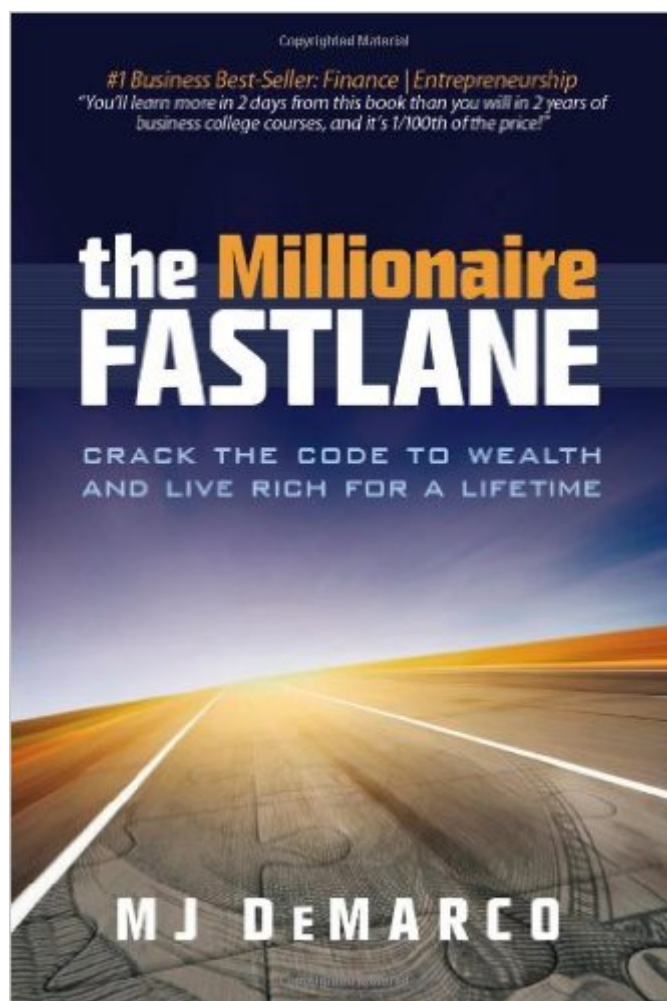


The book was found

The Millionaire Fastlane: Crack The Code To Wealth And Live Rich For A Lifetime.



Synopsis

Is the financial plan of mediocrity -- a dream-stealing, soul-sucking dogma known as "The Slowlane" your plan for creating wealth? You know how it goes; it sounds a lil something like this: "Go to school, get a good job, save 10% of your paycheck, buy a used car, cancel the movie channels, quit drinking expensive Starbucks mocha lattes, save and penny-pinch your life away, trust your life-savings to the stock market, and one day, when you are oh, say, 65 years old, you can retire rich." The mainstream financial gurus have sold you blindly down the river to a great financial gamble: You've been hoodwinked to believe that wealth can be created by recklessly trusting in the uncontrollable and unpredictable markets: the housing market, the stock market, and the job market. This impotent financial gamble dubiously promises wealth in a wheelchair -- sacrifice your adult life for a financial plan that reaps dividends in the twilight of life. Accept the Slowlane as your blueprint for wealth and your financial future will blow carelessly asunder on a sailboat of HOPE: HOPE you can find a job and keep it, HOPE the stock market doesn't tank, HOPE the economy rebounds, HOPE, HOPE, and HOPE. Do you really want HOPE to be the centerpiece for your family's financial plan? Drive the Slowlane road and you will find your life deteriorate into a miserable exhibition about what you cannot do, versus what you can. For those who don't want a lifetime subscription to "settle-for-less" and a slight chance of elderly riches, there is an alternative; an expressway to extraordinary wealth that can burn a trail to financial independence faster than any road out there. Why jobs, 401(k)s, mutual funds, and 40-years of mindless frugality will never make you rich young. Why most entrepreneurs fail and how to immediately put the odds in your favor. The real law of wealth: Leverage this and wealth has no choice but to be magnetized to you. The leading cause of poorness: Change this and you change everything. How the rich really get rich - and no, it has nothing to do with a paycheck or a 401K match. Why the guru's grand deity - compound interest - is an impotent wealth accelerator. Why the guru myth of "do what you love" will most likely keep you poor, not rich. And 250+ more poverty busting distinctions... Demand the Fastlane, an alternative road-to-wealth; one that actually ignites dreams and creates millionaires young, not old. Change lanes and find your explosive wealth accelerator. Hit the Fastlane, crack the code to wealth, and find out how to live rich for a lifetime.

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Customer Reviews

This is an honest to goodness "Get Rich Quick" book. But you must understand two things. First quick is 5 to 10 years. Second quick does not mean easy. Most "Get Rich Quick" books or programs really scam people into believing there is a method to "Get Rich Easy". MJ DeMarco, the author, does an extremely good job of telling the truth about what it takes to really achieve wealth. The book starts off by describing three different economic paths and most people follow one of these paths. The first path is the sidewalk where people are basically living from paycheck to paycheck. The second is what MJ calls the slow lane - work hard for forty to fifty years, dutifully save 10% or more in your 401K and retire with a modest sum. However there are many dangers with the slow lane method. It depends on everything going right for those 40 - 50 years - not a good bet. Then there is the fast lane. Here you are in control of your destiny, you work extremely hard for 5 to 10 years in a business which has the chance to make big money and once you build the business to size, you have a liquidation event, generally a sale. There is a lot of wisdom in what he says. Most people who start their own businesses violate the rules that MJ gives. Your business must fill a need. It cannot be what you love or what you are good at. The product/service must be of value in the market place. And you must be able to scale the business - either by providing massive value to a few people or providing good value to a large number of people. You cannot scale a local sandwich shop. Any business that cannot be scaled is simply a job. MJ takes good aim at MLM opportunities and any other "business" that you can enter by buying a \$199 distributor kit.

I understand why self-help books like this get "5-star" ratings. It is not because they work, but it is because they sell hope in a plausible manner. This is not a bad book - in fact, the business concepts are very solid, and no different than what you would get in a "Cliffs Notes" of marketing. He just

adds some energy and motivation within the text which make it differ from a conventional textbook. The KEY problem which all buyers need to understand before purchasing this book : The claims he make that 'anyone' can motivate and make millions hand over fist by following his concepts, are not true. While I would agree that the concepts he puts forth are probably needed in large part to facilitate large-scale wealth generation, these concepts are so intrinsically obvious that in a practical setting, it is akin to selling fluff. To put it in perspective from a more realistic scenario:- Millions of people with far more experience, funds, and even talent than you or he have, attempt exactly what he states in creating businesses that scale well, serve a need, and don't require big startup costs. Vanishingly few succeed. Even in the author's very own area of expertise, 'net marketing', silicon valley venture capital firms are heavily involved investing millions to get the necessary insights to succeed reliably, and even they have a checkered history on it. It is extremely, extremely doubtful that a rookie, or even someone with a good skillset, can compete successfully time after time as the author suggests.- The far more plausible reason for the author's success is luck.

Conclusion: Filler, buzzwords, personal anecdotes, emotional hooks about consumer goods = success. Cemented with the smallest amount of obvious and borrowed truth. If you are looking for a practical book; THIS IS NOT IT. I read the first 20 chapters and not 1 piece of actionable information or steps to take... All it says is quit your job and start some awesome multi-million dollar business of some kind. Gee thanks, I'll get right on it. EDIT: If you do want a practical book about retiring I very strongly suggest Early Retirement Extreme, and to a lesser extent, Your Money or Your Life. These books will build the foundation success without the Hail Marys that make up the thesis of this alleged book. If you do want such a book on the proper outlook, I strongly suggest 'Think and Grow Rich' by Napoleon Hill. It is the eloquent classic that this book (and nearly all others) fails to emulate. It is the original and definitive success book, all other "get rich" books borrow [and dilute] heavily from it. The book is trash, I'm not sure what book the reviewers read. Or if they are real people/reviews. CHAPTER SUMMARIES/NOTES: Preface, mindless babble about his awesome Lamborghini... Cements the stupid road metaphor, which is never relented upon. "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." Being mindlessly wasteful (and a douche) step 1 to getting your own Italian sports car. Chapter 1: "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 401(k)s from their job at the cell phone store." ...

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