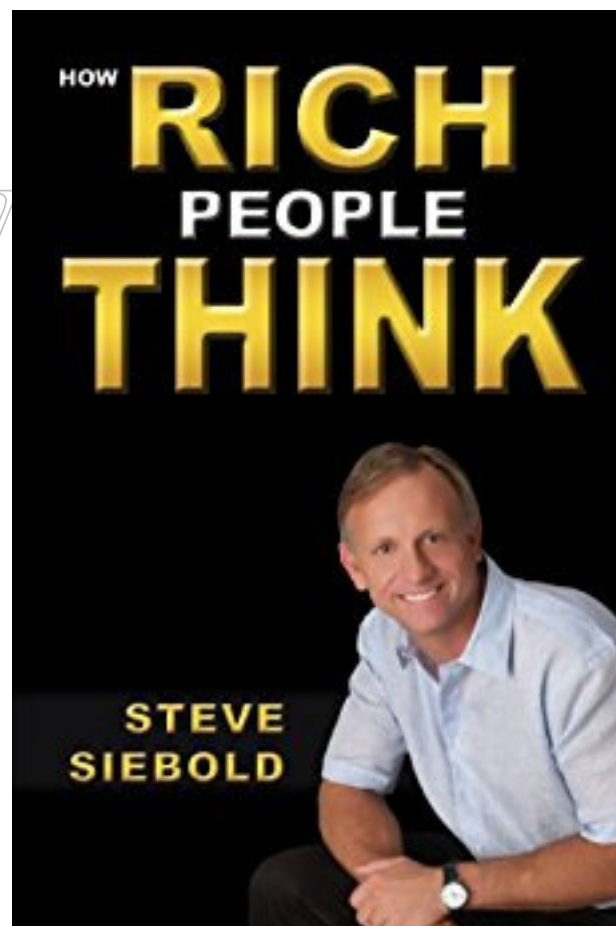


DR. ALVIN'S PUBLICATIONS

# HOW RICH PEOPLE THINK BY STEVE SIEBOLD

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A SUMMARY BY DR. ALVIN ANG



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# HOW RICH PEOPLE THINK BY STEVE SIEBOLD

AN EXECUTIVE SUMMARY BY DR. ALVIN ANG

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## WHAT THIS BOOK IS ABOUT

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Rich people think differently. This book gives us 100 differences between the ways middle class people think versus the world class. The author has claimed to have networked himself with the richest people in the world, studying the way they think and behave. His conclusion for the reason that they became wealthy is due to their mind-sets, which results in their daily decisions and actions, and which in turn makes them even wealthier.

This book gives us a different perception of how the rich view money, as opposed to the way masses view money. It is this difference in belief that limits the middle class's potential.

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## WHAT WE CAN LEARN FROM IT

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MIDDLE CLASS THINKING	WORLD CLASS THINKING
Focuses on saving	Focuses on earning
Thinks about money in linear terms	Thinks about money in non-linear terms
Hard work creates wealth	Believes leverage creates wealth
Money is the root of all evil	Poverty is the root of all evil
Being rich is a privilege	Being rich is a right
Money is complicated	Money is simple
Rich people are crooks	Rich people are ambitious
Building wealth is a solitary effort	Building wealth is a team effort
Worries about money	Dreams about money
Money is negative	Money is positive

<b>MIDDLE CLASS THINKING</b>	<b>WORLD CLASS THINKING</b>
Rich people are shallow	Rich people are strategic
The road to riches is paved with formal education	The road to riches is paved with specific knowledge
Money is earned through labor	Money is earned through thought
Worries about running out of money	Thinks about how to make more money
Thinks about spending	Thinks about investing
Sees money through the eyes of emotion	Sees money through the eyes of logic
Underestimates the wealth building power of referral marketing	Referral marketing creates millionaires
Focuses on pleasurable activities	Focuses on money making activities
Sees money as a finite resource	Sees money as an infinite resource
Earns money doing things they don't like to do	Gets rich doing what they love
Believes rich people are ruthless	Believes rich people are generous
Has a lottery mentality	Has an action mentality
Is waiting to be rescued from financial mediocrity	Knows no one is coming to the rescue
Believes rich people are smarter	Believes rich people are more savvy
Sees money as controlling	Sees money as liberating
Believes money changes people	Believes money reveals people
Believes in working for money	Believes in working for fulfilment
Believes you have to do something to get rich	Believes you have to be something to get rich
Plays it safe with money	Takes calculated risks

<b>MIDDLE CLASS THINKING</b>	<b>WORLD CLASS THINKING</b>
Believes you have to have money to make money	Believes in using other people's money
Believes jobs are the safest way to earn money	Believes outstanding performance is the safest way to earn money
Believes in financial scarcity	Believes in financial abundance
Sees money as a weapon	Sees money as a tool
Believes they aren't worthy of great wealth	Believes they deserve to be rich
Denies the importance of money	Knows money is a critical component of life
Believes money is their enemy	Believes money is their friend
Waits for their ship to come in	Builds their own ship
Believes financial markets are driven by logic and strategy	Believes financial markets are driven by emotion and greed
Believes money is about status	Believes money is about freedom
Lives beyond their means	Lives below their means
Equates money with stress	Equates money with peace of mind
Thinks small	Thinks big
Believes people are out to get them	Believes the universe is conspiring to help them
Believes their thinking is unrelated to their net worth	Knows thinking is the catalyst of all results
Experiences good fortune and can't believe it	Experiences good fortune and wonders what took so long
Believes the more money you earn the more stress you experience	Believes the more money you earn the less stress you experience

<b>MIDDLE CLASS THINKING</b>	<b>WORLD CLASS THINKING</b>
Believes the more money you make the more problems you will have	Believes the more money you make the fewer problems you will have
Believes the rich are obsessed with money	Believes the rich are obsessed with success
Believes the rich are selfish and self-absorbed	Believes the rich are selfish and self-absorbed
Dreams of having enough money to retire	Dreams of having enough money to impact the world
Believes it's shrewd to be cynical	Believes it's shrewd to be optimistic
Believes the rich should support the poor	Believes in self-reliance
Sees the wealthy as oppressors	Sees the wealthy as liberators
Believes getting rich is outside their control	Knows getting rich is an inside job
Thinks the rich believe they are more intelligent	Knows intelligence has little to do with getting rich
Associates with anyone	Carefully monitors their associations
Embraces advanced degrees	Embraces any form of education that makes them wealthier
Have loosely defined goals with flexible deadlines	Have highly defined goals with do or die deadlines
Works as little as possible	Works as smart as possible
Loves to be comfortable	Comfortable being uncomfortable
Timid and scared	Aggressive and bold
Longs for the good old days	Dreams of the future
Plays not to lose	Swings for the fences

<b>MIDDLE CLASS THINKING</b>	<b>WORLD CLASS THINKING</b>
Sets their financial expectations low so they're never disappointed	Sets their financial expectations high so they're always excited
Has a financial windfall and worries about losing it	Has a windfall and figures out how to leverage it
Externally motivated to make money	Internally motivated to make money
Suffers from lack consciousness	Enjoys prosperity consciousness
Believes money will make them happier	Knows money has little to do with happiness
Believes people seek money for power	Believes people seek money for control
Never makes the connection between money and health	Knows money can save your life
Believes ambition is a sin	Believes ambition is a virtue
Believes rich people are snobs	Believes rich people are guarding their consciousness
Believes rich people are arrogant	Believes rich people are confident
Believes self-made millionaires had an unfair advantage	Knows their advantage was hard work
Bases their beliefs about the rich on the minority	Bases their beliefs about the rich on the majority
Believes they're missing something	Knows it's beliefs that make the difference
Believes they lack desire	Knows we all have everything we need to be rich
Believes they must choose between a great family life and being rich	Knows you can have it all
Believes having a job gives them security	Knows there's no such thing

<b>MIDDLE CLASS THINKING</b>	<b>WORLD CLASS THINKING</b>
Believes starting a business is risky	Believes starting a business is the fastest road to wealth
Believes it's wrong for a small group of people to possess most of the money	Welcomes the masses to join them
Believes wealth creates dysfunctional families	Believes unearned wealth creates dysfunctional families
Believes money creates corruption	Believes a lack of money creates corruption
Believes the rich are spiritually bankrupt	Believes the rich are among the most spiritual people in society
Believes if they become wealthy they will lose their friends	Believes being wealthy will expand their network
Believes you have to sacrifice your health to get rich	Believes being rich will make you healthier
Hands down their limited beliefs about money to their children	Hands down their unlimited beliefs about money to their children
Teaches their children how to survive	Teaches their kids how to get rich
Teaches their kids about money by example	Does the same thing
Teaches their kids how to save their pennies	Teaches their kids how to invest their pennies
Encourages their kids to be nice and make friends	Encourages their kids to be smart and build a network
Teaches their kids to be happy with what they have	Teaches their kids how to go for their dreams
Minimizes the importance of money with their kids	Teaches their kids the importance of money

<b>MIDDLE CLASS THINKING</b>	<b>WORLD CLASS THINKING</b>
Teaches their children the games of the masses	Teaches their children the games of the wealthy
Doesn't believe in personal development or self help	Believes they're the secret to getting rich
Doesn't connect travel with wealth	Knows travel connects them with the wealthy
Has access to the social skills of the masses	Has access to the social skills of the most refined among us
Would rather be entertained than educated	Would rather be educated than entertained
Believes rich people are workaholics	Knows millionaires have a ton of fun
Only focuses on money when they need it	Focuses on money all the time

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#### **ABOUT STEVE SIEBOLD**

Steve Siebold is a former professional athlete and national coach. He's spent the past 26 years studying the thought processes, habits and philosophies of world-class performers. Today he helps Fortune 500 companies increase sales through mental toughness training. His clients include Johnson & Johnson, Toyota, and Procter & Gamble.

#### **ABOUT DR. ALVIN ANG**

Dr. Alvin Ang earned his Ph.D., Masters and Bachelor degrees from NTU, Singapore. He's a Scientist, Professor, Entrepreneur and Business Advisor. More about him at his website [www.AlvinAng.sg](http://www.AlvinAng.sg).

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