MINDSET & SUCCESS

7 Strategies for Wealth & Happiness

by Jim Rohn

Jim Rohn's seven simple strategies for a rich life: goals, learning, change, money, time, people, joy.

BEST POINTS FROM THE BOOK

01 **Set a goal for what it will make of you, not just what it will give you.**

Rohn's own line: the major reason for setting a goal is to compel you to become the person it takes to achieve it. Write your long-range goals down - the becoming is the real prize.

02 **Reasons come first. Answers come second.**

Strategy One opens here: if your reasons for a goal are strong enough, you will find the answers, people, and resources. Weak reasons are why most goals quietly die.

03 **Feed your mind at least thirty minutes a day - and do not miss.**

All leaders are readers. Standard education brings standard results; self-education is how you pass them. Miss a meal if you must, Rohn says, but not your thirty minutes of learning.

04 **Gather wisdom from your own life, not only from books.**

Rerun the tapes: review each day, week, and year, and write what you learn in a journal. Experience only turns into wisdom - and value - when you record it and ponder it.

05 **Work harder on yourself than you do on your job.**

Shoaff's lesson that turned Rohn's life around. What you become is far more important than what you get - income rarely rises above personal development.

06 **You are not paid for your time. You are paid for your value.**

You cannot create more time, but you can become more valuable inside the same hours. Grow your value and the marketplace raises your price.

07 **You cannot change the seasons, but you can change yourself.**

Winter always follows fall. Use hard times to grow strong, plant in spring, protect in summer, and take full responsibility in fall. Do not wish it were easier; wish you were better.

08 **Rule your money with the 70/30 plan.**

After taxes, live on 70 percent of your income. Give 10 percent to charity, put 10 percent into capital that earns, and save 10 percent. Rich people save first and spend what is left.

09 **Master time by thinking on paper.**

Operate from document, not from thought. Plan the day before it starts, keep a journal and a project book, and schedule your hardest work for the hours when you are sharpest.

10 **Audit your associations: cut, limit, expand.**

Influence is powerful, subtle, and gradual. Disassociate from people who tear down your dreams, limit time with minor influences, and spend more time with the right people.

11 **Be happy with what you have while pursuing what you want.**

Happiness is an art to study and practice now, not a prize for later - more money only makes you more of what you already are. Start small: become a two-quarter person.

THE BOOK, IN SHORT

Jim Rohn grew up on an Idaho farm and, at twenty-five, was broke, behind on his bills, and earning fifty-seven dollars a week. Then he met Earl Shoaff, the mentor who taught him a philosophy of fundamentals over the next five years. This book is that philosophy, organized into seven strategies. It opens by defining five key words - fundamentals, wealth, happiness, discipline, and success - and insists that success is nothing exotic: it is the natural result of applying a half-dozen fundamentals, consistently.

The first two strategies build the inner engine. Unleash the power of goals: set long-range goals in writing, get your reasons straight first, and let each goal compel you to become the person it takes to achieve it. Then seek knowledge two ways - from your own life, by reflecting on your days and keeping a journal, and from the lives of others, through books, tapes, and watching winners and losers. Thirty minutes of learning a day, never missed, is the minimum dose.

Strategy Three is Learn How to Change - the miracle of personal development. Work harder on yourself than you do on your job, because what you become matters more than what you get, and income rarely rises above personal development. You are paid for value, not time, so becoming more valuable is the only raise that lasts. And life runs in seasons you cannot change: grow strong in winter, plant in spring, protect in summer, and take full responsibility for the harvest in fall.

The next two strategies are practical disciplines. Control your finances with the 70/30 rule: after taxes, live on 70 percent, give 10 percent to charity, invest 10 percent as capital, and save 10 percent - saving first, not spending first. Master your time by thinking on paper: operate from document, not from thought, plan before the day begins, keep a journal and project book, and work with your own peak hours instead of against them.

The last two strategies cover people and joy. Surround yourself with winners by auditing your associations - disassociate, limit, or expand, because influence works on you quietly whether you choose it or not. Then learn the art of living well: happiness is an art to practice at every income, starting with small style, like always giving the second quarter. The book closes with the emotions

that turn a life around - disgust, decision, desire, and resolve - because knowing the strategies changes nothing until the day you act on them.

DO THIS WEEK

This week, do the book's own goal exercise: write down what you want in the next one to ten years, then circle the goal that would change you most. Put the 70/30 split in place for your next paycheck, and start thirty minutes of reading a day - without missing.

By Jim Rohn, first published 1985. Read it if you want the whole success philosophy in one slim book, from the teacher many top speakers learned from.