

The American Millionaires Have Spoken

California, 2014

Every person, every country, every environment and every nation can teach you plenty of things, but only if you are prepared to learn.

What can Americans teach us?
Definitely how to be more entrepreneur-like!

Find out how they think, what they advise us Europeans, what they think our advantages and disadvantages are, learn how Steve Jobs and Bill Gates acted and much more.

The book will change the way you think about entrepreneurship. It will help you become more entrepreneur-like in your everyday life and take you even higher.

CONTENT

The States – the Country of Opportunities __ **Error! Bookmark not defined.**

The Ability to Fail _____ 7

How Can THEY Benefit from YOU _____ 11

Have Your VISION and Work for FREEDOM _____ 13

K.I.S.S. _____ 17

You, Socialists and Communists _____ 21

You Hate Successful Entrepreneurs _____ 25

Poor Victims _____ 29

Take Care of Yourself _____ 31

First Take Care of Your Company, Not Your Employees _____ 35

A Good Employee Should Be Paid Well _____ 39

Paid Education _____ 41

WORK With Positive Connotation _____ 45

Mama's Boys _____ 47

I Would Do Anything But Sell _____ 51

Don't Limit Your Work Day With Hours _____ 55

I Don't Care How Hard You Try And How Long You Work _____ 57

Let Them Motivate Themselves _____ 61

Diligent, Humble and Quiet _____	63
You Don't Know What Persistence Is _____	67
Be Unique _____	71
Take the Risk! _____	75
Youth Is Gold _____	77
Don't Think Too Much, Just Work _____	81
No Limits _____	85
Time Is Money _____	89
Be Hungry _____	91
The Pirates of the Silicon Valley _____	93
Knowledge of the American Millionaires In Practice _____	97
My way _____	105

The Ability to Fail

In the afternoon we went for a walk around Beverly Hills. It's a wonderful area – quiet, neat and full of greenery. In the States there really are enormous differences between the rich and the poor. You actually pay more for the location than the house itself. Now we know why.

The American comes home. He's a doctor; he has his own practice and employs a few people. We start to talk right away and we are surprised by his openness. To the question: "What do you think is the most important to succeed in the States?" he answered: "You have to really want it!" He strongly emphasized it and repeated it more than once. He said that wanting to succeed is the best recipe for success. Even when we'd already said goodbye, he repeated that again and told us to never forget it.

In the afternoon, we went to the famous Starbucks cafe, at an even more famous Rodeo Drive (where Julia Roberts had gone shopping for dresses in the movie *Pretty Woman*), to get the huge, half-liter coffee, just like in the series *Gilmore Girls* (women know what I'm talking about 😊).

Another American approached us in a comfortable manner. He told us he was planning a project with his team and gave us a flyer, in

case we were interested. We asked him about the project, what it was, blah, blah – and suddenly we were talking. Again a completely relaxed, simple talk. We soon found out he is an extremely successful entrepreneur, who owns several houses around the world, one of them also on Cook Islands (I know this usually isn't the most important piece of information, but for me it is because Cook Islands are one of the top destinations I would like to visit).

The American is a dedicated anthropologist and likes to study differences between nations' mindsets and what affects them. He is also a lawyer and, because of that, studies how politics of different countries around the world work. Add an entrepreneur to that and you have the perfect combination. ☺

We ask him the same question: “What is the recipe for success and what is different in the States, comparing to Europe?”

And he said this:

“You know what the main difference between us Americans and you Europeans is? **The ability to fail!**

In the States, if you try hard, risk all you have and fail – it's okay.

If you try again and risk everything, succeed just a little bit, but in the end fail again – you deserve applause.

If you try once more and again succeed just a little bit, but fail in the end – you are a hero.

If you start all over again, risk everything, succeed, but fail after all – you are a king.

Finally, when you try one more time, risk everything and succeed – you are a god.

We eternalize these stories and talk about them, which is why failures of world famous geniuses are so well known. Let me mention just a few of them:

Colonel Sanders: His famous recipe for roast chicken has been rejected more than a thousand times before one restaurant bought it and made a huge success. This is how Colonel's empire began.

Henry Ford: His first two companies went bankrupt. Then he established the famous Ford Motor Company and became one of the three richest and most famous people of his time.

Walt Disney: He was fired on the grounds of lacking original ideas and imagination.

Richard Branson: Not everything he did became a success. He tried to establish Virgin Cola and Virgin Vodka, but they were just failed attempts.

Thomas Edison: Teachers told him he was too stupid to understand anything. He made more than 9000 attempts before he invented a light bulb. Later on, he said that none of them was a failed attempt, only steps towards success.

Marilyn Monroe: She was fired from 20th Century Fox because the producer claimed she didn't know how to act and was not attractive.

Albert Einstein: When he was little, people thought he had an intellectual disability. His grades were so bad, teachers told him to give up school.

Michael Jordan: He was not able to join high school basketball team. He went home, locked himself up in his room and cried. "I have missed more than 9000 shots, I have lost 300 matches and missed 26 decisive shots in my career. I have missed and I have lost over and over again, but these are also the reasons for my success.

What about you, Europeans?

If you try once, risk everything you have and fail, you are a fool. And not just that, you suddenly become a criminal, they send you to jail or at least accuse you of something. And that's not the worst! Your community excludes you because they see something negative in you. Something like: "Who does he think he is, exposing himself like that? He's hungry for money, which is why he had it coming! If he

had been happy with what he had, this wouldn't have happened to him!" At the same time, your children are labeled as bad because they come from such a family.

It is necessary for you to find a mistake in the way the business is run. And mistakes are always there, even if you don't want them. You publicly expose those mistakes and shame the person who did them.

It's like you are not allowed to fail. That is the reason why you don't dare as much, you are wimpy and in the end, you achieve less.

Even I wouldn't dare risk everything in an environment like that!"

When I had come back to Slovenia, I read an interview with the Young Entrepreneur of the year 2011 (Admir Latić), who said:

"In Slovenia, you have to be an average Joe. The society can't stand either positive or negative extremes. If you are successful, you are soon called a tycoon and if you fail, they call you a crook.



If you fall once – It's OK.
If you fall twice – you get the APPLAUSE.
If you fall three times – you are a HERO.
If you fall four times – you are a KING.
If you fall five times – you are a GOD.

In Slovenia, if you fall once – you are THE WORST. It never comes to the second attempt.