REVIEW & RECOMMEND

# How Come THAT Idiot's Rich and I'm NOT?

*Richard Shemin, the author of this newly released book claims he is the idiot who can show you how to get rich!*

1299 words | 6 pages

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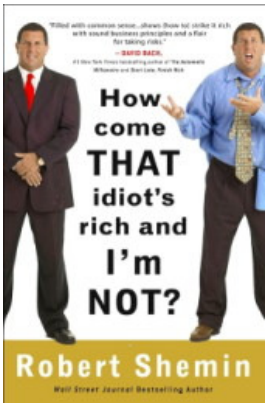



*"If you take to heart the lessons in this book, you will find the abundance you're searching for."*
*--Anthony Robbins, New York Times bestselling author of AWAKEN THE GIANT WITHIN and UNLIMITED POWER*

*"This book shows the average person not only how to get rich, but how to create, connect and contribute greatly."*
*--Mark Victor Hansen, co-creator, #1 New York Times best selling series*
*CHICKEN SOUP FOR THE SOUL®*

## STOP LIVING PAYCHECK-TO-PAYCHECK

## UNCONVENTIONAL THINKER, MULTI-MILLIONAIRE, AND BESTSELLING AUTHOR, ROBERT SHEMIN, SHARES HIS SECRETS TO WEALTH IN NEW BOOK,

## *HOW COME THAT IDIOT'S RICH AND I'M NOT?*

Have you ever gone to a reunion where the least likely to succeed showed up in the fanciest car, wearing the most expensive suit, flashing the latest Rolex, and wondered, "How come that idiot's rich and I'm not?" Bestselling author, wealth expert, and multi-millionaire, Robert Shemin, is that idiot.

Shemin is one of the leading real estate and money gurus in the world, often sharing the seminar stage with Donald Trump, Robert Kiyosaki, and Suze Orman. In his new book, **HOW COME THAT IDIOT'S RICH AND I'M NOT?**, Shemin shows readers how they too can become Rich Idiots by turning their thinking upside down, unlearning the things that keep them from making money, and instituting a three-part, wealth-building plan based on buying real estate, investing in stocks and bonds, and starting a business.

### Robert Shemin's Unconventional Secrets For Building Wealth

Throughout **HOW COME THAT IDIOT'S RICH AND I'M NOT?**, Shemin weaves his own story. He stumbled through high school, but loved his part-time jobs, where he began to develop his upside-down, Rich Idiot thinking. He later attended college, even obtained a graduate degree, then followed the conventional path of joining an investment bank. But he quickly realized that working for others was not the road to financial independence. Shemin began buying real estate, building his own businesses, and at the age of thirty, retired.

Shemin didn't stay retired for long. Since then, he has devoted himself to teaching others his unconventional secrets for building wealth. In **HOW COME THAT IDIOT'S RICH AND I'M NOT?**, he shares them all, encouraging readers to overcome their fears, giving them step-by-step advice that makes it easy to implement his strategies. He tells readers to focus on one goal only; to tap the power of other people's ideas, help, and money; and to share the wealth.

### Rich Idiots Love Real Estate

Shemin's millionaire strategy begins with real estate. Becoming a Rich Idiot means purchasing just three properties, often for little or no money down – your own home and two income-producing properties – over three years and holding them. Shemin walks readers through the whole

process, from finding the right property to obtaining financing, from choosing an attorney to closing the deal. He explains how to do the research and crunch the numbers to make sure that the properties will not only increase in value, but will kick off income along the way. He even overcomes readers' objections that they might not have enough money, skill, or time to invest in real estate. "Real estate is a powerful asset," he writes. "It's the one that got me started on my road to riches, and if this Rich Idiot could do it, believe me, so can you."

## Rich Idiots Invest In Stocks and Bonds

The second part of Shemin's Rich Idiot strategy involves investing in stocks and bonds. "Stop making excuses and become an investor today by putting as little as $10 into more stocks or $100 into mutual funds," Shemin implores. The key to making that money grow is to add to those investments on a monthly basis, to avoid hot tips or investment fads, and to turn to the experts for advice. "Find yourself a no-load mutual fund or a money-management firm and let the pros make the stock picks for you," writes Shemin. "Don't for a minute think that you can outsmart the market or the experts." As soon as you make your first investment, you're on the road to becoming a Rich Idiot.

## Rich Idiots Start Their Own Businesses

Most Rich Idiots who are truly wealthy got that way by building their own businesses. "If you want to become a Rich Idiot, someday you're going to have to start your own business, so you might as well start it right now. Period. End of story," writes Shemin. In **HOW COME THAT IDIOT'S RICH AND I'M NOT?**, Shemin takes readers by the hand, showing them how to choose a business and how to prepare a simple, but effective business plan like the ones he has used to launch his own four companies. His straightforward advice includes tips for obtaining financing; developing partnerships; staying focused; controlling expenses; and understanding that Rich Idiots always make time for vacations, family, and friends, no matter what business they're in.

## You're Rich Already

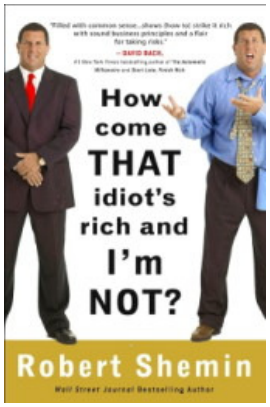
**HOW COME THAT IDIOT'S RICH AND I'M NOT?** is a complete guide to financial independence, combining motivational tips with hands-on practical advice. But the real secret to becoming a Rich Idiot is learning to appreciate the riches that you already have. "One of the reasons I travel to the Third World and do charity work is that it puts my life into

perspective. When I see the pain and suffering of others, I know I have no problems – just gifts," says Shemin.

> ***He recommends that people take five minutes a day to reflect on their blessings. "Your family, your friends, your health, your freedom, and your appreciation for what you already have and what will come – these are your real riches."***

Robert Shemin helps people open their eyes to the wealth that surrounds them, and shows them how to create better lives for themselves and for those they care about.

Shemin's website, **www.GetRichWithRobert.com** contains constantly updated information that supplements the material found in **HOW COME THAT IDIOT'S RICH AND I'M NOT?**. It's an ongoing resource for everyone who purchases a copy of the book.

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**Robert Shemin, JD, MBA,** and *Wall Street Journal* bestseller, who was once considered the “least likely to succeed,” is a multi-millionaire who speaks to hundreds of thousands yearly, regularly sharing the podium with such financial luminaries as Donald Trump, Robert Kiyosaki, David Bach, Suze Orman and Tony Robbins. Shemin has worked with high-net-worth individuals for Goldman Sachs, helped create four companies, and been involved in over 1,000 real-estate transactions. Shemin helped create The Learning Annex Wealth Expo and has been voted the #1 speaker by crowds of over 50,000 people. He has a law degree and an MBA from Emory University.

The Shemin organization is the sole Real Estate Division for EMS, a $100 million sales lead organization. Through his relationship with EMS he conducts over 65 seminars a year and manages an ongoing coaching program. Shemin serves on the faculty of The Mentor Financial Group; he enjoys the endorsement of The Mr. Landlord Organization; and is a spokesperson of The National Association of Real Estate Investors and the American Congress of Real Estate Investors.

Robert Shemin is an expert on wealth for CNN as well as a frequent guest on national, regional, and local television and radio programs. He has also been interviewed or quoted in over three hundred newspapers and magazines, including the *Wall Street Journal*, *BusinessWeek,* the *Los Angeles Times,* the *New York Post,* and the *Miami Herald*.