

THE RICH HABITS GUIDE TO MAKING YOURSELF **UN-FIREABLE!**

by Tom Corley

Wealthy individuals are fanatics when it comes to daily career-related, self-improvement. The reason? Wealthy people understand that knowledge creates opportunities and opportunities lead to good luck. Consequently, wealthy people are in constant pursuit of industry-related knowledge in order to help them identify these opportunities. Engaging in career-related, self-improvement makes individuals more valuable to their employer, customer or clients and helps them to rise up the ladder of financial

success. I uncovered four career-related, self-improvement strategies that the wealthy put to use on a daily basis in order to make themselves UN-FIREABLE:

Reading, Writing, Speaking and Doing. Each one gets you higher up the ladder of financial success.



Strategy #1 Career-Related Reading

In my five-year research study on the daily habits of wealthy and poor individuals, I made a profoundly important discovery: 88% of the wealthy individuals in my research read self-help books and articles and industry-related books and articles. In my study it was obvious that the wealthy were fanatics when it came to daily career-related, self-improvement. The reason? Wealthy people told me that by increasing their knowledge base they are able to uncover more opportunities which translate into more money. Engaging in career-related, self-improvement makes individuals more valuable to their employer, customer or clients and helps them to rise up the ladder of financial success.

Comparatively speaking, only 2% of the poor in my study engaged in this self-help reading. One of the interesting things that I found in my study was that the poor who did receive periodicals invariably set them aside with the intent that they would read them later. Unfortunately, very few ever got around to this reading. The wealthy set aside time every day for their self-help reading. They read each of their periodicals and more. Why? Successful individuals understand the value of timely information and continuous life long learning. Successful individuals, on average, set aside thirty minutes of every day for this self-help reading. They do this day in and day out, like brushing their teeth. They understand that self-help reading increases their knowledge base and helps set themselves apart from their competition. This reading often leads to the discovery of hidden opportunities that they are able to capitalize on. Reading helps make you more valuable to your employer, customers or clients.

Strategy #2 Career-Related Writing

Successful individuals engage in writing in a number of ways including: company newsletters, industry newsletters, newspaper articles, industry publication articles, Internet articles and customer/client letters.

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Strategy #3 Speaking

Speaking, like writing, is a form of communication. Speaking requires a greater understanding of a subject matter than writing or reading will provide. In a speaking engagement you may be asked a question and this makes it a two-way communication process. When you are “the expert” on a speaking topic you must fully comprehend that topic, inside and out. This requires a more detailed study that reading and writing together cannot provide. It forces you to dig deeper and expand your knowledge base and elevates your perceived expertise in the eyes of your audience, who may be fellow supervisors, customers or clients.

Strategy #4 Doing

There is no better way to perfect your knowledge in an area than through repetition by doing. Repetition in a particular area gets you closer to perfection than reading, writing or speaking ever could. Each time you repeat a specific task in a particular area you become more efficient and more expert. Through repetition by doing you will, in time, become a master in a particular task or subject matter.

The most successful of individuals employ all four career-related self-improvement strategies. But you can achieve a good measure of success by simply dedicating yourself, every day, to just one. Make no mistake about it; it’s not an easy discipline. But the by-product is the discovery of otherwise hidden opportunities that were there all along, but could not be seen until you took that step of expanding your knowledge base.

I like to use the following metaphor to best explain how these strategies work: Imagine for a moment that you find yourself surrounded by trees. These trees are a metaphor for opportunities. Now imagine off to the side of these trees is a hill. This hill is a metaphor for career-related, self-improvement. As you climb higher and higher up the hill (as you engage in more and more career-related, self-improvement) you realize you were

in a forest and what you now see are not just individual trees but a forest; a forest of opportunities. Climbing that hill, engaging in career-related, self-improvement, exposes you to more opportunities in your career.

Utilizing one or more of the career-related, self-improvement strategies will make you more valuable within your industry and indispensable to your employer. Your real and perceived expertise elevates you both within your organization and within your industry allowing you to develop valuable, long-lasting relationships; relationships that can open up the doors to opportunities and relationships that can virtually guarantee you will be among the highest paid of employees and among the last to get fired. When your employer, customers or clients perceive you as indispensable you become UN-FIREABLE.



Tom Corley understands the difference between being rich and poor. At age 9 his family went from being multimillionaires to broke in just one night. He understands the challenges adversity can present but is here to share the good news that we have more control over our luck than we may think!

For five years, Tom studied the daily activities of 233 wealthy people and 128 people living in poverty. He discovered there is a difference the size of the Grand Canyon between the daily habits of the wealthy and

poor. During his research he identified over 200 daily activities that separated the “haves” from the “have nots”. The culmination of his research can be found in his #1 bestselling book, Rich Habits – The Daily Success Habits of Wealthy Individuals.

Tom is a CPA, CFP and holds a Master’s Degree in Taxation. He is also President of Cerefice and Company, CPAs, one of the top financial firms in New Jersey.

Tom has shared his insights on The Dave Ramsey Show, WABC, WCCO, KOA, KDKA, and KKOB and more than 1,000 other radio stations, a host of print media publications and many TV shows including CBS Nightly News and Yahoo! Finance’s #1 show, Financially Fit with award-winning host Farnoosh Torabi (Today Show, Kelly and Michael, The View).

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