Unleash the Millionaire Entrepreneur in You...

“Someone FINALLY had the balls to tell the real truth about all the crap out there, and direct us toward a real true path of prosperity.”

Reader Review
amazon.com

Grab the Special AppSumo Deal
Get the Entire Book At 50% Off Our Best Price!
(That’s more than 63% off MSRP cover price! Yea, seriously!)

Visit ViperionPublishing.com: CLICK HERE
Use Coupon Code: APPSUMO50

Or order directly at Amazon.com: CLICK HERE
the Millionaire FASTLANE

CRACK THE CODE TO WEALTH AND LIVE RICH FOR A LIFETIME

MJ DeMARCO
“The Fastlane mentality is a refreshing perspective on growing wealth in time to enjoy it. I am so tired of the traditional advice of working hard and saving gradually. This Slowlane approach was not working for me. MJ helped me realize what was possible, and I am ‘accelerating’ faster than I could have imagined. My business and my net worth is growing every day. I hate to imagine where I would be today without The Fastlane.”

— SKYLER R., IDAHO FALLS, IDAHO

“Before I discovered The Fastlane, I had the opinion that money had to be earned by working for someone else 10 hours a day for at least 50 years. I thought that making millions was only for those who had either rich parents or luck. Now I know better—making millions neither requires rich parents nor luck. It requires the knowledge of how to make those millions. And through the Fastlane, I was able to acquire this knowledge.”

— FLORIAN F., AUGSBURG, GERMANY

“To say that your advice and the ‘Fastlane principles’ you teach have changed my life is an understatement. I knew there was a better life out there, but I had become frustrated about how to reach it. After reading months of your free advice in the free Fastlane Forum, it all started coming together for me. I began to see why I was living paycheck to paycheck, and I decided then that I was going to escape it. Four years later, I have almost quadrupled my net worth. I have saved and invested more in the past few years than many of my friends in their 30s. Furthermore, at 26 years old now, the education I have received in the past four years far exceeds anything I could have learned in college.”

— MIKE G., WASHINGTON, NEW JERSEY

“The Fastlane has taught me how to think big and realize that a 9-5 job is not the answer. I will soon graduate college and not be worried with interviews. Thanks!”

— LUKE M., DURHAM, NORTH CAROLINA

“If it weren’t for the Fastlane, I’d still be looking at a pencil-pushing future, living a life of frugality with suppressed dreams, and dreading rolling out of bed every single day. Thanks to MJ and the Fastlane community, my mind, life, and doors have opened up like I never could have imagined! I’m on track to leave my J-O-B lifestyle in the dust, speeding off into the sunset with exuberance and abundance!”

— MATT J., ORLANDO, FLORIDA
the Millionaire
FASTLANE

Crack the Code to Wealth
and Live Rich for a Lifetime

M J D E M A R C O
To Cakes:
Thank you for being both a mother and a father,
and for the selfless sacrifices you made for your children.
I am graciously indebted by your haunting, motherly taunts
of “Get a job, baby!” which inspired me to
rebel against financial mediocrity . . .

~

To Michele Hirsch:
Not sure this book would exist if it weren’t for
your words of encouragement and support
during those early, “studio apartment” years.
Nope, I didn’t forget.

~

To the Fastlane Forum community:
Thank you for the constant reminders
that I had a job to finish.
Preface

THE “LAMBORGHINI PROPHECY” COMPLETES

The Millionaire Fastlane is the echo of a chance encounter I had long ago when I was a pudgy teenager. It was a Fastlane ignition of consciousness, a resurrection triggered by a stranger driving a mythic car—a Lamborghini Countach. The Fastlane was born, and with it the resolution and belief that creating wealth need not take 50 years of financial mediocrity devoured by decades of work, decades of saving, decades of mindless frugality, and decades of 8% stock market returns.

Often, this book references the Lamborghini brand, and it isn’t to brag when I say I’ve owned a few. The Lamborghini icon represents the fulfillment of a prophecy in my life. It innocently started when I saw my first Lamborghini and it kicked my ass out of my comfort zone. I confronted its young owner and asked a simple question: “How can you afford such an awesome car?”

The answer I received, unveiled in chapter 2, was short and powerful, but I wish I had more. I wish that man had taken a minute, an hour, a day, or a week to talk to me. I wish that young stranger would have mentored me on how to get what I thought the Lamborghini represented: wealth. I wish that man had reached into his car and given me a book.

Fast-forward to today. As I endanger the streets in my Lamborghini, I relive that same moment except in role reversal. To celebrate my Fastlane success, I bought one of these legendary beasts, a Lamborghini Diablo. If you’ve never had the opportunity to drive a car that costs more than most people’s homes, let me tell you how it works: You can’t be shy. People chase you in traffic. They tailgate you, rubberneck, and cause accidents. Getting gas is an event: people snap photos, enraged environmentalists give you the evil eye, and haters insinuate about the length of your penis—as if owning a Hyundai implies being well endowed. Mostly, people ask questions.

The most frequent questions come from leering and inquisitive teenagers, as I was many years ago: “Wow, how can you afford one of these?” or “What do you do?” People associate a Lamborghini with wealth, and while that’s more an illusion than anything (any dimwit can finance a Lamborghini), it’s indicative of a dream lifestyle that most people conceive as incomprehensible.

Now when I hear the same question I asked decades ago, I have the power to gift a book and perhaps, to gift a dream. This book is my official answer.
# Contents

**INTRODUCTION** ................................................................. ix

**PART 1 — WEALTH IN A WHEELCHAIR:**

"GET RICH SLOW" IS GET RICH OLD .......................... 1

Chapter 1: The Great Deception ........................................ 3
Chapter 2: How I Screwed “Get Rich Slow” ......................... 7

**PART 2 — WEALTH IS NOT A ROAD, BUT A ROAD TRIP!** .... 19

Chapter 3: The Road Trip to Wealth ................................. 21
Chapter 4: The Roadmaps to Wealth .................................. 26

**PART 3 — POORNESS: THE SIDEWALK ROADMAP** .... 31

Chapter 5: The Road Most Traveled: The Sidewalk ............... 33
Chapter 6: Has Your Wealth Been Toxified? ....................... 41
Chapter 7: Misuse Money and Money Will Misuse You .......... 45
Chapter 8: Lucky Bastards Play the Game ......................... 51
Chapter 9: Wealth Demands Accountability ...................... 55

**PART 4 — MEDIOCRITY: THE SLOWLANE ROADMAP** .... 61

Chapter 10: The Lie You’ve Been Sold: The Slowlane .......... 63
Chapter 11: The Criminal Trade: Your Job ......................... 73
Chapter 12: The Slowlane: Why You Aren’t Rich ................ 78
Chapter 13: The Futile Fight: Education ............................ 87
Chapter 14: The Hypocrisy of the Gurus ............................ 90
Chapter 15: Slowlane Victory . . . A Gamble of Hope .......... 95

**PART 5 — WEALTH: THE FASTLANE ROADMAP** ........... 105

Chapter 16: Wealth’s Shortcut: The Fastlane ..................... 107
Chapter 17: Switch Teams and Playbooks ......................... 116
Chapter 18: How the Rich Really Get Rich ....................... 120
Chapter 19: Divorce Wealth from Time ............................. 128
Chapter 20: Recruit Your Army of Freedom Fighters .......... 136
Chapter 21: The Real Law of Wealth ................................. 143
PART 6 — YOUR VEHICLE TO WEALTH: YOU

Chapter 22: Own Yourself First
Chapter 23: Life’s Steering Wheel
Chapter 24: Wipe Your Windshield Clean
Chapter 25: Deodorize Flatulent Headwinds
Chapter 26: Your Primordial Fuel: Time
Chapter 27: Change That Dirty, Stale Oil
Chapter 28: Hit the Redline

PART 7 — THE ROADS TO WEALTH

Chapter 29: The Right Road Routes to Wealth
Chapter 30: The Commandment of Need
Chapter 31: The Commandment of Entry
Chapter 32: The Commandment of Control
Chapter 33: The Commandment of Scale
Chapter 34: The Commandment of Time
Chapter 35: Rapid Wealth: The Interstates
Chapter 36: Find Your Open Road
Chapter 37: Give Your Road a Destination

PART 8 — YOUR SPEED: ACCELERATE WEALTH

Chapter 38: The Speed of Success
Chapter 39: Burn the Business Plan, Ignite Execution
Chapter 40: Pedestrians Will Make You Rich!
Chapter 41: Throw Hijackers to the Curb!
Chapter 42: Be Someone’s Savior
Chapter 43: Build Brands, Not Businesses
Chapter 44: Choose Monogamy Over Polygamy
Chapter 45: Put It Together: Supercharge Your Wealth Plan!

APPENDIX A — READER REFLECTIONS

APPENDIX B — THE 40 FASTLANE LIFESTYLE GUIDELINES

APPENDIX C — FURTHER YOUR FASTLANE
Introduction

THE ROAD TO WEALTH HAS A SHORTCUT
There’s a hidden road to wealth and financial freedom, a shortcut of blinding speed where you can achieve wealth in youthful exuberance over elder entropy. Yes, you don’t have to settle for mediocrity. You can live rich, retire four decades early, and live a life that most can’t. Sadly, the shortcut is cleverly camouflaged from your view. Instead of the shortcut, you’re led down a paralyzing road to mediocrity—a dulled cornucopia of financial stratagem tailored to the slumbering masses, a legion of mandates that sacrifices your wildest dreams in favor of numbed expectations.

That road? It’s financial mediocrity, known as “Get Rich Slow,” “The Slowlane,” or “Wealth in a Wheelchair.” That tedium sounds like this:

Go to school, get good grades, graduate, get a good job, save 10%, invest in the stock market, max your 401K, slash your credit cards, and clip coupons . . . then, someday, when you are, oh, 65 years old, you will be rich.

This dictation is a decree to trade life, for life. It’s the long way, and no, it isn’t scenic. If wealth were an ocean voyage, “Get Rich Slow” would be sailing around the horn of South America, while the Fastlaner uses the shortcut—the Panama Canal.

The Millionaire Fastlane isn’t a static strategy that preaches “go buy real estate,” “think positively,” or “start a business,” but a complete psychological and mathematical formula that cracks the code to wealth and unlocks the gateway to the shortcut. The Fastlane is a progression of distinctions that gives probability to the unspeakable: Live richly today while young, and decades before standard norms of retirement. Yes, you can win a lifetime of freedom and prosperity, and it doesn’t matter if you’re 18 or 40. What “Get Rich Slow” does in 50 years, the Fastlane shortcut does in five.

WHY CAN’T YOU DRIVE THE SHORTCUT?
If you’re a typical wealth seeker, your approach to wealth can be predictably foretold by a timeless question: What do I have to do to get rich? The quest for the answer—wealth’s Holy Grail—throws you into a mode of pursuit where you chase
a variety of strategies, theories, careers, and schemes that supposedly will bring
great wealth into your lap. Invest in real estate! Trade currencies! Play pro ball!
“What do I have to do?” screams the wealth seeker!

No, please stop. The answer is more about what you’ve been doing than what you
haven’t. There’s an old proverb that has mutated a few times but the gist is this: If
you want to keep getting what you’re getting, keep doing what you’re doing.

The translation? STOP! If you aren’t wealthy, STOP doing what you’re doing.
STOP following the conventional wisdom. STOP following the crowd and using the
wrong formula. STOP following the roadmap that forsakes dreams and leads to
mediocrity. STOP traveling roads with punitive speed limits and endless detours.
I call it “anti-advice,” and much of this book follows this prescription.

This book lists nearly 300 wealth distinctions designed to crack the code to
wealth and get you off your current road and onto a new road where you can
expose wealth’s shortcut. The distinctions are directional markers to “STOP” your
old ways of action, thinking, and believing, and reorient you into a new direction.
In essence, you have to unlearn what you have learned.

YOUR REALITY DOESN’T CHANGE MINE

This section is for the haters. I present the Fastlane with brash cynicism. This book
contains a lot of “tough love,” and while it is opinionated, you ultimately have to
seek your own truth. The Fastlane might insult, offend, or challenge you because it
will violate everything you’ve been taught. It will contradict the teachings of your
parents, your teachers, and financial planners. And since I violate all that society
represents, you can bet mediocre minds will take issue.

Thankfully, your belief (or disbelief) of Fastlane strategy doesn’t change my
reality; it only changes yours. Let me repeat: What you think of the Fastlane doesn’t
change my reality; its purpose is to change yours.

So let me tell you about my reality. I live happily in a big house overlooking
the mountains in beautiful Phoenix, Arizona. There are rooms in my house that
I don’t visit for weeks. Yes, the home is too large, and that story is a horrifying
epic best forgotten.

I can’t remember the last time I awakened to an alarm clock—everyday is a
Saturday. I have no job and no boss. I don’t own a suit or a tie. My cholesterol level
confirms that I dine at Italian restaurants far too often. I smoke cheap cigars. As
of this edition, I drive a Toyota Tacoma for work (“work” means going to the gym
and grocery shopping) and a Lamborghini Murcielago Roadster for play. I almost
lost my life street racing a 750-horsepower Viper laced with nitrous oxide. I shop
at Costco, Kohl’s, and Wal-Mart if I’m in the neighborhood and it’s past 12 a.m.
No, I don’t drive the Lamborghini to Wal-Mart; that might cause a disruption in
the space-time-continuum. Trekkies know better.

I don’t own a watch more expensive than $149. I enjoy tennis, golf, biking,
swimming, hiking, softball, poker, pool, art, travel, and writing. I travel whenever and wherever I want. Other than my mortgage, I have no debt. You can’t buy me gifts because I have everything I want. Prices for most things are inconsequential because if I want it, I buy it.

I made my first million when I was 31. Five years earlier, I was living with my mother. I retired when I was 37. Every month I earn thousands of dollars in interest and appreciation on investments working around the globe. No matter what I do on any day, one thing is sure: I get paid and I do not have to work. I have financial freedom because I cracked wealth’s code and escaped financial mediocrity. I’m a normal guy living an abnormal life. It’s a fantasyland but my reality, my normal, my deviation from ordinary where I can pursue my most implausible dreams in a life free of financial encumbrances. Had I chosen the preordained road, “Get Rich Slow,” my dreams would be on life-support, likely replaced with an alarm clock and a heavy morning commute.

How about your dreams? Do they need resuscitation? Is your life on a road that converges with a dream, or is one? If your dreams have lost probability it’s possible “Get Rich Slow” has killed them. “Get Rich Slow” criminally asks you to barter your freedom for freedom. It’s an insane trade and a dream destroyer.

Alternatively, if you travel the right roads and leverage the right roadmap, you can resurrect your dreams to possibility. Yes, as a Fastlane traveler you can create wealth fast, screw “Get Rich Slow,” and win a lifetime of prosperity, freedom, and dream fulfillment . . . just as I did.

If this book hasn’t found you early in life, don’t worry. The Fastlane doesn’t care about your age, your job experience, your race, or your gender. It doesn’t care about your “F” in eighth grade gym class or your beer-drinking reputation in college. The Fastlane doesn’t care about your Ivy League college degree or your Harvard MBA. It doesn’t ask you to be a famous athlete, actor, or a finalist on American Idol. The Fastlane is merciful on your past if you just unlock the gateway into its universe.

Finally, at the risk of sounding like a late-night infomercial, let me clarify: I’m not a self-proclaimed guru nor do I want to be. I dislike gurus because “guruness” implies know-it-all status. Call me the “anti-guru” of “Get Rich Slow.” The Fastlane is a lifetime school with no graduates; 20-plus years into this and I humbly admit, I have more to learn.

SORRY, NO FOUR-HOUR WORK WEEK HERE
First, let’s get something clear: This isn’t a “how-to” book. I’m not going to tell you every nuance about “how I did it” because how I did it isn’t relevant. This book doesn’t contain a list of Web sites that outline ways to “outsource” your life. Success is a journey, and it can’t be outsourced to India in a four-hour workweek. The Millionaire Fastlane is like a yellow brick road paved in psychology and mathematics that put the odds of massive wealth in your favor.
During my Fastlane journey of discovery, I always sought the absolute, infallible formula that would lead to wealth. What I found was ambiguity and subjective imperatives like “be determined” or “persistence pays” or “it’s not what you know, but who.” While these tidbits compiled part of the formula, they didn’t guarantee wealth. A workable formula uses mathematical constructs and not ambiguous statements. Does wealth have a mathematical formula, a code that you could exploit to tilt the odds in your favor? Yes, the Fastlane quantifies it.

Now for the bad news. Many wealth seekers have false expectations about “money” books and think that some fairy-guru will do the work. The road to wealth has no escort and is always under construction. No one drops millions on your lap; the road is yours to travel and yours alone. *I can open the door but I can't make you walk through it.* I don’t claim the Fastlane is easy; it’s hard work. If you expect a four-hour workweek here, you will be disappointed. All I can be is that creepy munchkin pointing off in the distance with a stern directive, “Follow the yellow brick road.”

The Fastlane is that road.

COFFEE WITH A MULTIMILLIONAIRE

I’ve approached this book conversationally, as if you’re my new friend and we’re having coffee in a quaint neighborhood café. That means my intent is to educate you—not to upsell you into some expensive seminar, membership website, or some backend marketing funnel. While I will interact with you as if you’re my friend, let’s face it: I don’t have a clue who you are. I don’t have intimate details about your past, your age, your biases, your spouse, or your education. Therefore, I need to make some general assumptions to ensure that our conversation seems personal to you. My assumptions:

- You look around your life and think, “there’s got to be more.”
- You have big dreams, yet you’re concerned that the road you’re traveling will never converge with those dreams.
- You’re college-bound, college-enrolled, or college-educated.
- You have a job you don’t enjoy or isn’t going to make you rich.
- You have little savings and carry a load of debt.
- You contribute regularly to a 401K.
- You see rich people and wonder, “how did they do it?”
- You have bought a few “get rich quick” books and/or programs.
- You live in a free, democratic society where education and free choice are standards.
- Your parents subscribe to the old school: “Go to college and get a good job.”
- You don’t have any physical talent; your chances of becoming a professional athlete, singer, entertainer, or actor are zero.
• You are young and full of enthusiasm about the future, but unsure where to
direct it.
• You are older and have been in the workforce for some time. After all these
years, you don’t have a lot to show for it and are tired of “starting over.”
• You’ve put your heart and soul into a job only to be laid off due to a bad econ-
omy or cutbacks.
• You’ve lost money in the stock market or traditional investments championed
by mainstream financial gurus.

If some of these assumptions reflect your situation, this book will have an
impact.

HOW THIS BOOK IS ORGANIZED
At the conclusion of each chapter, there is a subsection titled “Chapter Summary:
Fastlane Distinctions” which chronicles the critical distinctions to Fastlane strat-
egy. Don’t ignore these! They’re the building blocks to engineering your Fastlane.
Additionally, the stories and examples in this book come from the Fastlane Forum
and other personal finance forums. While the stories are real and come from real
people with real problems, I’ve changed the names and edited the dialogue for
clarity. And finally, feel free to discuss Fastlane strategy with thousands of others
at the Fastlane Forum (TheFastlaneForum.com). When the Fastlane changes your
life, stop by and tell us how or email me at mj.demarco@yahoo.com!

It took me years to uncover and assemble the Fastlane strategies, learn them, use
them, and ultimately make millions. Bored, retired, and yes, still young with hair,
I give you The Millionaire Fastlane: Crack the Code to Wealth and Live Rich for A
Lifetime! Fasten your seat belts, grab a ten-buck latte, and let’s go on a road trip!
Part 1

Wealth in a Wheelchair:
“Get Rich Slow” is Get Rich Old
The Great Deception

Normal is not something to aspire to, it’s something to get away from.

~ Jodie Foster

THE “MTV CRIBS” EPISODE THAT NEVER HAPPENED

Host: “Today we visit 22-year-old Big Daddyhoo and his 8,000-square-foot crib here on the beautiful Atlantic coastline live from sunny Palm Beach Florida... so, Big Daddyhoo, tell us about your rides!”

Big Daddyhoo: “Yo dawg, we gotz the Ferrari F430 over there with the 22-inch rims, the sick Lamborghini Gallardo over there with the custom 10-speaker stereo, and for those nights when I just wanna chillax with the ladies, the Rolls Royce Arnage does my do.”

Host: “So, Big Daddyhoo, how can you afford all these gorgeous rides? And this mansion on the beach? It must have cost more than $20 million!”

Big Daddyhoo: “Yo let me tell you dawg, Big Daddyhoo got rich chilling in mutual funds and popping phat money in my 401K down at my Win-Go Wireless job.”

Suddenly, you hear a record screech off the turntable.

Silence.

As you can imagine, this scenario would never happen. Big Daddy’s answer is preposterous and laughable. We’re smart enough to know that wealthy 22-year-old kids don’t get rich investing in mutual funds and stashing money in their 401Ks from their job at the cell phone store. We know that people who get rich young fall into a unique subset of society: pro athletes, rappers, actors, entertainers, and famous people. Those of us outside this demography are left with the traditional advice showered upon us by financial experts.
It’s called “Get Rich Slow” and sounds something like this: Go to school, get good grades, graduate, get a good job, invest in the stock market, max-out your 401K, cut up your credit cards, and clip coupons . . . then someday, when you are, oh, 65 years old, you will be rich.

“GET RICH SLOW” IS A LOSING GAME

If you want to get rich and “Get Rich Slow” is your strategy, I have bad news. It’s a losing game, with your time wagered as the gamble. Do you seriously think that the guy who lives in that palatial beach estate with the $500,000 supercar in the driveway got rich because he invested in mutual funds? Or clipped coupons from the local Super-Saver? Of course we don’t. So why do we give credence to this advice as a legitimate road that leads to wealth and financial freedom?

Show me a 22-year-old who got rich investing in mutual funds. Show me the man who earned millions in three years by maximizing his 401K. Show me the young twenty-something who got rich clipping coupons. Where are these people? They don’t exist. They’re fairy tales of impossibility.

Yet, we continue to trust the same old tired gang of financial media darlings who espouse these doctrines of wealth. Yes sir, get a job, work 50 years, save, live mindlessly frugal, invest in the stock market, and soon, your day of freedom will arrive at age 70 . . . and if the stock market is kind and you’re lucky, 60! Gee, doesn’t this “wealth in a wheelchair” financial plan sound exciting?

In today’s tumultuous financial climate, I am shocked people still believe these strategies even work. Wasn’t it the recession that exposed “Get Rich Slow” for the fraud it is? Oh I get it, if you’re employed for 40 years and avoid 40% market downturns, “Get Rich Slow” works; just sit back, work, and hope death don’t meet you first because, golly-gee, you’re going to be the richest guy in the retirement home!

The message of “Get Rich Slow” is clear: Sacrifice your today, your dreams, and your life for a plan that pays dividends after most of your life has evaporated. Let me be blunt: If your road to wealth devours your active adult life and it’s not guaranteed, that road sucks. A “road to wealth” codependent on Wall Street and anchored by time with your life wagered as the gamble is a dirty, rotten alley.

Nonetheless, the preordained plan continues to wield power, recommended and enforced by a legion of hypocritical “financial experts” who aren’t rich by their own advice, but by their own Millionaire Fastlane. The Slowlane prognosticators know something that they aren’t telling you: What they teach doesn’t work, but selling it does.
WEALTH YOUNG: IS IT BULLSHIT?

The Millionaire Fastlane isn’t about being retired old with millions, but about redefining wealth to include youth, fun, freedom, and prosperity. Take this comment posted on the Fastlane Forum:

“Is it bullshit? You know, the dream to be young and live the life—to own the exotic cars, to own the dream house, to have free time to travel and pursue your dreams. Can you really get free of the rat race young? I’m a 23-year-old investment banker in Chicago, Illinois. I make a modest salary and modest commissions. By most people’s standards, I have a good job. I hate it. I cruise Chicago’s downtown and I see some guys living the life. Guys driving expensive exotic cars and I think to myself... They’re all 50 or older with silver hair! One of them once told me, ‘You know kid, when you finally can afford a toy like this, you’re almost too old to enjoy it!’ The guy was a 52-year-old real estate investor. I remember looking at him and thinking ‘God... that can’t be true! It’s gotta be bullshit! It’s gotta be!’”

I can verify—it isn’t bullshit. You can live “the life” and still be young. Old age is not a prerequisite to wealth or retirement. However, the real BS is thinking you can do it by the default “Get Rich Slow” construct, at least by the time you hit your 30th birthday. Believing that old age is a precursor to retirement is the real BS. The real BS is allowing “Get Rich Slow” to steal your dreams.

REINVENT RETIREMENT TO INCLUDE YOUTH

Say “retirement” and what do you see? I see a crotchety old man on a porch in a creaky rocking chair. I see pharmacies, doctor’s offices, walkers, and unsightly urinary undergarments. I see nursing homes and overburdened loved ones. I see old and immobile. Heck, I even smell something musty circa 1971. People retire in their 60s or 70s. Even at that age, they struggle to make ends meet and have to rely on bankrupted government programs just to survive. Others work well into their “golden years” just to maintain their lifestyle. Some never make it and work until death.

How does this happen? Simple. “Get Rich Slow” takes a lifetime to travel and its success is nefariously dependent on too many factors you cannot control. Invest 50 years into a job and miserly living, then, one day, you can retire rich alongside your wheelchair and prescription pillbox. How uninspiring.

Yet, millions undertake the 50-year gamble. Those who succeed receive their reward of financial freedom with a stinking lump of turd: old age. Gee thanks. But don’t worry; patronization rains from the heavens: “These are the golden years!” Who they kidding? Golden to whom?
If the journey devours 50 years of your life, is it worth it? A 50-year road to wealth isn’t compelling, and because of it, few succeed and those who do settle for financial freedom in life’s twilight.

The problem with accepted norms of retirement is *what you do not see*. You don’t see youth, you don’t see fun, and you don’t see the realization of dreams. The golden years aren’t golden at all but a waiting room for death. If you want financial freedom before the Grim Reaper hits the on-deck circle, “Get Rich Slow” isn’t the answer.

If you want to retire young with health, vibrancy, and hair, you’re going to need to ignore society’s default “Get Rich Slow” roadmap and the gurus spoon-feeding you the slop in the trough. There is another way.

**CHAPTER SUMMARY: FASTLANE DISTINCTIONS**

- “Get Rich Slow” demands a long life of gainful employment.
- “Get Rich Slow” is a losing game because it is codependent on Wall Street and anchored by your time.
- The real golden years of life are when you’re young, sentient, and vibrant.
"Someone FINALLY had the balls to tell the real truth about all the crap out there, and direct us toward a real true path of prosperity."

Reader Review
amazon.com

Grab the Special AppSumo Deal
Get the Entire Book At 50% Off Our Best Price!
(That’s more than 63% off MSRP cover price! Yea, seriously!)

Visit ViperionPublishing.com: CLICK HERE
Use Coupon Code: APPSUMO50

Or order directly at Amazon.com: CLICK HERE
amazon.com
The Commandment of Need

What do we live for, if not to make life less difficult for each other?
~ George Eliot

Sand Foundations Crumble Houses

Ninety percent of all new businesses fail within five years, and I know why they fail. They fail because they fail the Commandment of Need.

(Need) – e – c – s – t

When you build a business on a flawed foundation, it will fail. Sand foundations crumble houses. Businesses that violate the Commandment of Need either belong to the 90% failure category or masquerade as a job. Gravity cannot be defied, and the winning premise of business is a simple yet often forgotten by most business owners: Businesses that solve needs win. Businesses that provide value win. Businesses that solve problems win profits. Selfish, narcissistic motives do not make good, long-term business models.

Think about the purpose of businesses. Why do they exist? To satisfy your selfish desire to “do what you love?” To satisfy your craving for wealth and financial freedom? Seriously, no one cares about your desires, your dreams, your passions, your “whys” and your reasons for wanting to be rich. No one cares that you want to own a Ferrari and prove your parents wrong. No one cares that corporate America wronged you. No one cares! Yes, the world is a selfish place and nobody gives two shits about your motives to “go Fastlane.”

So what do people care about? People care about what your business can do for
them. How will it help them? What’s in it for them? Will it solve their problem? Make their life easier? Provide them with shelter? Save them money? Educate them? Make them feel something? Tell me, why on God’s green Earth should I give your business money? What value are you adding to my life?

Reflect back to our producer/consumer dichotomy. Consumers are selfish. They demand to know is “what’s in it for me!” To succeed as a producer, surrender your own selfishness and address the selfishness of others.

**STOP CHASING MONEY—CHASE NEEDS**

Never start a business just to make money. *Stop chasing money and start chasing needs.* Let me repeat that, because it’s the most important thing in this book: 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.

Entrepreneurs fail because they create businesses based on selfish premises, and selfish premises don’t yield profitable businesses; they lead directly into the 90% failure wastebasket.

“I need a new income stream.”

“I’m an expert in [blank] so I’ll do that.”

“I read a ‘get rich’ book and it says to start a business.”

Wrong. Wrong. And wrong.

Again, selfish, narcissistic premises are VIP invitations to violate the Commandment of Need.

You and your business attract money when you stop being selfish and turn your business’s focus from the needs of yourself to the needs of other people. Give first, take second. Needs come first, not money! Needs precede money! Engage the marketplace with your own selfish need and my bet is placed on your failure.

*Joe was a martial arts expert and he loved his craft. Following the advice of gurus, he set out to “do what you love” and opened a martial arts studio. Within 10 months, his studio closed, as he could no longer support his family on his $21,000-per-year business profit.*

Before Joe started, he was destined for failure. He got into business based on a faulty entrepreneurial road paved with sand, a premise based on selfish needs and selfish desires: “I’m an expert in martial arts and love the art, therefore I should open a studio.” The correct foundation is externally based on needs in the marketplace, not on internal selfish needs. Instead of selfish motives, what should have Joe been thinking?
- Is there a need in my neighborhood for a martial arts studio?
- What are existing martial arts studios doing wrong that I could do better?
- What improved value do I offer the martial arts student?
- What assets do I bring to this community?

Joe failed because there wasn’t a genuine need in the marketplace and his motives were selfish. Had Joe analyzed these questions foremost, his odds of driving a successful road would have dramatically improved.

Several years ago, during the economic expansion, I noticed a standalone storefront being built in my mother’s neighborhood of Chandler, Arizona, a white, middle-class suburb of Phoenix. As the building went up and the store tenant moved in, the heat of failure percolated. How did I know?

This new store was a hip-hop apparel boutique. Fasten your seat belt here comes failure! Why? The store violates the Commandment of Need. The neighborhood doesn’t need a hip-hop store. The area isn’t urban, there are no dance clubs nearby, and nothing looks remotely hip-hop. In fact, not 100 yards away there is an eldercare retirement home. Is a 91-year-old grandpa the target market for hip-hop gear? The obvious problem here is selfishness. The owner is following his passions, and his love for hip-hop music and culture. Maybe a life coach told him to “do what you love.” Whatever the motive, the need is internal and not externally based on the marketplace. I predicted the business would last 12 months. After 18 months, the business disappeared. The road was paved with sand because no need existed.

**MONEY CHASERS CHASE MONEY, NOT NEEDS**

Frequently I read posts from aspiring entrepreneurs with grandiose goals of making a fortune by starting a business. Hang out at any business forum and you will see the misdirected, selfish foundation poisoning the well.

- How can I make money starting a business?
- What business can I start with $200 and still make $5k per month?
- What home-based business can I start?
- I have a friend who manufacturers widgets; you think I can make money selling them?
- How can I make a passive income?
- What’s a good product to sell on eBay?
- What’s the best business to start on a shoestring?

If you sit around and ask yourself these types of questions, you’ll likely end in the failure category because these dialogues expose your preoccupation with money, and not needs or value. You’ve got it backward! I call these entrepreneurs “money-chasers.” They hop from one business to the next, scalping and arbitraging
market imbalances, rarely solving needs or creating momentum. Sometimes these selfish business owners use questionable business practices as customer needs are neglected and money is pursued with relentless zeal.

Money chasers are consumers who haven’t quite made the transition to producer. They want to be producers, but they selfishly think like consumers.

For example, in the housing boom, money chasers became mortgage brokers and real estate agents. The burst of the bubble purged the industry clean of the excess. Now with foreclosures at an all-time high, “loan modifiers” are the newest money chasers. Every boom and bust brings forth the money chasers who are selfishly motivated to hop aboard a train of trends, but are in business solely to serve themselves. With plenty of selfish consumers to prey upon, money chasers survive and thrive until the next bust or they’re exposed for fraud. In times of excess, scams, schemes, and rip-offs pervade because money chasers invade and imbalances are created.

**TO ATTRACT MONEY IS TO FORGET ABOUT MONEY**

Want to make big bucks? Then start attracting money instead of chasing it.

Money is like a mischievous cat; if you chase it around the neighborhood, it eludes you. It hides up a tree, behind the rose bush, or in the garden. However, if you ignore it and focus on what attracts the cat, it comes to you and sits in your lap.

Money isn’t attracted to selfish people. It is attracted to businesses that solve problems. It’s attracted to people who fill needs and add value. Solve needs massively and money massively attracts. The amount of money in your life is merely a reflection to the amount of value you have given to others. Ignore this symbiosis and money will ignore you. Successful businesses share one common trait: The satisfaction of consumer needs as reflected by sales in the marketplace. The marketplaces and consumers, not you, determine if your business is viable. If you sell 10 million anything, 10 million people have voted that your product will help them, or satisfy one of their needs.

The only Fastlane road that works is a road paved with cement—rock hard needs, wants, and solutions—not sand. A rock hard pavement gives you the unfair odds. Solve needs on a massive scale or in magnitude. It could be as fantastic as starting a software company as Bill Gates did, or something seemingly minute like putting a new spin on something old. If you own a Web site that services 10,000 people daily, you’re making an impact. If you own a real estate company that provides housing to 1,000 people, you’re making an impact.

Make a freaking impact and start providing value! Let money come to you! Look around outside your world, stop being selfish, and help your fellow humans solve their problems. In a world of selfishness, become unselfish. Need something more concrete? No problem. Make 1 million people achieve any of the following:
1) Make them feel better.
2) Help them solve a problem.
3) Educate them.
4) Make them look better (health, nutrition, clothing, makeup).
5) Give them security (housing, safety, health).
6) Raise a positive emotion (love, happiness, laughter, self-confidence).
7) Satisfy appetites, from basic (food) to the risqué (sexual).
8) Make things easier.
9) Enhance their dreams and give hope.

. . . and I guarantee, you will be worth millions.

So the next time you’re trolling the Web looking to make money, sit back and ask yourself, “What do I have to offer the world?” Offer the world value, and money becomes magnetized to you!

“DO WHAT YOU LOVE” AND DIE AS YOU DO

Beware of another guru-speak: “Do what you love and the money will follow!” Bullshit. That is, unless you want to violate the Commandment of Need. “Do what you love” is another mythical decree perpetrated by hypocritical gurus and so-called life coaches who are probably three clients away from broke. Sadly, the road of “do what you love” rarely converges with wealth. In fact, it might lead you down a road to destructive love.

If you’re like me, “do what you love” was never an option. Think about what you love and then think, will someone pay for it? Is it going to solve a need? Are you good enough to make money doing it? Most likely, you aren’t.

For “do what you love” to work, you need two things: 1) Your love must solve a need and 2) You must be exceptional at it.

I love to play basketball, but I suck at it. I can’t parlay my love of basketball into a career. I love to play piano, but again, I suck at it. I love many things, but I suck at them! If I wanted a career in any of these “loves,” I’d need unlimited time and money because no one would pay me a dime to do it. Who wants to endure that ineptness?

Consider this book. I love to write. The book represents a dream of “doing what I love,” and that dream was made possible by the Fastlane. If I needed this book to pay for my mortgage, I’m not sure it would. I have no clue if this book will sell 10 copies or 10 million. Therefore I can’t rely on it.

“Doing what you love” for money often isn’t good enough because we aren’t good enough. Additionally, so many people are “doing what they love” that the marketplace for that activity is so crowded and margins become depressed and heavy competition reigns.

Authoring a book is a crowded space. Just because I love to write doesn’t
guarantee money will follow. In fact, no one cares that I love to write. Do you? Of course not! You want to know if my writing will help you.

In a magazine interview, billionaire RJ Kirk was asked about the benchmark to his success. He replied, “It is for others to say whether I am useful or not.” It isn’t for you to decide whether you are useful. The marketplace makes that determination. People pay for their satisfaction; they don’t pay to satisfy your need of “do what you love.” People pay for solutions, not for your enjoyment. People pay for solved problems. People don’t give a dirty dog-ass about your love for whatever. If “do what you love” doesn’t fill a need spectacularly, no one will pay for it!

This book is possible because I didn’t need the confirmation of money to authenticate my skill. If that sentence is not too complicated to understand, you get my point. Maybe I’m just not good enough. Regardless of sales, my book is a testament to “do what I love” whether I’m good at it or not. The Fastlane allowed money to be removed from the equation. Now, I don’t need to get paid to “do what I love.” I just do it. In other words, money led to “do what you love,” it didn’t follow. How’s that for irony?

Lebron James gets paid to play basketball because he is good. One of the many destinations of the Fastlane is to remove the confirmation of money from your “do what you love” activity. Fastlane success means I could play basketball seven days a week. I can play video games all day. I don’t need to get paid to “do what I love” because I can now do it for FREE.

If you are one of the lucky few who can earn an income from a specific activity that you love AND are good enough, kudos to you. And congratulations—you might not need a Fastlane. A Slowlane just might suffice. No worries. But for those of us who can’t transform our loves into income, there are other alternatives paved by the Fastlane.

“DOING WHAT YOU LOVE” FAKES AND DERIVATIVES
If you can’t work a job or a business doing what you love, you’re likely to fall into a trap. Your natural reaction is to make a deal with the devil—the Slowlane. You trade your life away, doing things you hate, in exchange for doing things you love. You say, “I’ll do five days of work I hate so I can enjoy two weekend days doing something I love.” Does this barter sound like rational thinking?

For example, my friend Andy is a bank collections agent and hates his job. At beer time, I hear the complaints, the frustration, and the BS about the job: the Nazi-like micro-management, the incompetent boss, and his psychotic co-workers. He’s on the firing line from all fronts. He numbs himself to this suffering five days a week. His salvation? His weekend. He pays “do what you hate” with a weekend of boating, which is his “do what you love.”

Then other people negotiate with “do what you love” into an alternative, or a derivative. For example, Pauline loves to knit, so she sells her knitting online. Jose
loves automotive audio so he opens a car stereo shop. Janice loves to sculpt and sells her works at the local gallery. Gary is an avid bodybuilder so he becomes a personal trainer.

There are two dangers to derivatives:

1) They don’t make money fast.
2) They endanger the love.

First, “do what you love” rarely creates money fast because more than likely, not only are YOU doing what you love but thousands of others love doing the same thing too (just tune into the first-week auditions for *American Idol* for proof). The need is weak. This saturates markets and makes profit margins shallow.

At my gym, a personal trainer acquaintance told me he is struggling to make ends meet. When I asked why, he responded that personal training is so competitive that he can’t charge a price worth his time. His service fees are deflationary, caused by an abundant supply of trainers, and when supply exceeds demand (need) prices move down. Not enough need, too much supply.

So why is the field for personal trainers so saturated? Simple. People follow the espoused guru-esque advice without reflection on need: “Do what you love.” Unfortunately, if you love doing it, bet on thousands of others loving it too. When you “do what you love,” prepare to face stiff competition. Who enjoys higher margins? The personal trainer? Or the guy who starts a company to clean up crime scenes?

The second danger of derivatives is that your love becomes vulnerable to contamination when you do it for money. If you are forced to do anything, even something you purport to love, in exchange for a paycheck, that love is put in danger.

Years ago, I took a job as a limo driver because I loved to drive. By the time that job ended, I hated to drive. After work, I’d stay home because I was so sick of driving. My love was contaminated.

I once had a friend who created fantastic paintings as a hobby. When I asked her why she doesn’t paint full time for a living, her answer was simple: I paint when I am impassioned to paint. The few times when she painted for money, it stunted her artistic creativity because a different force fueled the motivation—money, not emotion from the moment.

“Do what you love” is left to professional athletes, because they are at the pinnacle of their games. And yet, even after making millions, many of these athletes suffer the same fate. They lose their love of the game. Dancers lose their love for dance. Artists lose their love for art. Money and the demands of life cast a cloud over the love and darken it into a burden.

While derivatives of “do what you love” might yield a figment of happiness, they
operate in saturated marketplaces and, more importantly, they could jeopardize your natural love for the activity.

**YOUR IGNITION: MOVING FROM LOVE TO PASSION**

The motivational fuel for the Fastlane is *passion*, not love. Passion gets you out of the garage and onto the road. If you have a passion for a specific goal, you’ll do anything for it. I had a passion for Lamborghinis and was willing to do anything for it. Pick up dog shit, mop floors, work at 3 a.m.—whatever it was going to take, I had the passion to do it. Did I love driving limos? Hell no. But I had a Fastlane passion and it motivated my movement to the vision of future.

Your vehicle needs an ignition, a starter, something that compels you to jump out of bed in the morning challenged to tackle the day. That ignition is passion. You need a passion for something greater. It is different for everybody, but when you find it, you will do anything for it.

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.

What is your why? Why are you doing this? Why go Fastlane? Whom do you want to prove wrong? My “whys” read like this:

“I want to pay off my mother’s mortgage.”
“I want to wake up without an alarm clock.”
“I want to write a book without the pressure of money.”
“I want a big house on a mountainside with a pool.”
“I want a Lamborghini.”
“I want to make a difference.”
“I want to prove him wrong.”

Passion beats “do what you love,” because passion fuels motivation for something greater than yourself and is generalized. When the focus is “doing what you love,” the focus becomes industry-specific and you’re likely to violate the Commandment of Need. Why are you starting this business? Because you love it? Or because there is a real market need?

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

Mike Rowe, host of the cable television show Dirty Jobs, profiled several owners of businesses who had less than lovable duties. From testing bovine manure to cleaning up pigeon goop, the owners were passionate. None of them “loved” what they did, but they had passionate “whys” and very deep bank accounts. Competition was sparse because everyone else was busy chasing “do what you love.”

A formidable “why” is all you need to turn your daily activities into passionate
motivation—the “get up in the morning” metamorphosis to bust open a Fastlane road. What are your why, and are they strong enough to motivate you into process?

**PASSION ERASES THE SUFFERING OF WORK**

When I was in startup mode with my company, I worked long hours. Was I suffering the toil of work? No. I enjoyed it, because I had my “why” and I was moving toward them. The journey hardened me, challenged me, and yes, it was even fun! I was passionate about what I wanted and I was going to get it. The Fastlane isn’t a destination but a personal journey.

Writing this book has been an enduring journey, and I admit that I gave up three times. Why? After a year of writing and not finishing, my love for writing evaporated. My love became a hate. I was “doing what I love” and suddenly that love faded because people started to expect a book. I confided to a friend, “I quit. I no longer enjoy it and I don’t need to finish it.”

So how did I finish if my love for writing evaporated? I found my passion, which compelled me to finish: I love to see the dreams of others become reality. When a dead dream is given sudden life, I feel invigorated. Any time I wanted to give up, I’d receive an email that applauded me: “Your forum changed my life” or “Thank you, my life has turned for the better.” That is passionate currency that repositioned my writing effort into action. I went from love, to suffering, to passion.

**GET YOUR ROAD TO CONVERGE WITH A FANTASTIC DREAM**

A road that doesn’t converge with your dreams is a dead end. When you concede dreams, life withers. Reflect back to childhood, when you heard: “What do you want to be when you grow up?” Underneath this question, what’s it really asking? It’s a probe to find the road to your dreams, and it was usually answered in a phantasmal vision. For me, I wanted to be an astronaut (blame Han Solo) a filmmaker (blame George Lucas) and an author (blame Isaac Asimov).

How about you? What is your outrageous, fantastic dream? And the real question of concern: Is there any chance you are doing it, or will be doing it? More than likely, you’re not, because the Slowlane has killed it.

I asked my friend Rick this question. Guess what. He didn’t answer this question with “I want to be a sales representative at Verizon Wireless.” Nope. He answered with “I wanted to be a race car driver.” So, why is Rick selling cell phones today? Is there any chance in hell he will actually become his dream, a racecar driver?

There isn’t. The dream is dead and the road is derelict. Nonetheless, as Rick sticks to his job and waits for a promotion, he wonders, “There’s got to be more than this.”

And then there’s Sarah. She didn’t answer this question with, “I want to be a shift manager at Taco Bell.” Nope, she wanted to be an artist. But today, Sarah finds herself working the graveyard shift, mopping up the floors in the dining
room from slobs who have mistaken sour cream for finger paint. As she slams the mop-head in the wringer, Sarah has a moment of disquiet. “Is this what my life has become?”

The problem with these people is not their jobs. We’ve all had crappy, embarrassing jobs that we hate. The problem is their dead-end road that will never converge with a dream. Dreams are forsaken to pay the bills. Instead of a convergent road to dreams (or a chance of a dream), their road goes through an inescapable hell. Life becomes suffering. There is nothing wrong with working at Verizon or Taco Bell. Heck, these jobs would have been promotions in comparison to the meaningless jobs I’ve held. But please, don’t make these jobs your means to the end, your final road, because the “end” most likely will never come.

You see, if your dream is dead, so is your passion. “No passion” numbs you to the greatest violinist in the world while he plays in the train depot. “No passion” leads to mediocrity and the land of everybody. “No passion” leads to unhappiness. “No passion” equals no wealth.

If you’re struggling for motivation, re-energize your dream and align it with a road capable of burning a trail to its reality. Dead dreams can’t burn trails of passion. Passion fires your will to do what is necessary beyond what others can’t. Fastlaners work unlike everyone else so they can live unlike anyone else. Take four years of hard work in exchange for 40 years of freedom. Unfortunately, most people take 40 years of hard work for four weeks of freedom, or however long their paid vacation time lasts.

FIND YOUR “SNOW IN THE TOILET”
How do you find your passion? Passion comes from either excitement or discontent. Take this story posted on the Fastlane Forum (TheFastlaneForum.com):

I grew up in a poor family and lived in a very old run-down barn that had half of it converted into a home. One of the worst times of the year was the winter, because our water pipes would freeze and, with it, our running water. The only way to flush the toilet was to bring snow into the barn, pack it into the water tank behind the toilet, and wait for it to melt. I saw that my mom had to put snow in the tank of the toilet bowl just for us to flush. The worst part was that it had to be refilled every time someone used the toilet. I thought to myself, “I never want to live like this again!”

What is your passion—your perennial “snow in the toilet?”

Leslie Walburn is passionate about animals. Disillusioned by county-owned shelters that euthanize dogs, her dream is to own a no-kill dog rescue shelter. While she can “do what she loves” and get a job at a shelter, it doesn’t
bring her closer to her dreams, nor will the job help her amass the wealth needed to pursue the dream. Yes, dog shelters are expensive. Instead, Leslie allows her passion to fuel her motivation—she starts a Fastlane business (unrelated to animals) that eventually funds her dream. Her passion leads to a dream without the crucible of money.

Reflect on a time when your life was turned upside down with excitement and/or discontent.

That is your passion. For me, excited passion was when I saw my first Lamborghini as a teenager and I decided “One day, I will own a Lamborghini.” For me, discontented passion was watching my mother struggle in dead-end jobs, trying to raise three kids without a husband. Both fueled my passion; I wanted a Lamborghini and I wanted to help ease the burden for my mother. Excitement (wants and desires) serves as passionate fuel, as does discontent (undesirable situations). Both allowed me to do what others wouldn’t. If you find yours, you will too.

CHAPTER SUMMARY: FASTLANE DISTINCTIONS

- The Commandment of Need states that businesses that solve needs win. Needs can be pain points, service gaps, unsolved problems, or emotional disconnects.
- Ninety percent of all new businesses fail because they are based on selfish internal needs, not external market needs.
- No one cares about your selfish desires for dreams or money; people only want to know what your business can do for them.
- Moneychasershaven’tbrokenfreefromselfishness, and their businesses often follow their own selfish needs.
- People vote for your business with their money.
- Chase money and it will elude you. However, if you ignore it and focus on what attracts money, you will draw it to yourself.
- Help one million people and you will be a millionaire.
- For money to follow “Do what you love,” your love must solve a need and you must be exceptional at it.
- “Do what you love” sets the stage for crowded marketplaces with depressed margins.
- When you have the financial resources, you can “do what you love” and not get paid for it, nor do you have to be good at it.
- Slowlanersfeed “do what you love” with “do what you hate.” Five days of hate for two days of love.
- “Doing what you love” for money can endanger your love.
- Passion for an end goal, a why, drives Fastlane success.
- Having a passionate “why” can transform work into joy.
• “Doing what you love” usually leads to the violation of the Commandment of Need.
• The right road for you is one that will converge with your dreams.
The Commandment of Entry

Our plans miscarry because they have no aim. When a man does not know what harbor he is making for, no wind is the right wind.

~ SENICA

YOU CAN BE THE SHEEP OR THE SHEEPHERDER

It was 1994 and I was stuffed in a hot auditorium, tucked away in a chaotic mass of people—an ant submersed in an anthill. Months earlier, I had become involved in a network marketing company, and this was their monthly motivational meeting. The crowd was excited, anxious, and revved up.

I wasn’t. I looked around and saw a problem. I saw an army of drones clutching onto whatever was said, critical reasoning cast aside, and myself about to be indoctrinated. I didn’t go so easy. I asked questions. I was persistent, nosy, and curious about the road I was about to take.

“How much money are you making?” I asked early and often. Like politicians, the answer was sideswiped and deflected to a default person in the organization, but I wasn’t fooled. OK, you’ve already told me that Bill Hanson makes $30,000 a month, but how much do you make? And you? And you? And the other 3,000 people in this room? The fact is, few of them made any money at all. Why? They were stuck driving a congested road full of traffic that failed the Commandment of Entry. Crowded, jammed roads move slowly, if at all.
THE COMMANDMENT OF ENTRY

I failed networking marketing four times because subconsciously I possessed the truth: The road was a violation to the Commandment of Entry.

\[ \text{N - (ENTRY) - C - S - T} \]

The Commandment of Entry states that as entry barriers to any business road fall, or lessen, the effectiveness of that road declines while competition in that field subsequently strengthens. Higher entry barriers equate to stronger, more powerful roads with less competition and less need for exceptionality.

Low-barrier-entry businesses are weak roads because easy entry creates high competition and high traffic, all of which share the same pie. And where there is traffic, there is no movement.

In other words, if “getting into business” is as simple as paying $200 for a distributor kit, there are no entry barriers, and the opportunity should be passed. If any Joe Blow napping behind Chan’s Chinese restaurant in the alley next to a dumpster can start your business in minutes, it isn’t a business you want to be doing! The world is littered with so-called businesses that have no entry barriers. And that is why they suck and the people who follow them aren’t rich.

A decade ago the big buzz was “Make millions on eBay!” It didn’t last long because this opportunity eventually violated the Commandment of Entry. If you could create an eBay business in 10 minutes, guess what? So could millions of other people. And who made the millions? The early adopters, eBay, and eBay’s founders. They drove the Fastlane and picked up millions of hitchhikers along the way. Few did well, while millions did not.

The big buzz just months ago was Internet blogging. Bloggers are making thousands! True, but nowadays, the multimillionaire blogger is now the exception rather than the rule. Why? The opportunity has been beaten down by ease of entry, causing traffic, competition, and saturation. Saturation causes noise. Noise causes declining sales volumes. Declining sales volumes cause profit erosion. If anyone can start a business in one day or less doing what you do, you probably are violating the Commandment of Entry and tough odds are ahead.

Network marketing, or multi-level marketing (MLM), always fails the Commandment of Entry—unless you own and create the MLM company yourself. If you’re in a room with 2,000 other people who do exactly what you do, you’re fighting stiff odds. Who is the innovator, the leader, and the one standing on a cliff parting the Red Sea? The guy on stage who founded the MLM company is the Fastlaner. And you? Sorry, but you’re just another soldier in his Fastlane army, a cog in his marketing strategy. The MLM founder doesn’t need to climb the pyramid, because he built the pyramid! You can be a pyramid builder or a pyramid climber. You can be the sheep or the sheepherder.
“EXCEPTIONALISM” IS REQUIRED TO OVERCOME WEAK ENTRY

If you violate the Commandment of Entry, be prepared to be exceptional. Exceptionality breaks the odds of entry. Unfortunately, exceptionality is a long shot, much like an above-average high school athlete going pro.

For example, when I sat in that auditorium with thousands of other network marketers, I realized that to exceed among thousands doing the same thing, I had to be exceptional. I had to be the best. Honest with myself, I knew I couldn’t be exceptional in that construct. Could I be the exceptional one among 50,000 like-minded “distributors?” I was doubtful. Conversely, when I started my Internet business I had roughly 12 competitors. Could I be exceptional among 12? Absolutely.

Another example of exceptionality is playing professional poker and financial trading, like stocks, futures, and currency trading. Both disciplines violate entry and have little to no restrictions to access. I can go to Vegas with $10,000 and enter a poker tournament any time I like. I can deposit $10,000 in a trading account and start trading currency. Lack of entry itself creates the marketplace, and to succeed in that marketplace, you have to be exceptional. The best (and the richest) poker players in the world are exceptional and take advantage of the weakest lured by weak entry. The pros call these folks “dead money.”

The same playing field exists in the currency markets. Newbies come and go, trading currencies, expecting to make a fortune, while the only folks making the millions are the exceptional participants and the purveyors of the field, like the currency platforms, brokerage houses, and poker Web sites.

There’s an old saying, “In a gold rush, don’t dig for gold, sell shovels!” When it comes to entry, your industry and your business should not be available to everyone, because if it is, you must be prepared to be exceptional. And if you are exceptional, easy entry becomes not a liability, but an asset.

ENTRY IS A PROCESS, NOT AN EVENT

Want to know if your business violates entry? The answer is another simple question: Is getting into business an event or a process? Real business startups are processes, not events. If you’re suddenly in business because you bought a distributor kit, or you completed an online form, you’re violating entry. If you’re suddenly in business because you took one or two actions, you violate entry. Conversely, if I wanted to start a bed-and-breakfast in Napa Valley, I’d have to find a property, fix it, finance it, insure it, get licensing and permits, hire a staff, and perform about 10 other steps. Entry is a detailed process.

Starting a business, like wealth, is a concerted series of choices that form process. Founders of network marketing companies do spectacularly well because they know that people love events, and what better event is there than “Complete this application and you’re in business!” They leverage entry ease as an advantage. As
entrepreneurs, we want to start companies that others can join as an event. Don’t fool yourself. Mailing a check to some address listed in the back of an entrepreneur magazine isn’t a business embryo. Any business that takes 10 minutes to do/join/participate violates entry. Violate entry and you stamp your ticket into the world of everyone and become apart of someone else’s Fastlane plan.

EVERYONE IS DOING IT!

Ever get stuck in traffic on the expressway and go nowhere for hours? Welcome to “everyone is doing it.” A road full of traffic is a road full of everyone. If everyone is doing it, I won’t be doing it. I’ll exit the road, and you should too. Why? Because everyone isn’t wealthy. If everyone were wealthy, “everybody is doing it” would work.

When it comes to money, the best warning flag is “everyone.” Everyone is a red flag that the Commandment of Entry has been violated. If everyone is engaged in the same activity, it surely will fail.

While “everyone” was buying houses like crazy during the housing boom, I did the opposite. I sat on the sidelines and sold. When the frenzy is buying, you should be selling. When the frenzy is selling, you should be buying or staying pat.

History is littered with “everyone is doing it” booms and busts. In the last decade alone, including the tech stock boom of the late 1990s, the great oil price explosion, and, more recently, the housing bust that led to the worldwide financial meltdown, there are perfect examples of “everyone is doing it.” Everyone is doing it is a heavily trafficked road that moves slowly toward impending doom, like a herd of lambs heading for slaughter.

THE WARNING SIGNS OF “EVERYONE”

In the late 1990s when tech stocks were skyrocketing, I lost money because I followed everyone. I learned. During the latest housing boom, I didn’t buy a house. No, this time I sold three properties before the decline. While the housing market collapsed and stocks soon followed, I was long gone and sitting in cash. How did I know?

I spotted the signs of “everyone is doing it,” because if everyone were rich, “everybody is doing it” would work. While this logic might seem spurious, it has never failed me. How do I know when “everyone is doing it?” Simple. When there is irrational exuberance about any investment that pervades to Team Consumer—the general populous—that’s when I know it is time to GET OUT AND STAY OUT.

When the plumber comes over to fix the toilet and raves about his three rental properties that have appreciated 15% in the last three months, it’s time to get out and stay out. When your personal trainer raves about his Internet stock portfolio that earned 40% in two months, it’s time to get out and stay out. When your truck-
driving cousin calls you and asks about investing in oil because it’s $150 a barrel, it’s time to get out and stay out. Dumb money—EVERYONE—always shows up at the end of a boom. Who is dumb money? Consumers! Money chasers! But some shrewd people have mastered the Rule of Everyone. Instead of getting out, they short the other side and profit from the downfall. With every busted boom, new millionaires and billionaires are created because they saw the impending collapse inevitable in every meteoric irrational ascension.

While the stock market imploded in early 2009, who was buying and who was selling? Everyone was selling. I was long gone and sold a year earlier. Warren Buffet was buying. Everyone sells and the richest man in the world buys. Hmmm. Could it be that everyone is wrong? Yes it could.

*If you want to live unlike everyone, you can’t be like everyone.* Don’t confuse that with exceptionality. You have to lead the pack and have “everyone” follow. When the lambs are lining up single-file for slaughter, you want to own the slaughterhouse.

**CHAPTER SUMMARY: FASTLANE DISTINCTIONS**

- The Commandment of Entry states that as entry barriers fall, competition rises and the road weakens.
- Easy access roads carry more traffic. More traffic generates higher competition, and higher competition creates lower margins for the participants.
- Businesses with weak entry often lack control and operate in saturated marketplaces.
- Exceptionalism is required to overcome weak entry barriers.
- Access to a business road should be a process with a toll, not an event.
- “Everyone” consists of the general populous and is served by the mainstream media.
- If everyone were wealthy, “everybody is doing it” would work. And if everyone is wealthy, then no one is wealthy.
- “Everyone is doing it” is a signal to overbought conditions and the entrance of “dumb money.”
Unleash the Millionaire Entrepreneur in You...

“Someone FINALLY had the balls to tell the real truth about all the crap out there, and direct us toward a real true path of prosperity.”

Reader Review
amazon.com

Grab the Special AppSumo Deal
Get the Entire Book At 50% Off Our Best Price!
(That’s more than 63% off MSRP cover price! Yea, seriously!)

Visit ViperionPublishing.com: CLICK HERE
Use Coupon Code: APPSUMO50

Or order directly at Amazon.com: CLICK HERE
amazon.com
Find Your Open Road

At first, people refuse to believe that a strange new thing can be done, then they begin to hope it can be done, then they see it can be done—then it is done, and all the world wonders why it was not done centuries ago.

~ Frances Hodgson Burnett

NEEDS, IDEAS, OPPORTUNITY, AND THE OPEN ROAD


If you can’t see the opportunities that surround you every day, you haven’t tuned your Fastlane frequency to them. When you make a few minor mental adjustments, roads seemingly closed are suddenly opened. Many entrepreneurs misinterpret opportunity because they associate opportunity with breakthrough, legendary ideas. They seek virgin ideas, perfect and new; ones that would be unveiled to the world in grandiose events. Rarely does that happen.

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.
You’ve got a great idea, but someone is already doing it? So what. Do it better.

“Someone is doing it” is a monumental illusion imposing as an impassable obstacle. Someone is always already doing it. The bigger question is, can you do it better? Can you fill the need better, offer greater value, or be a better marketer? When I was struck with my idea to start a limousine directory on the Internet, I thought it was a legendary idea... that is, until I went on the Web and searched. There were already a dozen companies doing what I thought was a pristine, unmolested idea. At the time, my frequency wasn’t fully attuned. I was going to drop the idea and start a new brainstorm session in search of that infamous blockbuster idea, one that no one else among 6 billion people on planet Earth had thought of. But a friend interrupted my perception and kicked my antennae into a proper tune. She said, “Competition is everywhere. Just do it and do it better.”

She was right. Competition is a staple of business. This opportunity was an open road, not a closed one. These existing Web directories weren’t easily found and, for the most part, weren’t user friendly. I recognized a poorly met need and I decided to drive this road of opportunity, despite the numerous barricades that warned “Road Closed.” A decade later, every one of those companies I feared disappeared or became insignificant. In fact, the industry leader, unable to respond to my domination, diverted into an alternative service.

**FORGET THE BIG IDEA; GO FOR BETTER**

Successful businesses rarely evolve from some legendary idea. Nope, successful entrepreneurs take existing concepts and make them better. They take poorly met needs and solve them better. Skip the big idea and go for the big execution. You don’t need an idea that has never been done before. Old ideas suffice; just take it and do it better! Execute like no one has!

Years ago, what if Sergey Brin and Larry Page looked at the Internet landscape and said “Gee, there are plenty of search engines out there—Yahoo, Snap, Alta Vista—why start Google? It’s being done!” Thankfully, they didn’t, and now Google is the most used search engine, and because of it, Brin and Page are now billionaires. A brand-spanking new idea? Nope, a need solved better with big execution.

Department stores have been around for decades, but that didn’t stop Sam Walton from creating Wal-Mart. It was an open road when the road seemed closed.

Hamburgers were around for decades, but that didn’t stop Ray Kroc from starting McDonalds. It was an open road when the road seemed closed.

Coffee had been around for a thousand years when Howard Schultz created Starbucks. A new idea? Nope, Starbucks made coffee fashionable and invented a brand, an ambiance, and an emotion and attached it to coffee. It was an open road when the road seemed closed.

DVD rental stores were around for a long time, but that didn’t stop NetFlix or
RedBox from starting a company and adding “convenience” to the need equation. It was an open road when the road seemed closed.

Beer has been brewed for thousands of years, but that didn’t stop Jim Koch from starting Sam Adams or Sam Calagione from starting Dogfish Head Craft Brewery, now the fastest growing brewery in America. Dogfish was started back in 1995 with a 10-gallon home brew kit and little cash. There was an open road when the road seemed closed.

Garbage has been around since men have walked the planet. Yet that didn’t stop Brian Scudamore from starting and then franchising 1-800-GOT-JUNK, nor did it stop Wayne Huizinga from founding Waste Management with just one truck and a handful of customers. He later built Waste Management into a Fortune 500 company. Is garbage a new need? Or a need that needed better fulfillment? It was an open road when the road seemed closed.

A blanket with arms? It’s been around for years, but that didn’t stop Snuggie from selling 40 million blankets via infomercial marketing. An old idea better marketed and better executed. It was an open road when the road seemed closed.

MySpace was thriving well before Facebook, but that didn’t stop Mark Zuckerberg. He saw a niche need and solved it. It was an open road when the road seemed closed.

Poorly met needs are open roads when they often appear closed. Successful businesses take existing ideas, services, and products and simply make them better, or spin them in new directions.

**HOW TO SPOT OPEN ROADS**

Not a day goes by when I don’t spot a need that can be exploited for Fastlane opportunity. My mind is tuned because I see the terrain of opportunity through accustomed senses. I see and hear what most people don’t. How can you tune your eyes and ears to the same attuned frequency? With a little practice, it’s easy.

Open roads, needs and opportunity come prefaced with “code words” or phrases that scream “This is an opportunity!” When you catch yourself (or someone else) in these words, you’ve just uncovered a possible opportunity. Here are the most common phrases:

“I hate . . .”
What do you hate? Solve the hate, and there’s your open road.

“I don’t like . . .”
What don’t you like? Remove the dislike, and there’s your open road.

“This frustrates me . . .”
What is frustrating? Remove the frustration, and there’s your open road.
“Why is this like this?”
I don’t know, why is it? Remove the “why,” and there’s your open road.

“Do I have to?”
Do you? Remove the “have to.” There’s your open road.

“I wish there was . . .”
What do you wish? If you wish, others wish too. Make wishes come true, and there’s your open road.

“I’m tired of . . .”
What are you tired of? Fix someone’s tiresomeness, and there’s your open road.

“This sucks . . .”
What sucks? Remove or reduce suckage, and there’s your open road.

Opportunity is dressed in predictable code words that illuminate its presence. For example, I’m a sloppy eater. A white shirt plus spaghetti and forget it. Aside from the slop, I have a nasty knack of biting my lip on the inside of my mouth. When I bite myself, a canker sore forms every time. I’ve had canker sore issues since grade school. They’re not problematic unless I accidentally bite my lip or mouth. The last canker sore I had lasted a week and was excruciatingly painful. “I’m tired of these canker sores!” I bellyached. Notice the language “I’m tired . . .” Ring ring, opportunity!

My discomfort led me to the Internet for canker sore research. I found some conflicting conjecture and information on how to prevent them. Some people recommended Vitamin X while others recommended Herb Y. (Vitamin X and Herb Y is not the real name because I’m protecting my formula!) So, I bought Vitamin X and Herb Y and waited until my next chewing mistake.

Then it happened. While eating some oatmeal, I bit my lip. A few days later I felt a canker sore brewing at the bite location. I loaded up on Vitamin X and Herb Y. Remarkably, the canker sore never formed, and it appeared that Vitamin X and Herb Y worked as a canker sore preventive. Now, anytime I feel a canker sore brewing from an earlier bite wound, I repeat this process, and each time, the sore does not form. I haven’t had a canker sore in nearly two years! I went from one every other month to none.

My opportunity is clear. I could market my special “canker formula” to the masses. I have control, decent entry barriers, scale, and time. How many people suffer from canker sores? How many canker prevention formulas are out there? A few, but are they being marketed well? Can I execute better?

The opportunities of open roads come in easily painted language: Discomfort,
distress, inconvenience, complaints, problems, and performance gaps. You must attack these challenges and introduce solutions—offer solutions to the masses and I guarantee money will follow! Moral: Solve other people’s problems and you will solve your own money problems!

**FAILURE CRACKS ROADS OPEN**

Unfortunately, the least-traveled Fastlane roads are paved in failure, not smooth asphalt. This means stalls are guaranteed. *Everyone fails on the road to success.* What separates the winners from the losers is what happens when failure arises. How are you going to react? Will your road trip end with the verdict being, “This Fastlane shit don’t work,” or will you switch roads? Or keep going?

Failures that drive you into new directions are often the most productive forces for invention. The heart pacemaker, microwave ovens, penicillin, and vulcanized rubber are all inventions that are the profound results of failures and accidents. Failure cracked the road open, and in that failure, the inventors had the fortitude to recognize it.

Yes, quitting your road and changing directions is sometimes the best choice. But be mindful of the distinction between “quitting” and “quitting your road.” Quitting is leaving your dreams for dead and putting them into the bin of impossibility. “Quitting your road” is changing course and turning down a new road. If you end your career as a teacher to start a private tutoring company, you have switched roads. If you sell your tanning salon and start an Internet company, you have turned off one road onto another. If you quit that network marketing company and decide to start your own, you have switched roads.

I made many road changes, but I didn’t give up on the dream. If your road doesn’t converge with your dreams, it might be time to quit your road.

**CHAPTER SUMMARY: FASTLANE DISTINCTIONS**

- Opportunities are rarely about inventing breakthroughs, but about performance gaps, small inconveniences, and pain points.
- Competition should not impede your road. Competition is everywhere, and your objective should be to “do it better.”
- Fastlane success resides in execution, not in the idea.
- The world’s most successful entrepreneurs didn’t have a blockbuster ideas; they just took existing concepts and made them better, or exposed them to more people.
- Opportunity is exposed in your language and your thought processes, as well as other people’s language.
- Failure cracks open new roads.
- Quitting only happens when you give up on your dream.
Further Your Fastlane

Fastlane on Facebook!
http://www.facebook.com/TheMillionaireFastlane

Discuss the Fastlane!
http://www.theFastlaneForum.com

Fastlane Articles
http://www.FastlaneEntrepreneurs.com

MJDeMarco
http://www.MJDeMarco.com
http://www.twitter.com/MJDeMarco

The Millionaire Fastlane
http://www.theMillionaireFastlane.com
“Someone FINALLY had the balls to tell the real truth about all the crap out there, and direct us toward a real true path of prosperity.”

Reader Review
amazon.com

Grab the Special **AppSumo Deal**

Get the Entire Book At **50% Off** Our Best Price!
(That’s more than 63% off MSRP cover price! Yea, seriously!)

Visit ViperionPublishing.com: [CLICK HERE](http://ViperionPublishing.com)
Use Coupon Code: **APPSUMO50**

Or order directly at Amazon.com: [CLICK HERE](http://Amazon.com)