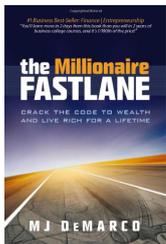


The Millionaire Fastlane



Qui di seguito trovi le frasi del libro **"The Millionaire Fastlane"** che più mi hanno colpito e fatto riflettere. Se hai già letto il libro, ti aiuteranno a rinfrescarti la memoria.

Se non lo hai ancora letto, ti aiuteranno a capire qual è la filosofia di MJ DeMarco. Non limitarti però a scorrere queste frasi, leggile con attenzione.

Soprattutto quelle in neretto:

"I'm a normal guy living an abnormal life."

"If your road to wealth devours your active adult life and it isn't guaranteed, that road sucks."

"Fast wealth is created exponentially, not linearly."

"Sadly, for most, the journey to wealth often ends like my spring break road trip: stalled on the side of the road in the middle of nowhere, left to ask, 'How the hell did I get here?'"

"The billion-dollar offer is the event - the process is the struggle and the backstory. If you try to skip process, you'll never experience events."

"Yes, the elevator to success is out-of-order - you'll need to hit the stairs."

"The Fastlane process demands sacrifices that few make, to resolve to live like few can."

"When someone grants you your desires without you exerting any effort, you effectively handicap process."

"There is no wisdom or personal growth gained in a journey that someone else does for you. The journey is yours."

"If you want to change your life, change your choices. To change your choices you must change your belief system. Your belief system is defined by your roadmap."

"Wealth is not authored by material possessions, money, or "stuff," but by what I call the three fundamental "F's"... Family (relationships) Fitness (health) Freedom (choice) Within this wealth trinity is where you will find true wealth and, yes, happiness."

"The fact is, there are many millionaires and well paid career folks who are absolutely miserable, and it has nothing to do with the money. It has to do with their freedom. Money owns them, instead of them owning their money."

"If you're held hostage to your lifestyle, you aren't wealthy, because you lack freedom."

"Affordability is when you don't have to think about it. [...] So how do you know if you can afford it? If you pay cash and your lifestyle doesn't change regardless of future circumstances, you can afford it."

"Like wealth, luck is not an event but an aftereffect of process. Luck is the residue of process."

"Luck is created by increased probabilities that are improved with the process of action."

"The road to victimhood is through denial: first responsibility, then accountability. [...] Accountability is being culpable to your consequences and modifying your behavior if need be to prevent those consequences."

"Immunization for victimhood occurs when you are both responsible for AND accountable to your actions and the possible poor consequences of those actions." "Hitchhikers assign control over their financial plans to others effectively introducing probabilities to victimhood. The Law of Victims: You can't be a victim if you don't relinquish power to someone capable of making you a victim. Responsibility owns your choices. Taking responsibility is the first step to taking the driver's seat of your life. Accountability is the final."

"A strategy that requires your life and your dreams to be paid as penance is a sucker's bet."

"Experience comes from what you do in life, not from what you do in a job. You don't need a job to get experience."

"Ask yourself this: which experience is more important? The experience of a menial job designed to pay your bills? Or the experience (and failures) of creating something that could provide you financial freedom for a lifetime without ever having to hold a job again?"

"If you don't control your income, you don't control your financial plan."

"To accumulate financial wealth, you need to attract large sums of money. To attract large sums of money, you need two things: 1) Control and 2) Leverage."

"Anything that steals time and doesn't have the power to free time is a liability."

"Sadly, in today's terms, a 'millionaire'" (net worth of \$1,000,000) is simply upper middle class. A millionaire is not rich. Five million is the old one million. Depressing, I know."

"The Fastlane isn't about becoming the next middle-class millionaire with tiresome mandates about what you cannot do; it's about what you can do."

"Money is everywhere, and it's extremely abundant. Money is a reflection of how many lives I've touched. Money reflects the value I've created."

"Life is what I make it. My financial plan is entirely my responsibility and I choose how I react to my circumstances."

"On your wealth road trip, the Slowlane roadmap asks that you endure a long, tiresome walk to wealth. The toil of wealth is the process itself. In the Fastlane, wealth is driven in a business system you create—the toil is the creation and management of the system itself."

"Reshape life's focus on producing, not consuming."

"Yes, become a producer first and a consumer second."

"Applied, this means instead of buying products on TV, sell products. Instead of digging for gold, sell shovels. Instead of taking a class, offer a class. Instead of borrowing money, lend it. Instead of taking a job, hire for jobs. Instead of taking a mortgage, hold a mortgage. Break free from consumption, switch sides, and reorient to the world as producer."

"To switch teams and become a producer, you need to be an entrepreneur and an innovator. You need to be a visionary and a creator. You need to give birth to a business and offer the world value."

"Net Profit = (Units Sold) X (Unit Profit) and Asset Value = (Net Profit) X (Industry Multiplier)"

"Money trees are business systems that survive on their own. They require periodic support and nurturing but survive on their own, creating a surrogate for your time-for-money trade."

"I made a coordinated commitment to ACTION, a conscious choice, and then a commitment to that choice in the form of massive action."

"Scale creates millionaires. Magnitude creates millionaires. Scale and magnitude creates billionaires."

"To serve millions is to make millions. Think big to earn big."

"Poor choices are the leading cause of poorness."

"People don't choose to be poor. They make poor decisions that slowly assemble into a poorness puzzle."

"Your life's choices are like a mature oak tree with millions of branches. The branches symbolize the consequences of your choices. Near the trunk of the tree, the branches are thick, reflecting the decisions you've made early in life, while the top branches are thin, symbolizing decisions near the end of your life."

"The smallest choices made in your daily life create habits and lifestyle that forms process—they are the ones that can make the biggest impact. You can't decide to "go Fastlane" because that itself is just an event. A Fastlane process is hundreds of choices."

"The universe doesn't care about your past. It is blind to it. The universe doesn't care that I wore pink pants in high school. (Hey, remember Miami Vice?) The universe doesn't care that I got in a fight with Francis Franken and lost. The universe doesn't care about your MBA from UCLA, your drug-dealing father, or that you wet your bed in junior high. The universe simply doesn't care. One person and one person only weaponizes past transgressions: you."

"When I reflect on my own failures, I let them serve me to effect future change. It's a part of the responsibility/accountability process. What did I learn? What can I change in the future? What should I forget?"

"Extraordinary wealth will require you to have extraordinary beliefs."

"Show me someone who spends hours online playing Mafia Wars or Farmville, and I'll show you someone who probably isn't very successful. When life sucks, escapes are sought. I don't need television because I invested my time into a real life worth living, not a fictitious escape that airs every Tuesday night at 8 p.m. Again, majority thinking yields mediocrity, and for that majority, time is an asset that is undervalued and mindlessly squandered."

"Reflect on that for a moment. Your money can't save you anymore than it can save me. Powerful. In those eight seconds, the true value of time is exposed and we intersect with the certainty to our own ticking death-clock. You see, once your time is gone, you're dead. And when your clock ceases to tick, no amount of cash will save you from the end."

"Fastlaners understand that time is the gas tank of life. When the gas tank runs dry, life ends."

"The ultimate wealth is having the free time to live how you want to live. The Fastlane is about being both lifestyle rich as well as time rich."

"Fastlaners exalt time as their primary consideration in decision-making because it's our most valued asset. Fastlaners are frugal with time, while Slowlaners are frugal with money."

"Face it. What you know today is not enough to get you where you need to be tomorrow. You must constantly reinvent yourself, and reinvention is education."

"Ask any successful entrepreneur and they will validate this truth: You learn from engagement, from doing, and from getting out and taking repeated action, more so than from any book or professor."

"The acquisition and application of knowledge will make you rich."

"You can have mediocre comfort now or meteoric comfort later. [...] Some choose short-term mediocre comfort over long-term meteoric comfort." "To live unlike everyone else, you have to do what everyone else won't."

"Moronic risks have unlimited downside (long term) and limited upside (short term). Intelligent risks have unlimited upside (long term) and limited downside (short term)."

"Stop thinking about business in terms of your selfish desires, whether it's money, dreams or 'do what you love'. Instead, chase needs, problems, pain points, service deficiencies, and emotions."

"Money isn't attracted to selfish people. It is attracted to businesses that solve problems."

"The amount of money in your life is merely a reflection to the amount of value you have given to others."

"When you reposition your goals and visions at the end of a road that works, that end transforms your daily life into passionate action toward that specified destination. If you can't get paid doing some activity, identify a specific 'why' or 'end goal' that ignites your passion to act."

"I repeat: Passion for an end goal, a why, drives Fastlane action."

"There's an old saying, 'In a gold rush, don't dig for gold, sell shovels!'"

"Stop climbing pyramids and start building them."

"Opportunity is rarely about some blockbuster breakthrough like the light bulb or the car, but as simple as an unmet need, or a need not met adequately. Opportunity is a solution to an inconvenience. Opportunity is simplification. Opportunity is a feeling. Opportunity is comfort. Opportunity is better service. Opportunity is fixing pain. Opportunity is putting weak companies out of business."

"Remember, Slowlaners seek to minimize expenses while the Fastlaner seeks to maximize income and asset values."

"The owner of an idea is not he who imagines it, but he who executes it."

"Solve other people's problems and you will solve your own money problems!"

Mi auguro che i passaggi che ho evidenziato nel mio Kindle quando ho letto il libro ti siano piaciuti, ma soprattutto mi auguro ti siano utili per imboccare la tua autostrada per la ricchezza. Ci rileggiamo presto su EfficaceMente.

Andrea