

LESSONS FROM A MILLIONAIRE

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Introduction

Dear Readers,

In this book, I shared my life lessons and insights as an entrepreneur which I hope will help the readers to learn from the mistakes that I made in my life.

Through concise and straightforward points, I cover various aspects of business and personal growth, including the importance of having a clear vision and mission statement, the value of networking and building relationships, the significance of hard work, perseverance, and resilience, and insights on financial management, marketing, and branding.

However, this book is not just about achieving financial success. I believe that true success comes from living a balanced and fulfilling life. Hence, I also emphasize personal growth, self-improvement, mental and physical health, and the importance of living a life that is meaningful and fulfilling.

My goal with this book is to inspire and empower individuals to pursue their entrepreneurial dreams while living a fulfilling life. I share my passion and dedication towards entrepreneurship and provide practical and easy-to-implement strategies to help readers achieve their goals.

I invite you to join me on this journey and learn from my experiences and insights. Whether you are starting your own business or striving for success in your personal life, "Lessons from a Millionaire" will provide you with the tools and inspiration you need to succeed.

Let me simplify life for you, you can use this framework for your life as well.

First have a crystal clear purpose in life and then set long term (5-10 Years), intermediate (1-5 Years) and short term (Daily, Weekly & Monthly) goals aligned with your life's purpose and in all dimensions of life (Mental, Social, Physical, Spiritual, Financial)

The thing about a strong purpose is that you will always figure things out no matter what. If I'll ask you what will you do if someone will kidnap your family? Your answer will be that you'll do anything to get them back! The reason is you love your family and that's something which you badly really want from the bottom of your heart. You won't need a manual or a book or a mentor to figure out how to get your family back, you'll just have the drive to figure it out. So same is with life when you really badly want something you'll just have the drive to figure it out. Of course a mentor or a book will help you but you'll have the drive to keep on going until you fulfil your purpose.

Purpose can be something which you can happily do without being paid or something which you wanna do for others or something which gives to meaning and fulfilment in life and then clear on the level of purpose as that determines your effort level. For example: A purpose could be you helping in poverty eradication first for yourself then in your family then in your joint family then in your neighbourhood then in your town then city, then district then state then nation then continent then the whole world, it's important to be clear on the level of purpose as that determines your effort level. Happiness is all about alignment between the size of your goal and your level of effort to achieve them.

Then according to your purpose set long term goals in all dimensions which are aligned with your purpose, For example:

Mental Goals: Knowing Sales, Marketing, Fundraising, Effective Communication skill 10/10 level in the next ten years.

Physical Goals (Endurance, Flexibility, Strength): Being able to run in a 5km marathon or taking 10 rounds of a big ground without stopping or running on treadmill for 20 minutes straight or having all of your body bones as flexible and strong or having biceps of certain size or having six pack abs in the next ten years.

Spiritual: Complete reading your religious book with meaning or learning different spiritual skills at 10/10 level in the next ten years.

Social: Having a network of 100 CAs, 100 CPAs, 100 Lawyers (Corporate, Civil, Criminal, Intellectual Property, Bio-Medical), 100 Doctors, 100 CEO's, 100 Board Members, 100 Advisers, 100 Influencers, 100 Celebrities, 100 Politicians, 100 Investors etc over the next ten years.

Financial: Having a certain net worth and knowing different financial skills, finance fundamentals, How stock market works, how asset management works, How private market works etc in the next ten years.

Above is just an example you can set all your long term, intermediate and short term goals in alignment with your life's purpose.

Now you have goals, meaning you need to have those things. Now what you need is what other people have and what controls other people is their brain and 90% of the brain is controlled by sub-conscious mind, this means you just need to master the sub-conscious to get what you want in life. So most important thing to learn now is psychology and how our sub-conscious or unconscious mind works. Because sales is the world's most valuable skill and sales means making the other person believe in what you believe in.

There's no one thing which can make you financially successful. You need a combination of so many things. A superhuman will power to accomplish your purpose is most important according to me. I have mentioned a lot of data points in this book which you can use according to the context of your life. No one can give great advice without asking a lot of great questions from you but I have mentioned data points which you can use according to the context of your life. I hope you will get some value from this book, I will recommend you to read this book once a year, for me it's one of the most valuable books in the world for business and personal development.

If you get value from this book you can also follow me on my youtube channel and all social media to keep on getting valuable content. You can learn more at www.yasirhashmi.com

Thank you for choosing to read my book, and I hope that it helps you achieve the success and fulfillment you deserve.

Warmest Regards,

Yasir Hashmi

CHAPTER 1

Maximizing Wealth. Insights and Tips for Financial Success

Always know how to get your money back. Return of capital is more important than return on capital.

Always compare input and output in everything. We should always see input and output in everything we do as it helps in getting a better sense if something is worth doing or not. As doing something also implies not doing something.

We make money; our money doesn't make us. It's crucial to remember that money is a tool and amplifier and should not define who we are. By adopting this mindset, we can focus on using money as a means to achieve our goals, rather than becoming consumed by the desire for material possessions.

Money flows to those who need it least, a concept commonly known as the "wealthy get wealthier." While this may not seem fair, it's essential to understand that money attracts more money. Therefore, by investing wisely and leveraging one's assets, it's possible to create wealth and generate a passive income stream.

Money loves speed, wealth loves time, and poverty loves indecision. By being decisive and taking calculated risks, one can quickly create wealth. However, this also requires patience, as wealth-building takes time. Indecision, on the other hand, can lead to missed opportunities and financial stagnation.

Don't trade reputation with money. One should never trade your reputation for money. Reputation is a valuable asset that can take years to build and only seconds to destroy and reputation is something that compounds over time. It's important to act with integrity and honesty in all dealings, as this can help build trust and credibility.

CHAPTER 2

Establishing Your Brand. Building Credibility and Recognition

First get the world to acknowledge your existence. Building a strong brand and reputation is essential in any industry. Before we can sell a product or service, we need to establish ourselves as a credible and recognizable entity. People buy from people they know not people they trust. The more often we see something, the more we trust and like it.

Take massive actions or high volumes to generate results. This means that we should take bold and decisive action in order to achieve our goals. By taking massive action, we increase our chances of success.

People are interested in themselves, family, relatives, sub-group, mankind, animals, spiritual, God, physical universe- Weave in all dynamics to be known or to sell. This suggests that in order to be successful, we need to understand the interests and values of our target audience. By weaving in these dynamics into our marketing and branding efforts, we can better connect with our audience and build stronger relationships.

We need to be reminded more than we need to be taught. Repetition is important when it comes to learning and retaining information. Being reminded of something repeatedly can help reinforce its importance and make it easier to remember.

Rich people sell and wealthy almost hold forever. This means that those who accumulate wealth tend to hold onto it, while those who are focused on making money quickly may be more likely to sell off assets. Building wealth often requires a long-term perspective and a focus on creating value over time. In business, most of the time we only sell the business if we don't know delegation or if we think the business might not last in long term and maybe there's a higher ROI in any other investment than from your business income.

CHAPTER 3

Trust, Credibility, and Authenticity. Keys to Business Success

Avoid going overboard, otherwise you will strain your relationships and weaken your trust levels. This point emphasizes the importance of balance in business relationships. While it's important to contribute and build trust, going overboard can result in strained relationships and weakened trust levels. People are very sensitive.

When people think you really care about them, they're less likely to believe you want to con them and will start putting faith in you. This point emphasizes the importance of building genuine relationships and demonstrating care for others. When individuals feel valued and cared for, they are more likely to trust and have faith in those they are working with. By giving an advice to your client which is against your self-interest might reduce your profit in short term but will increase your profits in long term. It builds trust very fast.

Being candid increases trust. Honesty and transparency are key components of building trust in any relationship. Being candid and forthright in communication can help establish trust and strengthen business relationships. People get suspicious over people who are too silent and fill the information gaps with their imagination.

Learn how to trust yourself by becoming credible. Trusting oneself is important in business decision-making. By becoming credible through gaining knowledge, experience, and expertise, individuals can trust their own judgment and make confident decisions.

When creating community, shared values are important – but diversity is, too. Building a community with shared values is important, but it's also essential to have diversity in the community. Different perspectives and experiences can add value to the community and foster growth.

CHAPTER 4

Bold Moves, Billionaire Mindset. Embracing Risk and Success

Visionary companies produce a continual stream of high-calibre leaders. Visionary companies invest heavily in leadership development and succession planning. They recognize the importance of having strong leaders who can drive the organization forward, and they are committed to developing a pipeline of talent to fill these roles. They provide opportunities for employees to grow and develop their skills, and they promote from within whenever possible.

Visionary companies use big hairy audacious goals to stimulate progress. Visionary companies set ambitious goals that are designed to push the boundaries of what is possible. These goals are often referred to as big hairy audacious goals (BHAGs), and they are intended to inspire and motivate employees to achieve great things. By setting these ambitious targets, visionary companies are able to stimulate progress and innovation. Visionary companies are driven more by a core ideology than profits, but they still prosper. Visionary companies are guided by a core ideology that defines their purpose, values, and culture. While profits are important, they are not the sole focus of the organization. Instead, visionary companies prioritize their core ideology, knowing that this will ultimately lead to long term success and profitability.

Billionaires are simply less afraid of losing what they have in the pursuit to earn more. Billionaires are often driven by a desire to succeed and achieve great things. They are willing to take risks and make bold moves in pursuit of their goals. Because they have already achieved a certain level of financial security, they may be less afraid of losing what they have in the pursuit of earning more.

Working with smaller amounts of money makes managing your finances easier. Managing your finances can be challenging, but working with smaller amounts of money can make it easier to stay on top of your budget. When you have limited funds, you are forced to prioritize your

CHAPTER 5 Influencing Behaviour. Triggers, Choices, and Decision-Making

You must know yourself to grow yourself means that in order to develop and improve yourself, you need to understand your strengths and weaknesses, your values, and your goals. Self-awareness is key to personal growth.

Pause and reflect means taking time to step back from your daily routine and reflect on your life, experiences, and decisions. This can help you gain clarity, learn from your mistakes, and make better decisions in the future.

Have successful surroundings means surrounding yourself with people who are positive, supportive, and successful in their own right. This can help you stay motivated, learn from others, and improve your own success.

To maximize growth, develop strategies means that growth doesn't happen by chance - it requires intentional effort and planning. Developing strategies and action plans can help you achieve your goals and reach your full potential.

Good management of bad experiences leads to growth means that challenges and setbacks are inevitable, but how you handle them can determine whether you grow or stagnate. Learning from failure and using it as an opportunity to improve can lead to personal growth.

Growth stops when you stop the tension of where you're and where you want to be means that personal growth requires a tension between your current state and your desired state. If you become complacent and stop striving for improvement, your growth will stagnate.

CHAPTER 6

Mastering the Art of Influence. Pricing Strategies, Sensory Marketing, and Branding Techniques

Perceived fairness is important. Consumers often have a strong sense of what they believe is a fair price for a product or service. If they perceive the price to be unfair, they may be less likely to purchase it. This is why businesses need to carefully consider their pricing strategies and ensure that they are communicating the value of their products in a way that resonates with consumers.

Explain why a product is considered premium. When a product is marketed as a premium offering, it implies that it is of higher quality and worth a higher price. However, consumers need to understand why the product is considered premium in order to justify the higher price point. This might include features like better materials, superior craftsmanship, or more advanced technology.

Offering payment terms and credit options also reduces the pain. When consumers have the option to pay for a product over time, or with credit, it can reduce the psychological pain of paying for it all at once. This is especially true for big-ticket items like cars, appliances, or electronics.

When a product's price increases with every added feature, it causes the most pain for consumers. This is because consumers tend to focus on the incremental cost of each additional feature, rather than the overall value of the product. For example, if a car is priced at \$20,000, and adding a sunroof costs an additional \$1,000, consumers may focus on the added cost of the sunroof, rather than the overall value of the car.

A single price for a product may be higher than the amount a consumer would have spent on individual components. This is known as the "bundling paradox," and it occurs when consumers perceive a single

CHAPTER 7

Beyond Words. How Nonverbal Cues Impact Persuasion

Advanced language skills are necessary to fully utilize our innate ability to understand others' thoughts. Humans have an innate ability to understand the thoughts and feelings of others, known as Theory of Mind. However, this ability is limited by our language skills. To fully utilize our Theory of Mind, we need to be able to communicate effectively with others, which requires advanced language skills.

Flattery can have a persuasive influence on consumers, despite their attempts to correct for the flatterer's motive. This is because people are often unaware of the influence that flattery can have on their behaviour. Even when people recognize that flattery is insincere, they may still be influenced by it because it makes them feel good about themselves.

Flattery based on truth is more credible and better received by customers than compliments that are blatantly false or overstated. This is because people are more likely to believe flattery that is based on truth. Generic flattery may still work, even if the recipient discounts it as insincere, because it can still create a positive emotional response.

Hot and cold stimuli activate an area of the brain related to trust and cooperation. Physical warmth can make us see others as warmer people, and also make us more generous and trusting. Research has shown that exposure to physical warmth can influence our social and emotional behaviour. Warmth can cause us to perceive others as more approachable, trustworthy, and caring. In addition, it can increase our willingness to cooperate and be generous with others. Conversely, cold temperatures can lead to feelings of isolation and distrust. Understanding these effects of temperature can help in creating a positive and welcoming environment for interactions with others.

CHAPTER 8

Strategic Marketing Insights. Leveraging Initial Letters for Brand Success

In the United States, people prefer their initial letters more than other letters. This finding suggests that people are more likely to have a positive response to names, brands, or products that begin with the same letter as their name. For example, a person named Sarah may have a more positive reaction to a brand called "Savvy" than someone named Emily. This insight can be useful for brand and product naming, as well as marketing campaigns that target specific groups of people.

People are more likely to live in cities that share their names and choose careers that match their names. Similarly, to the previous point, people are also more likely to be drawn to cities or careers that share their name. This phenomenon is known as "implicit egotism" and suggests that people are unconsciously drawn to things that resemble themselves. This insight can be used in marketing campaigns that target specific groups of people based on their names or interests.

Expensive wines are more likely to taste better than cheaper ones. This finding suggests that people's expectations about the quality of a product can significantly influence their experience of it. In the case of expensive wines, people may believe that they taste better simply because they are more expensive, even if the actual taste is not significantly different from a cheaper wine. This insight can be useful for marketers who are promoting products with a higher price point and want to emphasize their quality.

A customer's knowledge of a brand will similarly impact their product experience. Similar to the previous point, a customer's preconceived notions and expectations about a brand can significantly impact their product experience. For example, if a customer has had positive experiences with a brand in the past, they may be more likely to have a positive experience with a new product from the same brand. Conversely, if a customer has had negative experiences with a brand, they may be more hesitant to try a new product. This insight emphasizes the importance of building a positive brand reputation and establishing customer loyalty.

CHAPTER 9 Valuing People Over Profit. The Principle of Human Dignity in Business

If you can't afford to buy something twice, then you can't afford it.

Don't try to flex when you can't afford to. Buy all the stupid stuff from your passive income not earned income.

Choosing the right path will never lead you away from God. This is a principle that emphasizes the importance of making ethical and moral decisions in life. The idea is that by following the right path, one will be closer to God and achieve greater spiritual fulfillment.

In a country, causing fewer deaths is preferable to causing more.

Killing may be necessary for peace. This principle acknowledges that sometimes, violence may be necessary to achieve a greater good. However, it also emphasizes the importance of minimizing harm and avoiding unnecessary violence. For example, in a war, it may be necessary to use military force to achieve a peaceful resolution, but minimizing civilian casualties should be a top priority.

The company's value in the stock market is different from its value to society. This principle highlights the difference between a company's financial performance and its broader social impact. While a company may be profitable and successful in the stock market, it may not necessarily be providing significant social value. For example, a tobacco company may be highly profitable but may have negative social impacts on public health.

People are worth more than money. Don't be cheap. You can spend few dollars and make millions just by valuing people more than money. You're always one person away from the going to the next level in life and you never know who you're dealing with. What you need is what other people have. I will choose 10 million friends over 10 million dollars.

The easier something is to acquire, the harder it is to dispose of. This principle acknowledges the tendency of people to accumulate possessions and the difficulty of letting go of them. For example, if someone purchases

CHAPTER 10

Negotiation Mastery. Strategies for Successful Deal

We only sell because we don't know how to market and we only market when we don't know how to build a great product or service.

This statement emphasizes the importance of having a great product or service before trying to sell or market it. If the product or service is truly great, it will practically sell itself through word-of-mouth and customer recommendations. On the other hand, if the product or service is not great, no amount of selling or marketing will be able to compensate for its shortcomings.

Sometimes being logical is to be emotional. This statement suggests that there are situations where making the "logical" decision may actually require tapping into one's emotions. For example, a business leader may have to make a difficult decision that involves letting go of employees. While the "logical" decision may be to let go of those who are underperforming, the "emotional" decision may be to consider the employees' personal circumstances, such as whether they have families to support or are going through a tough time in their lives.

We can control how we feel but we can't control how our default nature makes us feel. We can control how we react consciously to a situation to a certain extent only and it's hard to completely ignore our biological feelings.

If it costs peace of mind, then don't buy it. This means that if a purchase or decision causes you stress or anxiety, it may not be worth it in the long run. For example, if you are considering buying a new car that is slightly out of your budget and the thought of the monthly payments causes you stress, it may be better to buy a more affordable car that does not cause you as much financial worry.

Congratulations on completing the whole book!

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