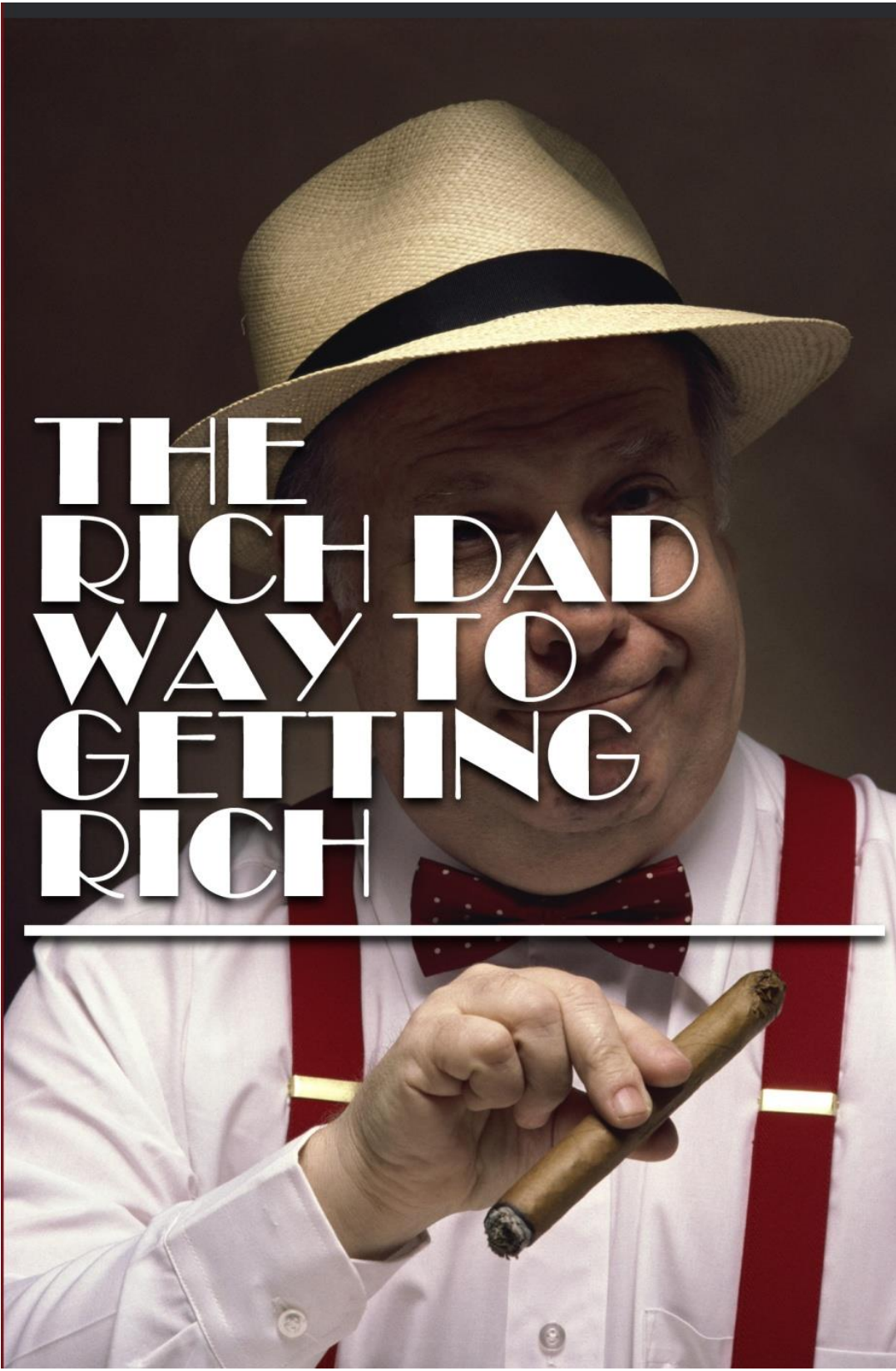


A man with a friendly expression, wearing a light-colored straw fedora with a black band, a white dress shirt, a red bow tie with white polka dots, and red suspenders with gold-colored clips. He is holding a thick, dark cigar in his right hand. The background is a solid dark brown.

# THE RICH DAD WAY TO GETTING RICH

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## **The Rich Dad Way to Getting Rich**

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## Foreword

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Robert Kiyosaki, an American investor, businessman, self help author of the well known Rich Dad Poor Dad Series, he is also a talented motivational speaker, financial commentator and financial literary activist. He authored 15 motivational books and other materials.

We will find out about his endeavors and how to get rich the rich dad way here.

# Chapter 1

## Introduction

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### **Overview of Robert Kyosaki's Life**

Robert is a fourth generation Japanese American. He was born and raised in the state of Hawaii. After graduating high school, he attended the US Merchant Marine Academy, and in 1969 he graduated as a deck officer. He served in the Marine Corps as a helicopter gunship pilot in the Vietnam War in 1972.

After he left the Marine Corps in 1975, he got a job as a sales person selling copy machines. A few years later, he resigned and left the company to start his own business. He started a company that introduced the nylon and Velco “surfer” wallet. At first, the company was a hit but as it continued, it lost momentum and went bankrupt. In the early 1980's, Robert Kiyosaki started another business. This time it was for licensed T-shirts for heavy metal rock bands, which he then later sold in 1985.

In one of his books *You can Choose to be Rich*, Robert said that after his bankruptcy, he faced the challenge of being homeless. He and his then girlfriend, Kim lived in the back of an old Toyota before they were able to pick themselves up and start another business from the ground up.

## **Coming out of Retirement**

With the multitude of investments under his belt, Robert was able to retire at the age of 47. After a few years, the business bug bit him again. He started another company, Cashflow Technologies, Inc which owns and operates the Rich Dad and Cashflow brands.

To date, he is still very active in business. His main advocacy is to teach many people about what he calls “financial education”. He is a motivational speaker dealing mainly on how financial freedom with ease can be achieved through understanding.

He shares that to generate passive income is possible through investments. He talks about business investments and real estate as part of gaining access to passive income. He also discusses about how one can invest through stock dividends, rental properties or business. He creates a general awareness on assets, being things that generate cash flow and liabilities, being things that use cash and funds.

## **Setting Your Mind to Retiring Early**

In his quest to become rich at an early age, Robert set a goal to understand the intricacies of the business world. He chose to invest wisely to supplement his goal in retiring early, which he ultimately did. His mind was set at an early age that he would not work for a corporation but instead would own not just one but many business

himself. He understood the principle of “getting good grades will get you a good job”. But he did not focus on that alone. In his mind, he knew that the career path that he was going to take was really the first step in achieving his ultimate goal.

## Chapter 2:

# Why Rich Dad Is So Popular

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Robert authored and co authored the Rich Dad Poor Dad series not as a step by step training tool on how to get rich. Robert's main motivation is to inspire people and letting them know why getting rich and retiring young is not a far-fetched idea. The dream that many have of living comfortably is really attainable if you have the right motivation and know-how.

### **Understanding the Principle**

Just like with any goal, you need a solid foundation on what you want to achieve. Robert Kiyosaki's idea on how to get rich is not of the conventional type, which is "go to school, get good grades and get a good job". His way of thinking is more on the line of "becoming an entrepreneur and investing smart" is the way to go. Though this way of thinking is sparking a great bit of controversy, for the Kiyosaki's and the many that are aspiring and dreaming of changing their financial standing and for those who have succeeded, this way works.

Many of the generation today are lacking in the essential understanding of how finances, saving and investing play an important role for their future. Kids nowadays seem to think that money grows on trees and that having a credit card is a right, not a privilege, or a responsibility.

When Robert Kiyosaki first introduced his board game “Cashflow”, he tested it out with people of various ages and from different standards of living. The reaction was truly fascinating for the developers. Most of the tester did not really understand the concept of the relationship between their income statement and the balance sheet, and assets and liabilities.

### **From Understanding to Making It Work For You**

Basing it on the reaction of the people he enlisted to test the game Cashflow, he allowed the participants a few moments to discuss among themselves why the game was so difficult for them. He gathered that for most people, they would choose to primarily hire another person to understand something that was essential and important, like finances. They would hire bankers, investment consultants or lawyers to understand the concept of assets and liabilities and understanding the balance sheet. Others would rather learn it, read it and not really know how to apply it real life.

### **Experience is always the Best Teacher**

Robert Kiyosaki, being a self-taught, self made millionaire pointed out that in order for one to understand how the money can work for you, you need to know how it moves primarily.