can make a huge difference in life. No matter how large and intimidating a leadership challenge might be, facing it with optimism is the thing you can do to manage, shape, and eventually triumph over it. The bottom line: Trash the pessimistic attitude.

Learning optimism is essentially about disciplining your mind and your emotions. It is inevitable that rash and negative judgments will pop into your head, but how you handle them determines whether you will overcome a pessimistic mindset. Pessimism is a habit. It takes time to break the habit, but it is time worth taking because the benefits of optimism are so obvious.