

WE all Need

Financial knowledge

Why I wrote this book ?

My father always worked very hard. When I say hard, I mean physical labor, yet he never had any money at the end of the week. It is for this reason that I write this book, to teach people like my father how to change their situation and what they must do in order to change the way they look at and treat money.

I believe that our problem is not the lack of hard work or the lack of work hours. Our problem is lack of financial knowledge; the lack of the simple understanding of how money works and how it is possible to save and invest money wisely.

Money is an issue of both mental and physical emotions. The topic of money concerns each and every one of us because we all live in a financial world. It is therefore imperative that we all garner financial knowledge.

Control of our money is the basis for the control of our lives. As soon as we begin to save money we begin to control our lives.

We live in the "I" society, "I want everything here and now."

We express our wants in the following manner:

"I want"

"I deserve it ... I worked hard for it, therefore I deserve it."

"You only live once"

"Let me enjoy"

"I am going to live it up now, with the hope that my next month's salary will cover it."

These expressions destroy our lives and transfers control of our lives to people who have money or to our employers.

Controlling your money means having control over your life. Lack of control over your money means lack of control over your life. Controlling money and the awareness of the most basic understanding of how money works, can come only through financial knowledge.

I wrote this book in order to raise the awareness of your financial knowhow. I hope this book will penetrate your soul and wake you up like an alarm clock and give you the impetus to start taking back control of your life.

Chapter 1

From Minus to Plus

Let's start from the beginning. If you are in what is called "in the minus," you are in a very difficult situation and you are running your life and your finances in the wrong way. Being in the minus column, will only grow and grow until it becomes what is called financial cancer.

First of all you must recognize the dilemma you are in. You must understand that your bank account is in minus and that you have financial cancer.

Don't give excuses such as "Everybody else is in minus. Why should I be different?" You choose to see the reality you want to see.

I on the other hand want to become rich and will do whatever it takes to get there.

Did you ever stop and think why you are in the minus?

Have you ever honestly asked yourself why you have financial cancer? How did you get into such a situation?

The answer is a resounding "No," and you have no answer.

Let's try to guess together. I think you're a member of the minus club, because you lack control of your feelings; your financial feelings.

Your priorities in life are mixed up and therefore you live for the moment and do not think about your financial future. You are one of those who have no control over their finances and you cannot defer the immediate satisfaction that you must provide yourself or your family to later on.

Minus is a very terrible situation to be in. It is hell on earth, like a terrible disease.

I hope I made myself clear, "Minus is a cancer!"

If you are in the minus, you are very ill. You must begin to heal and rebuild yourself and take control of your life. I will reveal to you a little secret. You are the responsible for everything that happens or does not happen in your life. It is not your parent's fault, nor is it your surroundings or your friends. Do not blame them for it. You must start taking responsibility for your life and no one else can do it for you. You must take responsibility for your life and start building your life brick by brick. You must build the life you really want and have a right to live.

How do you get out of the minus you are in? How do you find a cure? How do you change your life? How do you break this madness called minus? How do you stop the financial cancer?

Let me give you an example. Imagine you're sitting in your house and suddenly there is a fire in your bedroom. What do you do? Obviously you start doing everything in order put the fire out.

You will:

1. Go to the nearest water pipe
2. Fill up buckets of water and pour in on the fire
3. Call the fire department
4. Evacuate the people from the house

Probably you will do all of these things simultaneously in order to put the fire out.

You must do the same thing getting out of the minus. You have to start taking extreme and quick measures to get out of the minus you are in. You have to take immediate action to put out the fire.

You must take the following actions

1. Cut up all your credit cards and only use cash.
2. Create a daily budget of expenses.
3. Make a list of all your monthly expenses and try to see where you can reduce your expenses.

4. Make a savings plan and save as much of your income as you can. Try to save 10 percent of your income and if you can save more all the better.
5. Market your talents and perhaps teach the following areas: martial arts, swimming, music, a new language, cooking, carpentry, writing , marketing, social media management, math, art, sculpturing etc.
6. Stop watching TV and listening to radio or read advertisements which want to sell you something you really do not need
7. Read books about finances
8. Read the book Rich Dad- Poor Dad
9. Write down an exit plan from the minus and follow it every month and make sure you reduce your minus until you have a plus in the account.

I would like to present a table of your expenses and show you how you can start saving money.

For example, I'm talking about a single person who lives alone with a salary of NIS 8,000.

These numbers are for illustrative purposes only.

Electricity	500
Water	400
Gas	400
Fuel	1,000
Cable TV	250
Internet	150
Recreation	800
Food	1,200
Clothes	800
Rent	2,000

Total **7,500**

Savings **+ 500**

In other words, in this example, he can only save NIS 500 a month, or about 5 percent of his income. I now want to take all the expenses and show you how he can increase the percentage he is able to save.

Electricity - you can save it and live well. You can use less electricity; less use air conditioner and switch to fans. Turn on the air conditioning only during the day and get used to sleep with a fan. Develop a habit of always closing lights. Buy a night lamp that is enough to illuminate the whole room it saves electricity. Turn on the boiler for only 7 minutes and not 20 minutes. Disconnect the appliances that run on electricity like an oven, microwave, dishwasher, washing machine etc.

If you are creative you can find other ways to conserve power. The air conditioner has a button that after a few minutes it turns itself off. No need to continue to turn on the air conditioner.

Water - water is king. You can save water and it will save Israel from drying up. You can shower as a couple (husband and wife). Shower once every two days. Hey, in the army we showered once in five days. Shut the faucet immediately do not let the water go to waste. Shower for no longer than about 5 minutes, which is enough for a good shower.

Gas – Switch to electric blankets. Cook less and perhaps eat sandwiches instead of cooked meals. You can save a lot of money by using less gas; it all depends on how important your money is to you?

Fuel – I love this topic most, because I drive everywhere even to the grocery store which is five minutes from home. "Why," I ask. Isn't it healthier to walk to the grocery store and carry the groceries home? You save both on fuel and you get exercise.

Instead of driving every day to work you can occasionally travel by bike assuming you live relatively close to your work. You can occasionally take a bus or heaven forbid, perhaps even walk once a week. Is it forbidden to do physical activity?

Dear friend, you can and should save fuel and do more physical activity. That way you will save fuel.

My father always told me a car is like legs. Not true!! A car is a car and legs are legs. You have to increase your physical activity and you will spend less on fuel.

Cable TV - I think that is like throwing money into the trash every day anew. You do not need a TV. It takes away from you the most valuable resource you have, and that is your time. TV harms your intellect and steals your time. I would sell my TV and buy a cheap laptop and when I say cheap I mean less than two thousand shekel.

Internet - Even there you can save money. You can threaten your provider that you will leave them if they do not lower their fees. You should ask for a discount and most of the time it works. They will lower your rate by as much as 30 percent.

Recreation - If you are talking about a good restaurant, I understand. But to burn money on parties and inviting girls for a drink is sheer stupidity. I will not elaborate, but we both know that here too you can save money.

Food – You can save a lot of money while buying food. I do not want to get into your plate but you can switch to a vegetarian diet which is much cheaper. Only buy in a supermarket that is super cheap. Stop shopping at the neighborhood grocery store. You can buy things that are cheap such as: rice, pasta, hummus, tehina and vegetables. From time to time you can buy chicken breast which is cheaper than a piece of meat.

Clothing - First of all you must know your style of clothing and if you can wear the same clothes to work as well as for recreation. If the answer is positive, you just saved a lot of money. Stay away from brand name clothes and you do not have to buy pants and shirts every month. Try to buy only when things are on sale, such as at the end of the season.

When you wash your clothes you do not always have to put fabric conditioner into the machine, as it only damages the clothes.

In addition you can always bargain down the price of the products you buy.

Rent - If you are smart and use your brains, live with your parents for at least the first two years. That will save you a lot of money. If you have the possibility, live with your parents for three years, that way you will save rent for three years. If you do not have the option, do a market survey in your area and find the area you want to live. Check out at least 10 apartments before you sign a contract. By the way, take the contract to three different lawyers who have expertise in this field. In addition, make sure that your rent does not exceed 25 percent of your income.

Ok, let's assume you have learned what I've written and doing everything to save on your expenses.

Let's look at the table you have reduced your expenses.

Water	350
Gas	350
Fuel	800
Cable TV	-0- no TV
Internet	150
Recreation	700
Food	1,000
Clothes	650
Rent	-0- live with parents
Total	4,450
Savings	+ 3,350

In other words, after all the monthly expenses were paid and the development of proper habits of savings, he managed to save exactly NIS 3,350 a month, which is a major difference from saving only 500 shekel.

If he is a discharged soldier and saved NIS 3, 350 for 12 months, he would have accumulated NIS 40,200

If he managed to save that amount for a year, there is no reason in the world that he cannot save amounts like that for at least three years. Over a three year period, the saving will amount to NIS120, 600.

You realize that within three years that soldier's saving exceeds NIS120, 000 and that does not take into account the stipend from the IDF which is now about NIS50, 000.

If you join our discharged soldier, it can increase to NIS 170,000, and that is quite a bit of saving. Do you think that is possible for you? Do you think it's worth the effort? Obviously since you are in the direction of financial freedom we will keep you in the right direction.

I have a request for you. Now that you have NIS170, 000 in your account, please do not buy a vehicle. Don't even think about it.

You'd better off keeping the money in the bank so that one day you can invest it and double it and perhaps even triple it.

Your money is the fuel you need in life and you should create and build more assets and other sources of income.

Below you will find a table that will show you how to get out of your minus.

The monthly salary of our patient (who has financial cancer) is NIS 8,000 and he saves 10 percent of his income.

Notice how within a few months he is out of his minus.

Month 1	-10,000	Most Difficult
Month 2	-9,200	Difficult
Month 3	-8,400	Still Difficult
Month 4	-7,600	Still Difficult
Month 5	-6,800	Not Easy
Month 6	-6,000	Complicated
Month 7	-5,200	Hope on the Horizon
Month 8	-4,400	Making Headway
Month 9	-3,600	Cold
Month 10	-2,800	Chilly
Month 11	-2,000	Reasonable
Month 12	-1,200	OK
Month 13	-400	Wow
Month 14	+400	Nice

Month 15	+1,200	Amazing
Month 16	+2,000	Excellent
Month 17	+2,800	Moving Forward
Month 18	+3,600	Great Work
Month 19	+4,400	You're on the Right Track

If you are in the minus, you must prepare for yourself the same table.

According to the table above, if he managed to save 10 percent of his income, after 12 months he would be out of the minus he is in. After a year he managed to overcome his financial cancer.

Now I want to show you the same table, but this time our hero is tightening his belt even more and really doing everything possible to save 20 percent of his income.

His salary is NIS 8,000 thousand and 20 percent is NIS1,6000 a month.

I want you to build a table where he manages to save 50 percent of his income.

What will happen if he manages to save 70 percent of his income?

Saving 60-70 percent of his income is not that bad and it is possible.

When you save 60 percent of your income it means that you live on 40 percent of your income and that is okay.

Later on in the book you'll see that you must save at least 40 percent of your income. It is worth starting to create economic freedom.

Month 1	-10,000	Great Pain
Month 2	-8,400	Painful
Month 3	-6,800	Still Painful
Month 4	-5,200	Difficult
Month 5	-3,600	Less Difficult

Month 6	-2,000	Reasonable
Month 7	- 400	Great
Month 8	+1,200	Yes
Month 9	+2,000	Moving Forward
Month 10	+3,000	Great
Month 11	+5,200	Nice
Month 12	+6,800	Wow
Month 13	+8,400	Super
Month 14	+10,000	Amazing

Once he manages to save 20 percent of his income he shortens the time of getting out of the minus by half because he saves 20 percent of his income so within 8 months he is out of his minus. After 14 months not only did he get out of his minis of NIS10, 000, but he even managed to get into the plus column.

Our so-called patient became healthy and turned the tables upside down

Chapter 2

More Money Does Not Solve Financial Problems

If your problem is that you spend more money than you generate, you will never have any money. Never. If you live on 110 percent of your income, meaning that you go into minus of 10 percent, you are in serious trouble.

The problem stems from a common misunderstanding, that money solves all your problems. That is absolutely not true. Doing the right things with your money will solve your problems. People think that if they have no money at the end of the month, then they need to bring in more money. Make sense? No. That is the mistake. The problem is not the lack of money, but rather the lack of financial education or financial know how.

You must know that financial education is the basic study of financial knowhow where you will learn proper economic behavior. Financial education teaches us how to behave with money, how to save it and how to make more money just like a bank.

When I speak of financial education, I am referring to children, because this education teaches the child the value of money. The problem is that most parents in Israel do not know how to treat and spend their money regardless of their salary, because they have not received proper financial education at home.

Financial education is the basis of financial knowhow. Financial education teaches how to properly treat money and how to market yourself as a business in every way.

Financial knowhow is an outgrowth of financial education, where you are already more focused on how to generate new money and how to generate new sources of income. Financial education includes learning how to start a business, how to buy and sell real estate and other related topics.

The main problem is that financial education or financial knowhow is not taught in school, and now the only way to get financial education is through books, seminars or financial trainers like me.

Chapter 3

You Have to Pay Yourself First

You must always, but always pay yourself first.

Poor people take their income and spend it on products that they do not necessarily need and whatever is left (if anything) is their saving. That is a huge mistake.

Wealthy people, on the other hand, take the same income, but first put a large percentage, at times up to 40 percent, and put it aside. In other words, they pay themselves first and with the remaining money they pay their expenses. It is a different way of thinking.

You must change your outlook, the way you think. You must pay yourself first or more accurately, you have to pay yourself the larger percentage of your income and save it and then pay off your expenses.

Take an example from my life. I save about 70 percent of my income. I pay myself the largest portion, and then I deal with what is left, which is 30 percent. I live with a purpose, and spend only 30 percent of my income.

In addition, I market my talents to supplement income; I teach martial arts.

Think for a moment, if you save 70 percent of your income for 12 months that means you saved eight hundred and forty percent of your income at the end of the year. That it is a given and it is the right way to begin creating economic happiness.

I know that in the first few months will be difficult, since, you are used to paying expenses first and maybe a little waste (iPhone, brand names, vacations etc.) and only at the end of the month will you save what is left. That is a very big mistake.

You must start learning to pay yourself first and save as much of your income as possible.

In this book I will teach you that you must save at least 40 percent of your income, perhaps even more.

The average rich person saves 93 percent of his income and lives on only about 7 percent of his income. He also has at least seven additional sources of income.

You must learn to play defensively and you must learn how to protect your money and how to save it. After you have serious investment capital you can start going on the offensive and invest your money wisely and the way you see fit. You will thus create more sources of income and perhaps open new businesses.

Chapter 4

Rich or Poor

You possess tremendous power which has the ability to change your life. It is called right of choice. This choice may be influenced by your parents or friends or your immediate environment, but the bottom line is that you are the one that makes the choices in your life. You choose what to eat and what not to eat, when to go to bed, where to work, etc. Your life is full of choices. You also have the right to choose what kind of person you want to be financially, a rich person or a poor person.

Unbeknownst to them, most people will choose to be poor people. If you think money is not important or money does not make you happy or that money is not everything in life, you chose to be a poor person.

The first step as in everything in life is to choose what kind of person you want to be, a rich person or a poor person.

If you choose to be a poor person, I really cannot help you and you will simply continue on that path your entire life. You will probably end up being a poor person until the end of your life, because you will not be able to work when you get older and with no savings things will become very difficult. medicines will cost you a lot of money and you will not have the money to pay for them.

If however, you choose to be a rich person this book can help attain that goal. If you chose to be a rich person, you must start learning exactly how wealthy people think, how they behave, how they dress and how they choose their spouses.

You must start imitating wealthy people and understand how they think, and then you can start your journey towards your goals. Hint: wealthy people think exactly the opposite from poor people and they invest their time much more wisely.

If you chose to be a rich person, you are going to have to sacrifice temporary happiness in order to have a future of bliss. You will also have to know that you are going to be taking risks in your life, such as buying more properties.

If you choose to be a rich person, you choose a very different way of life from the middle class and you choose the path of sacrifice in order to be able to give abundance to others.

You will be choosing a path that sacrifices the greatest asset you have, time. It is a worthwhile sacrifice as you will be giving abundance to others. It is the only right choice to make.

If you do not choose to be a rich person, then this book is not for you. I know that my book is not suitable for everyone and is not meant to fit everyone. My book can only help people who want to be rich people and are willing to sacrifice their precious time and take risks in their lives.

If you ask me, I think that working as a salaried employee from 9-5 is a much greater risk than starting a business on your own. That is because as a salaried employee you pay the highest taxes, and are investing your most precious resource for somebody else.

I want to make one thing perfectly clear, I promise you nothing. Choosing to be a wealthy person does not mean that you will indeed be a wealthy person, but at least that if you choose to be a rich person, you are on the right path.

Are you willing to sacrifice temporary happiness in order to invest in future bliss for yourself and others? Are you willing to take a chance that you might lose all your money and have to start all over again?

I tell you that I chose to go the way of the wealthy people and was willing to sacrifice my precious time in order to invest in future bliss of myself and others. I was willing to take the chance that I might lose all my money and have start all over again. I was ready to do everything in order to be a rich person.

If you wholeheartedly choose to be rich, you must be steadfast in your decision and stick to it. People will tell you that what you are doing is not possible and that you will not become wealthy. Your friends will try to talk you out of it and tell you that rich people are bad people, that money is the root of all evil and try to challenge your confidence. They will try to hurt and destroy your dream. Not always are your friends aware that what they are trying to do is to get you to their level so as not to be inferior to you.

You do not really have any limitations. The only limitations you have are the limitations you place on yourself. Will you let your parents, friends, wife or anyone else ruin your dream?

So will you choose to be rich or poor?

Chapter 5

The Rules of Money

1. Learning to be a rich man is not intended for you, it is intended so that you can help the people you love and appreciate.
2. It does not matter how much you earn; it matters how much you save.
3. Economic wealth is accumulated for at least 5 to 10 years on average.
4. While getting out of your minus you must work on creating additional sources of income.
5. The reason you are saving is so that you could invest or start a business where you have knowledge and experience.
6. Money is paper. It's an illusion. You do not want money; you want to create assets,
7. A person with a lot of money and no financial education will eventually lose his money.
8. You must read books and listen to stories on financial matters in order to train your mind.
9. Never spend money on bodily desires and do not chase women and sex.
10. You must automatically save at least 40 percent of your income your entire life.
11. Money is not about luck. Money is about the right investments. You must see yourself as a business.

I want to explain in detail the rules of money. It is worthwhile knowing how your money works and how to maximize and save more of your money

Rule Number One - *Learning to be a rich man is not for you, it is for the people you love.*

If you choose the path of learning to become a rich man, it is with the clear understanding that you are going to sacrifice temporary happiness in order to create economic prosperity in your future. This choice will exact a heavy price, sometimes even a painful one. But in the end you will be able to enjoy economic prosperity and that will produce momentum for financial freedom.

When you choose to learn to become a rich man, you actually choose to emulate the most successful people. You choose to be different from everyone else and you choose to sacrifice temporary happiness that will create an economic abundance in your life.

We live in an economic world, especially in Israel, which is a very capitalistic country. You must understand that it is you who chooses the way to be a rich person. You do it, because it is worthwhile helping other people.

I would like to relate to you a personal story. When I was serving in the Israel Defense Forces, I used to be able to save about 200 shekels a month, although the salary in the army in 2007 was about 713 shekels a month.

At the end of my service, I had managed to save about NIS 6,000 which I gave to my father to help him pay off some debts and to buy food to fill up the refrigerator. Not always was our refrigerator full. At times we were missing basic necessities and my father had no resources to earn extra money. To this day his level of awareness of how money works is unfortunately very low.

I was discharged from the IDF as a combat soldier and a hand-to hand combat instructor in the paratroopers, and began working as a security guard at the Ashkelon-Eilat Oil Pipeline Company.

I worked there for a year in order to save money and help my father buy a truck who has been working for a moving company. I realized that money is not the solution for him. He needs something that will help him produce a profit.

I understood that if I could get him a truck, he could be independent and start making money for himself and my family.

In order to buy the truck, I took NIS 40,000 which was my entire savings, NIS 30,000 from my army stipend and a loan of NIS 30,000 from a bank in Eilat. Thus, I was able to buy an old truck for NIS 100,000 for my father.

Why am I telling this to you? Because I want you to understand that the way to build financial happiness is not for yourself, but so that you can help the people that matter to you in your life.

So when you choose to be a rich person you choose to help other people, you choose to give away money and choose to sacrifice things.

Rule Number Two - *It does not matter how much you earn, but how much you save.*

I want you to repeat this sentence out loud at least ten times now. I'm waiting for you to repeat the sentence ten times. Now repeat this sentence

The sentence is: It does not matter how much you earn, but how much you save.

Please repeat this sentence again out loud. After you have repeated it several times, I sincerely hope that it sticks in your mind.

I want you to understand that it does not really matter how much you earn, but how much you save from your income or rather what percentage of your income you are able to save. Are you saving ten percent of your income or perhaps thirty percent of your income?

I must ask again, what percentage of your income/salary are you able to save?

I want you to understand that as a salaried employee your first goal is to get paid for the work you have done and your second goal is to keep the money you have.

You must view money as fuel. Can a car move without fuel? So too, you cannot develop financially without fuel and the fuel we are referring to is money. You cannot move without money.

By the way, making sure that you get paid is the easier part of your goals, it is holding on to that money that is the difficult part. It is your money and therefore you must keep and protect it.

Let me give you an example to make it easier for you to understand. Yossi and Edan, both discharged soldiers work at the same company as security guards.

Yossi earns NIS 8,000 a month and manages to save half of his income. Edan earns NIS 10,000, but he saves only NIS 1,000 a month.

Who do you think will be more financially successful? Yossi or Edan?

The answer is quite obvious. Yossi is the one who will be more financially successful. The reason being that he saves a lot more money than Edan, and I have just said it does not matter how much you earn, but rather how much of your income you can save.

You must ask yourself, what percentage of your income do you save; ten percent or maybe fifteen percent. After you know what percentage you save, think how you can increase that percentage?

Rule Number Three - *Economic happiness is accumulated over a period of several good years.*

You must understand that economic happiness begins to accumulate only after at least 5 to 10 years. Economic happiness takes time to accumulate and become serious economic capital. Of course, the more you save of your income the less time it will take to reach real economic happiness.

The healthiest economic habit is to save your entire life.

If you save at least forty percent of your income, you actually add another screw to your money machine and slowly you will see your money machine being built. The more you save, the quicker the machine will begin generating economic opportunities that will produce more money for you. You can invest that money in income producing assets or at least in a business in which you have experience.

Rule Number Four- *During your free time you must seek alternate income producing sources.*

Most of us have one source of income, called work which is usually quite stable. However it can disappear within a single day. For most of us, work is our only source of income.

If I ask you dear readers what is your economic risk? What is risk? Do you know what economic risk is?

A professor at Harvard University once asked his students this question. He asked them what economic risk is.

The students did not know what to answer and some offered answers that risk is when you invest in the stock market without having a comprehensive knowledge of stock prices, or

that you are in an unstable workplace, or you start a business where the possibility exists that you may lose all the money you invested.

The professor went to the blackboard and in large capital letters wrote:

Economic risk is when you have only one source of income

The students did not fully comprehend what the professor had written on the blackboard. The professor then explained that if you have only one source of income, you are at an economic risk. If you want to get out of economic risk, you must, on your free time look for additional sources of income in order to increase your level of economic security.

Ideas that can produce additional income:

1. Produce a product of knowledge / write a book
2. Build a website
3. Sell other people's products and services
4. Sell your skills
5. Rent one of the rooms in your house with the help of the website Airbnb
6. Sell products that you do not need through EBAY
7. Sell products and books through Amazon
8. Build digital courses from your knowledge
9. Build a product or service that solves other people's problem

It is very important that you remain at your job and in your free time you can start looking for alternate sources of income.

Remember you will have to sacrifice your spare time. It is a worthwhile thing to do in order to generate future economic happiness.

Rule Number 5 - *You save in order to invest or create a business where you have knowledge and experience*

Since I really want you to understand, I will explain it to you straight away. The only reason to save your money is so that if one day you find an economic opportunity that suits you, you will have the money available to invest.

And when I say an economic opportunity I mean to start a business or find profitable assets. For that economic opportunity to be viable, you must have at least ten years experience and knowledge of the field.

You therefore save the money and after a few wonderful years of saving your money you will find the investment or business that suits you.

I know that now your head is spinning. You are probably thinking that it is very risky to risk your hard earned money that you have been saving for years. I want you to understand that your money is at a much greater risk if you do not learn how to invest your money properly. The risk of having only one source of income or continuing to work as an employee is much greater. You are actually working for fifty percent of your earnings since you pay the highest tax rate possible.

I'll explain it to you later by means of a Cash Flow Squares so that it will be easier for you to understand why I do not think it is the right thing for you to work as a long-term employee.

I repeat, in your spare time you must work on an additional source of income and create a start of financial stability.

Rule Number 6 - Money is paper. It's an illusion. You do not want money; you want to create assets, if you can without taking any money from your pocket.

I will give you an example in order to help explain things better. Let us say that you have an urge to grow apples. Is it apples that you need in order grow apples?

Of course not. If you want to grow apples you have to invest in the source of the apples and that is the tree.

You have to invest in assets. Your asset is the tree that will produce apples, so you invest in it. Thus the apples symbolize the money that the asset produces.

Money is just paper, there is no real value to it. Wealthy people do not want money, they want to buy and produce wealth that yields them more wealth. They want to produce more trees for their forest.

And you, my friend, you have to understand that you do not want money. You want to accumulate income-producing assets that will make you more money that will produce and enable you to buy more assets that will give you more money.....

Now I want to tell you a secret that only rich people know. Do you know the secret? Can you guess what the secret is?

After all, you already understood that in order to produce more money, you must produce more assets, right? Ok so you're ready. The secret goes like this.

You do not need money to produce assets. You must now market your talents and give private lessons without spending a single shekel. You can teach the following areas and increase your income. You can teach: martial arts, musical instrument, drawing, writing, football, basketball, golf, finance, sports and fitness, computer software, math, another language etc.

I want you to ask yourself which source of income can you rely on with no outlay of cash, without spending a single shekel?

When I thought about this question at first, I had no answer. Then I started to ask myself how I can create an asset / source of income without spending a single shekel.

The answers started to fly into my head.

1. I can rent out a room in my house to tourist on a daily basis for tourists. By the way, I actually did it and now I have experience in it.
2. I can sell my skills (which I did) in martial arts. Since I have a black belt in 1st Dan, I am able on my free time to give lessons to Israelis living in Munich.
3. You can write a book and upload it to Amazon. You can write a book about any subject that you have knowledge about and write the book in Hebrew or English or any other language.

I have written six books, four of which were written in English and two in Hebrew. If you write a book in Hebrew you can then translate it into English, sell it on Amazon in both versions. You just doubled your money.

4. You can sell products through EBay or Amazon. I have no experience in this area but you can check if it is right for you.

Rule Number Seven - *A person with a lot of money and no financial education will eventually lose his money.*

There is a very beautiful sentence in financial literature that says that a fool and his money will always get separated. This sentence is so true; therefore if you are a stupid person your money will always leave you and go to a person who is more educated than you.

In order to preserve your money and more importantly to preserve your assets you must invest. You have to invest in your brains and read books on financial matters; topics that interest you or about the field you are looking to start a business in. You must know what is easier for you, to learn by listening or by reading.

In any case, you must start developing your financial muscle and this muscle is actually the marble cubes that you need to develop in your brain. The financial muscle will develop whether you listen or read books on financial matters like, sales, real estate, finance, creating assets, marketing etc.

You must understand that your brain is like a muscle you have in your arm. You cannot lift heavy weights without first training the muscles in your hand. That is exactly how your mind works. The weights of your brain are the books you read or hear. The more you train your mind and the more you train your financial muscle, the more assets you will be able to accumulate, hold and protect. And of course increase your assets and consequently your bank account.

Rule Number Eight - *You must read books and listen to stories on financial matters in order to train your mind.*

You cannot improve your mind or your life without external knowledge. You cannot develop yourself as a person without receiving outside knowledge. When I say external knowledge, I mean books and coaches.

The more you teach yourself and accumulate more knowledge, the more you will be able to experience your life in a better way and as a result make better decisions in your life.

Hearing and reading books is the only way to develop your life and your mind. Once your brain is sharp you will be able to achieve everything you really want in your life.

You and I are human beings and as human beings we are a kind of machine that learns from other people. We copy their knowledge and learn from their mistakes.

When you were a little baby you learned everything; the language you speak, how to walk, how to eat, how to read, what is forbidden and what is permitted.

You learned all these things from a young age and you learned them by imitation and by trial and error. You learned from your mentors; your father and mother. When you got to high school your mentors, without you knowing it, became your teachers and your friends. In the army it became your commanders.

You were constantly learning with the help of mentors and books.

If you want to succeed financially in your life, you must start learning from the best and start reading books on financial matters. It is really worth understanding how money works and the more you read about financial matters the more the muscle in your mind will be strengthened and you will get you much better results.

Rule Number Nine - *Never spend money on bodily desires and do not chase women and sex.*

If you do not control your emotions and sexual impulses you will lose your money. Our money leaves our pockets because we do not control our emotions.

The goal of all the advertisements that we see, whether on television, the internet or newspaper is to appeal to our emotions and provoke us to buy products that we do not really need.

There is a difference between what I want and what I need.

The word "want" means "I want everything." I want a new iPhone, I want a sports car, I want brand name clothing. But I need very few things in order to be happy.

All I really need is a roof over my head, food and books.

When we learn to live with less, it is easier for us to value the things we have in life. You will never be able to satisfy a woman with gifts or money, for whatever you give her she will not be satisfied with it.

The same is true about your sexual drive. You cannot satisfy your libido with beautiful women. The more women you sleep with, the more your sexual drive will grow and develop.

Because a man's sexual impulses are very hard to control, he is willing to pay for sex with a strange woman. However, I tell you that if you want to keep your money, do not spend it on sex.

Rule Number 10 - *You must automatically save at least 40 percent of your income your entire life.*

If you had a chance to read the book *The Richest Man in Babylon*, you will have read that every person (man or woman) must save at least 10 percent of his income.

Since the cost of living in Israel is so high, you must save at least 40 percent of your income, so you can create momentum for future financial freedom.

People are not psychologically adept to saving money because they do not know how long they will live. It is the "Drink and be merry today, for tomorrow you will die," syndrome.

That is why it is so hard for us to save money, but you have to change that way of thinking. You must realize that by saving now and giving up temporary comforts you are producing abundance in your life.

The concession is temporary. You are now at the age where you want everything. You want it here and now. **But in life it does not work that way, and everything has a time and a way that it evolves.**

If you start saving and do not buy a car right after your release from the army, you will be able to buy two cars in the future if that's what your heart desires. However, I think it would be a mistake, since you must buy assets.

Since we as human beings are not built to save money we must institute an automatic savings plan. That way it will hurt less.

Once we know that we are saving about 40 percent of our income, we know that we live only about 60 percent of our income.

The average rich person saves about 93 percent of his income and has an average of seven sources of income.

So every person must save at least 40 percent of his income and this is a law that should not be broken. Saving should be your whole life.

Rule Number 11 - *Money is not about luck. Money is about the right investments.*
You must see yourself as a business.

Money does not care what your age is; what your background is; where you were born or what your emotional state is. Money has no feelings and does not have the ability to distinguish whether you are a good person or not.

There are many people who win the lottery and after a relatively short period of time lose all their money and go into debt. That is because they do not know how money works.

Money is never linked to luck. Money is linked to what you create with it in the world and to the value you give to other people. It is very easy to make and earn money if you give people value back in return for their money.

You must ask yourself what value can I give people in exchange for their money? What product or service can I sell and in return for the value I give them and people will pay me money

Money is related to the value that you are capable of producing, your skills and how you can sell them.

I will give a personal example. I train a fifteen year old boy in martial arts and the parents of the child in return pay me for the value I give their child.

The boy one day told me, that he knows how to paint. After seeing his paintings, I realized he could sell his paintings since they were very nice. However, since he paints only for himself, his paintings are not worth anything, because he is the only one who admires and marvels the paintings.

If, however, he marketed himself and his paintings with the intention of selling them or teach people how to draw he can make money from it and start a small business.

Not only does he enjoy the fact that he is getting paid but that other people are also enjoying his paintings and are willing to buy them.

You, dear friend must see yourself as a business for all intents and purposes. **You must create value for other people and be able to sell the value you create in the form of a product or service.**

From the money you earn, you must save at least 40 percent for the future. You can invest in the same asset that will generate money for you and then you can invest in another asset.

Yes, you are a friend, you really are. You are a business **and you must change your thinking from a consumer to a producer. You must start producing and selling yourself as a service or product.**

What can you sell in the form of a product or service?

What can you teach other people in exchange for their money?

What product or service can you produce?

What is the percentage you save from your income?

Chapter 6

Whoever Fails to Save Money is Living His Life Incorrectly

I will start by telling you the truth. Are you willing to hear the truth even though it hurts? Are you ready for it or are you afraid to hear the truth.

Well, the truth is that you have to save money. Do not tell me I cannot or I don't want to or it's too hard for me. I am not interested. You just have to save money.

If you cannot save money you are living your life the wrong way and you must change something in your life. You may have to change your workplace, or have a serious conversation with your girlfriend if she is an extravagant spender or you may have to tell your parents that you cannot help them right now. The money that you are saving you will need to start a business or invest in future assets.

This conversation with your parents is the most difficult one you will ever have with them. However, you have to be honest with them. And of course when you are able, you will help them again.

If you are not saving money you must change everything that you are doing so that you will be able to save money. Saving your money is your key to building the life you want. You must start saving immediately and automatically and you must save at least 40 percent of your income.

If you tell me you are unable to save 40 percent of your income, you are living your life beyond your means. You are literally throwing away your money and are hurting your chances of reaching financial freedom.

People who do not save their money are people who live their lives without getting anywhere. The gauge says the tank is full, but they are in the same spot because they are in neutral.

Your money is your fuel. You cannot reach your goals without the fuel, without money.

You have two jobs in your life. The first one as a salaried employee is to earn money and your second job which is more difficult is to save your money. If you work especially physical labor and after getting paid you waste your money, it is as if you never worked at all, because you had no money left. The most difficult part of the equation is to keep your hard earned money.

If you earn NIS 8,000 a month and you spend 6,000 of it, you cannot say that you earn NIS 8,000, because in reality you earn only NIS 2,000, and that's what you're worth.

Do not tell me how much you earn. What I want to know is how much you can save from your income. Again, I repeat that you must realize it is not how much you earn that matters, but rather how much do you save from your income.

If you are a discharged soldier and are looking for a job you should ask yourself in what job can I work that will allow me to save the most money (of course you must consider the type of work and if will enjoy working there).

I love repeating myself over and over again. If you are unable to save your money you have a serious problem in your life and you will reach the economic pit, a place you do want to reach. If you are not able to save money because you are in debt, it is all the more reason to save money. By saving money you will eventually be able to pay off your debts slowly but surely.

Chapter 7

Saving Money is the Key of Attaining a Life of Bliss

I want to say it again. You have to save your money and in order to make it easier for you to understand, I have arranged things for you in an orderly fashion.

The steps are:

1. Why must you save your money?
2. The savings of your money must be automatic.
3. What percentage of your income you should save.

I want to detail for you the steps in order to make it easier for you to understand.

In the first stage you must understand why you are saving your money? What is the reason for saving money? Are you saving your money so that you could start a business or to buy assets or you might want to take a trip abroad?

What is the reason you are saving money. Once you know why, once you have a goal to save money every month, you must place the "why" in front of your eyes.

You need to create for yourself a "vision board" that shows you what you want to accomplish in your life and on that vision board you must put the "why" very prominently displayed. When you really know your dream, when you really know why you want to save your money you have won half the battle, because it's not so simple to

save money and this way you will constantly see the "why" in front of you. You will have to know the "why" and always keep it in mind before you start saving money.

What is your "why"? Why are you saving your money? Only you can answer that question and you must find an answer to it.

The second stage is that the savings of your money must be automatic because we as human beings do not like to save money because we do not know how long we will live or whether we will be able to enjoy the money we have saved. You can tell me that you are not interested in your future. You may say, "I want food now, to get married now, because tomorrow I will die." That is what is called, you live in the moment and you do not care about the future. Let me tell you that this way of thinking is very bad and you have to change it. You have to understand that you are saving now and that in the future you will have plenty in your life to enjoy.

You are actually sacrificing temporary happiness. In the future you will have plenty goodness in your life. The more you save from your income, the more money you will have in your money machine.

Because you are not psychologically inclined to save money and your brain does not want you to save money because it sees it as an act of pain, you must make the program of saving money an automatic one.

Note that the only way you will accumulate money is by saving it. You must save for at least a year and if you ask me the savings of your money is something you have to do your entire life.

You must open a savings plan today. You do not have to go to the bank; you can do it online or by telephone. Just do it.

Ask me, "How much should I save?" My answer is very simple. You must save at least 40 percent of your income and start generating economic momentum for you and your family.

The third stage discusses the percentage you should be saving from your income. You must figure out what percentage of your income you are able to save. I can only tell you that you must save at least 40 percent of your income and if you are not able to save 40 percent you must change the way you conduct financial life, for you should be able to save at least 40 percent of your income.

Once you realize that you are saving 40 percent of your income and that you are living on the remaining 60 percent, you should be asking yourself how you can increase the percentage. Perhaps market your talents, create a product or service or rent out a vacant room in your apartment.

From these services I save about 80 percent of my income. I train myself to live on a little bit. I want to keep as much of my money as I can, so I save about 90 percent of my income.

I do not have to save 80 percent of my income, but I do it because I want to have an answer for my "why." I want to reach my goal and that's why I save my money.

What percentage of your income do you save?

How can you increase that percentage?

Chapter 8

Your Talents are the Assets Within You

Every person has assets within him, but most of us are unaware of the tremendous strength we have. You have special talents that can be turned into a cash machine.

The talents within you are designed to help other people and improve their lives. You must always ask yourself how I can help other people and how I can solve other people's problems.

Talents are special gifts and special abilities that are only available to you.

Below is a list of the talents that I discovered about myself. Another thing I realized is that the process of learning is going to reveal new things that you did not know.

1. I can write books.
2. I can teach martial arts.
3. I can explain complex things in a simple way.
4. I have a desire to turn myself into a learning machine.

Let me explain myself. Each of us has talents that are unique to only us. I coach a 15 year-old boy in kickboxing. That boy has a talent that I do not have. He has the ability to paint amazing paintings, and he can teach others how to paint.

Below find a list of talents that you can check out and see if any of them pertain to you that perhaps you will be able to turn them into either to a product or service. In return for improving the lives of other people they will be glad to pay you for it.

Here is just a partial list of things can teach:

Math, a new language, writing, musical instrument, golf, martial art, poetry, computers and programming, physical fitness and sports, painting, sewing or knitting, guide dogs for neighbors, train dogs, sales, finance, swimming

I would like for you to make a list of your unique talents. After you made the list, I want you to write down next to each talent how much income that talent can generate for you.

For example, the talent that I possess, is teaching martial arts. Besides enjoying it, I also earn money from it. I charge 20 euro for each one hour lesson. I give about 12 lessons per month, so a simple calculation is 12×20 euro which equals 240 euro extra or approximately 960 shekel extra per month.

After you make the list, you can easily see how much extra money you can put into your pocket and moved straight into your savings plan.

What talent do you have that you can turn cash? Not only will you be earning money, but you will also be helping other people improve their lives. How far you get in your life, is not dependent on you, but rather how you can help more and more people solve their problems.

In every possible facet of their lives, whether financial, marital or physical or other, once you find a way to solve other people's problems with a product or service, your problems will automatically disappear.

President John F. Kennedy the 35th president of the United States said it in the simplest form when he said, "Ask not what the country can do for you ask what you can do for your country.

Who is the country? The country is the people you want to help. The country is the veterans. The problems I try to solve for them stem from the lack of financial knowledge. Through my book, I try to enrich their lives and teach them how to take care of their finances.

I do not care about my problems. I care about other people's problems. I keep asking myself how I can help other people, how I can solve their problems and as a result create abundance in my personal life.

That is why President Kennedy said do not ask what the country can do for you. Because you do not have to focus on yourself, you must focus on your people and

how you can help other people how you can produce abundance in other people's lives.

I know that the main problem of discharged soldiers is not the lack of money, but rather a lack of knowledge of how money really works and how to save money. I solve the problem of lack of basic knowledge by learning and studying. **I don't claim to have all the answers, but I try to find the answers by learning.**

If I would only think of myself, I could never write this book. In this book I reveal all my secrets because I really want to help veterans and create a book that is really effective. It is important for the discharged soldiers to read my book and learn a new other the one they have been taught.

Chapter 9

Know What you Want in Life and Set a Plan of Action to Achieve Your Goals

You cannot live your life without knowing what you want out of life. You must understand exactly what you want to achieve in your life. You must know exactly what your goals in life are, whether at the financial area, physical fitness area or relationship with your friends or company area.

When I say that you have to set a goal for yourself, I mean for example you must know exactly how much of your income you want to save.

Upon their discharge from the army, soldiers receive a stipend of approximately NIS50, 000. You have to set yourself a goal of saving money, one that is achievable for you. I for example, would aim to save NIS 200,000 in three years. I only have to save another NIS 150,000 if I create a plan for myself.

If you know what your goal is in the area of sports and fitness you know where to invest your energy. If your goal is to increase the muscles in your arms, then you need

to focus on weight lifting. Once you know exactly what you want to achieve in life, you can concentrate on that aspect.

When I worked for the Ashkelon-Eilat Oil Pipeline Company I had a very clear goal. My goal was to save NIS4, 000 every month. (If I knew than what I know now, I would have saved more) I was able to buy my father a truck in one year to enable him to open a trucking company. I did it all without having much business experience, because I had a clear goal what I wanted to achieve.

You must set clear goals for each area of your life.

You must have a clear goal for your physical fitness.

You must have a clear goal with regard to your finances such as your bank account.

You must have a clear goal with regards to the relationships you want and about the girls you want to get to know.

If you live your life without setting yourself goals about what you really want to achieve in your life, you are living a very dangerous life that will take you to a place you do not want to go to.

In ten years when you read these lines, I promise you that you will have reached somewhere. The question is where did you reach? Have you reached where you planned reach or to where life took you?

I want you to stop living your life as if you just got out of bed. You must ask yourself every day what are my goals? What do I want to accomplish in life and what is important to me in this life? Who I want to help? Why do I really have such a passion?

If you do not know what you want to do in your life you must start asking yourself the following questions

- 1. What do I really want to do in my life?**
- 2. What do strangers say about me, about the good things I do?**
- 3 What have I done in the past ten years?**
- 4. What things were in the area where I grew up?**
- 5 What activity can I do to lose my sense of time?**
- 6 What activity gives me inner happiness?**

- 7. If I had all the money in the world, what would I do?**
- 8. If I had only three more years to live, what would I want to achieve?**
- 9. Do I see myself working as an employee or do I want to start my own business?**
- 10. What are the talents that I can leverage, and which talent do I want to utilize?**

After you answered these ten questions you will have a pretty good idea what you really want to do in your life, even if only partially.

It is not easy to know what you want to do in your life and it is a process to understand it. By asking yourself every day what you want to do in your life and what makes you happy, your inner answers will begin become clear.

You have an internal compass in your heart and it tells you if you are doing a particular activity or you are working in a particular place. If while working there you feel lonely, dissatisfied, a lack satisfaction or a empty feeling, it's probably time to find another job or maybe start a business and become independent.

Here is list of three challenges:

1. Write down three goals for a three and six month period, that you want to reach in your physical condition.
2. Write down two goals you want to reach to change your financial situation. It can be to get out of your minus or to reach a certain amount that you want to save.
3. Write down three goals you want to reach in your relationships. It could be to talk to three different girls in the years or to get three phone numbers of girls.

Now that you know what you want to achieve in your life, you must seize the moment and put it into a plan of action. You must take the idea that you have in mind and make it a clear plan that you are able to sum up in six words. For example, my plan of action is: Every month save 80 percent.

You see that my program is very simple to understand because it can be said in less than six words. You must have a plan of action in order to succeed in achieving what you really want. You must create a plan for yourself in order to achieve what you want in your life. Since I like the topic of finances, I will give an example from a financial aspect.

Let's say that we have a discharged soldier who received a grant of NIS 50,000 and he wants to save NIS 200,000 so that he can open a grocery store with his father.

The program of that discharged soldier should look like this:

1. Create a three year savings plan to deposit NIS 50,000 per year.
2. Open a savings account at the bank.
3. Save at least 50 percent of his income.
4. Place on the top of the program page the amount he wants to save.
5. Place the page in a conspicuous place.
6. At the end of each month check if he is on target.

Let's see how the program works. The discharged soldier goes to the bank and explains to the banker that he would like to open an account and wants save NIS 200,000. He is ready to start the account with NIS 50,000 leaving him another NIS 150,000 to save.

He finds a job as a waiter and earns about NIS8, 000 shekels a month, (not including bonuses and tips) which is an average salary.

That discharged soldier decides that he wants to save 50 percent of his monthly income or NIS4, 000 every month. He will therefore have to live on the other 50 percent. He intends to live with his parents although it is difficult for him. He hardly goes out at night or on vacations with friends. He does not go out to eat in restaurants. He does not waste his money on brand name clothing. He does everything possible just to save money. In short he is a real hero.

He decided to sacrifice three years of his life so that he could save NIS 200,000. Our hero intends to sacrifice temporary happiness to enjoy future abundance in his life.

Let's look at our hero's program with the help of the following table

<u>MONTH</u>	<u>AMOUNT</u>
1	50,000
2	54,000
3	58,000
4	62,000
5	66,000
6	70,000
7	74,000
8	78,000
9	82,000
10	86,000
11	90,000
12	94,000

After 12 months, the hero of our story has saved NIS 94,000 and there is not much left for him to reach NIS200, 000.

13	98,000
14	102,000
15	106,000
16	110,000
17	114,000
18	118,000
19	122,000
20	126,000
21	130,000
22	134,000
23	138,000
24	142,000
25	146,000
26	150,000
27	154,000
28	158,000
29	162,000
30	166,000
31	170,000
32	174,000
33	178,000
34	182,000

35	186,000
36	190,000
37	194,000
38	198,000
39	202,000

According to this plan, you can clearly see how his money accumulates as time passes. He accumulates money from each salary. Remember that he is saving only 50 percent of his salary. If he wanted to, he could save even more.

You will notice that our hero in a matter of 12 months he saved more than NIS 90,000, and after 24 months he had NIS 142,000 saved up.

At the end of the savings period of 39 salaries he reached a very nice sum of NIS202, 000. It was worth to sacrifice temporary happiness and gaining abundance in for the rest of his life. You clearly see the power of planning and of knowing what you want to do with your life. Not only did our hero achieve his goal, but also realized a bonus of NIS2, 000 shekel bonus.

Chapter 10

Cash Flow Squares

Life is full of question marks. You want to know what direction in life you should take or more precisely what you want to do in your life, do you want to be a salaried employee or have a small business. Do you want to work for others or create jobs for others? Do you want to be on the track of wealthy people or be on the rat race track?

In order to help you understand complex this issue, I will show you the Cash flow square. This will help you decide what is right for you and what kind of life you want to create for yourself.

Erich Thomas once said, "You must be willing to sacrifice what you are in order to become what you are capable of being."

B

Represents the largest businesses in the economy and most of their needs to deal with people in the s quarter

E Represents the employee

and the basic need for security in his workplace

S Represents a small businesses and the need to be independent or represents smart people with a profession

I Represents the entrepreneur and his basic need to create new things and raise money

Let me elaborate more on what each letter represents and how it relates to your life.

E - Represents the employee. He is the person who receives a salary from a small or large business. Most often the most basic need of that person / discharged soldier is the need for security in his workplace. He wants to know when his salary reached the bank and how much came in. He believes that stable income is the most important thing, since that is what his parents told him. It's clear to everyone today that this is not good advice and it does not really give you confidence in your workplace. Most often as an employee, it is only the illusion that you have confidence in your workplace.

Another thing that is very problematic in this quarter is that you pay at least 50 percent taxes. In this quarter you go two steps forward and one step backwards. You have to get out of this quarter as soon as possible.

The secret is that as a discharged soldier you should work at your job, but in your free time work on starting your own business. Invest wisely and create another source of income.

To give an example from my life, I helped my father move from the "e" quarter to the "S" quarter. I helped him become an a small business owner by buying him a truck and helping him start his own business.

S- Represents all the small businesses or the smart people who want to be their own bosses and do want anybody above them. They do not want for there to be anybody who could fire them. For the most part it is hard for them to work together with others and it is hard for them to work with people who are smarter than they are because they have a basic need to feel like a boss.

A small business is any business that does not have a large spectrum and employs a small number of employees. In addition, the quarter also represents those people who work in the most important professions in the economy, such as engineers, lawyers or accountants. Most of these people are very smart and financial security is also very important to them. In addition it is important for them to work with other smart people or work in a large company.

B- Represents the largest business owners in the economy such as Google, Amazon, Apple or large supermarket chains etc. The basic need of these companies is to find very

smart people, employ them, challenge them and keep them satisfied at their work place. The owners of these businesses are some of the richest people and are usually the ones who control our economy.

I- Represents the entrepreneur. He is the person who wants to manufacture anything he can. The entrepreneur always thinks of how he can create more. How he can improve products or services. The difference between the entrepreneur and the person in the E or S quarter is that the person in the S quarter will ask himself how do I find a job in a hospital, while the entrepreneur will ask himself how can I build another hospital and help patients.

A writer is a kind of entrepreneur because he creates something of value from his imagination. That is why many writers became rich people such as Guy Rowling who became rich from his Harry Potter series of books.

Tony Robbins explains that man has six human needs he must fulfill in his life. When I use the term must, I mean that you have to do it just like you have a basic need to go to the bathroom, so too you have six critical needs that you must fulfill.

The needs are:

1. Certainty
2. Uncertainty
3. To be special and feel special
4. To give and receive love
5. To grow on every level
6. To donate above and beyond yourself

Let me enumerate and explain these needs. These needs are individual needs, which mean that some people need more and some need less. One has a very strong need for security in the workplace. Some people feel it more than others.

The first need is the need for certainty, which refers mainly to an employee. He needs to feel confident in his job. He wants to know exactly where his salary will come from every month as well as the exact amount of the salary.

The need for certainty is the need to know that everything is under control. To know that the building or the house he lives in is a stable and the ceiling will not cave in. The need to know that there is certainty in his life and certainty in what he needs.

The second need is the need for uncertainty. If you knew everything that will happen in your life and when it will happen, life would be pretty boring and you have no desire to live. You would be going crazy. It's similar to watching the same movie more than 1000 times. After 100 times of watching the movie you would be going crazy because you know everything that is going to happen.

That is why God in His infinite wisdom gave us life with uncertainty otherwise boredom will set in.

The third need is the need to be special and feel special. People will do everything to feel special or different even hurting their bodies by putting tattoos on their bodies or dying their hair crazy colors. We have a very basic need to feel special. Some people fill the need by establishing a profitable business from an early age and some who fulfill this need by developing a strong body and have a hobby that builds them. If I take myself for example I need to feel special and different and that is why I started learning martial arts at age four until I was eighteen.

The fourth need is the need to give love and receive love. All human beings have a basic need to give and receive love. You have a need to give love to people who are important to you in life like your parents, children and siblings but you also have a need to receive love. You have a need that other people show you that they love you.

The animal that exemplifies this basic need most is a dog. If you notice, the dog's life mission is to give love and receive love. Whether you leave home for an only hour, when you return the dog will run and jump on you, because he is happy to see you. That's why it is said that the dog is man's best friend, because he gives love without asking for anything in return.

The fifth need is the need to grow on every level of your life. We as human beings need to grow on the following levels

On the financial level

On the physical level

The personal relation level

We have a basic need to always evolve and grow. We need to become better and stronger people and wealthier. We have a need to grow on every level of our lives and if you do not grow you slowly begin to wilt.

As you develop and grow in your life, the better you will feel about yourself.

When I say grow, I mean going up to the level of what we are capable of being or doing. For example if you succeeded in saving 40 percent of your income now you have to ask yourself how can I get to the level and save 50 percent of my income. How can I increase my savings?

If on a physical level you can lift 15 kilo of weights, after a month you should try to lift 17 kilo. Always try to lift more.

In relationships we must also try to aim for higher. When a girl places an ultimatum, either we get married or I am leaving, that is a sign that you must grow in the relationship and so she says it, because she wants to grow and get married.

The first human need is a need for certainty, to know what is happening, where we are going, what we are doing with our lives and what country we live in etc.

The need for certainty is very closely connected to the need to be an employee, because the employee feels that he has certainty in his workplace even though it is only an illusion.

Permit me to elaborate and explain why the hired person does not really have certainty in the work place because of the following reasons:

1. Dismissals in the workplace
2. The company closed down
3. The company moved elsewhere
4. Employee illness
5. Temporary work
6. Layoffs and cutbacks

For all these reasons you do not have certainty your workplace. In addition very many companies employ workers on a temporary basis.

The secret is to start learning about your finances and in your spare time start working on starting your own business.

Chapter 11

Everything Can Be a Business

You have to change your mode of thinking from that of a consumer to that of a producer. You must ask yourself what can I manufacture or sell in order to make money. What things can I produce and sell? The first thing you can sell is your talents. Look at the following list of talents and see which you can do.

You can:

Teach math. Teach a new language. Teach to write. Teach a musical instrument. Teach golf. Teach martial arts. Teach poetry. Teach computers and programming. Teach physical fitness and sports. Teach to draw. To sewing or knitting. Walk dogs of neighbors. Teach dog training. Teach makeup. Teach sales. Teach Finance. Teach swimming.

What else can you do worthwhile to be a profitable business? You can sell old items that you do not need. You can rent a room in your apartment on a daily or monthly basis. You can write a book and sell it on Amazon.

The question is what type of business are you, a profitable business or a losing business?

You have to change your mode of thinking from that of a consumer to that of a producer. You must ask yourself what can I manufacture or sell as a product or something in the service sector.

Once you change your way of thinking, you will begin to see so many ways to make money that you were never aware of. You must always ask yourself what can I produce.

There's a 15-year-old boy I told you about who I teach kickboxing. The boy will show me that he can draw paintings at a level that I would be willing to pay for them.

But this child's thinking is consumer thinking. He paints his paintings only for himself and his family, so only he and the family enjoy them and therefore he does not make a profit from his paintings. He is therefore not a profitable business.

I explained to him that he should take his paintings and sell and earn money. I showed him that there are many ways it can be done.

1. He can sell ready-made paintings
2. He can sell paintings on request of the customer
3. He can teach other people how to draw
4. He can give pictures away to sick children

You have to ask yourself what knowledge or experience do you have that you can make into a product or a service in order to make a profit. Initially your first customers will be your friends or family, but this circle will grow as you grow.

Chapter 12

Pyramid of Gains and Losses and Where Do You Fit In?

You must read the pyramid drawn below. The pyramid represents your life.

Top of the Pyramid - At this level you are working for yourself and you are free from an economic point of view. You do not have to work but you work because you want to work.

Gains + Gains - This is the third level. At this level you feel that it is fun to get up in the morning, it is fun doing what you are doing and you even manage to save more than 50 percent of your income. At this level you will feel satisfied and feel good about life.

Gains + Losses - This is the second level. At this level in your life you are working but don't really like it. You manage to save at least 40 percent of your income each month. Usually at this level you will feel that your life is okay but sometimes you feel that you can and should find a better job with a better salary or you may feel that you lack a challenge in your life.

Losses + Losses - This is the first level of your life. You are working but you dislike it and are unable money. Usually at this level you will feel frustrated and feel that you are wasting your

time, in other words just treading water. You must as soon as possible get out of this level. You may be in this level because you want to get out of your minus.

Let me tell you that I am on the second level. I work with something I do not like very much, but I manage to save more than 70 percent of my income. However, in four months, at the completion of this project, I have the opportunity to jump to the third level of the pyramid and work in what I love to work and save money.

And within two years I can jump to the fourth level where I can create work for others and reach financial freedom.

I am planning that at age 38 to be in a state of financial freedom and that I will have enough assets and income sources that I will not have to work. I will work in what I want to work in and because I want to work.

I have a question for you. At what level are you in your life?

Can you work up a plan to jump to other levels?

Now that you know the types of levels, to which level do you want to reach financially?

Chapter 13

Wealthy People Do Not Work For Money

Money is just paper. Wealthy people do not work for money, they work to accumulate assets. The media tries to sell us the illusion that we need money and a lot of it. It is all an illusion. We do not need money; we need to place our focus on what product or service we can produce. What asset can we manufacture? What problems we can solve for other people. The main problem is that at home we were taught to work for money and our parents taught us the life track of the poor people.

We were taught to go to school, learn good, get good grades, and then go to university and learn a good profession so that you can earn a good salary.

The problem is that it is the route that leads you to work for wealthy people and makes you the one who pays the most tax. The first thing wealthy people teach their children is, that they should not work for money and they must work in order to produce assets.

The basic definition of the word assets is anything that puts you money into your pocket. The reverse of that is, obligation which takes money out of your pocket. You have to turn everything in your life into assets. You must make your home an asset, make your wife become an asset and most importantly you must turn your brain become a machine that produces assets.

You must change your way of thinking and start asking yourself how I can start working and produce for assets for myself. What assets I can produce for myself?

I want to give you a list of assets that you can start produce for yourself. Perhaps you had thought of some of them.

I want you also to think what you can produce that solves other people's problems? Or what product you can produce that will help other people or what service you can produce that will help other people.

1. You can write a book about a subject that you have knowledge or experience.
2. You can rent a room in your home on a daily or monthly basis
3. You can sell products you do not need at E-bay.
4. You can sell your talents.
5. You can start a business in your spare time with a friend who has knowledge and experience in the same field
6. You can produce a product or service and sell it to people
7. You can broker between people and take commission on brokerage

Chapter 14

Books are like a Gym for Your Brain

Our lives cannot develop without external knowledge. Our brain constantly needs external knowledge. It is worthwhile to develop so that we can develop our life. The main problem is, that we think that once we have finished high school and university we are finished learning. That is a fundamental mistake. Learning is a process that we do all our lives. Our brain needs new information and knowledge to keep up to date.

If you do not update your brain and nourish it with new information, it will decay. You must constantly be learning.

Bruce Lee once said that learning is the process of discovering new things.

Your role is as Bruce Lee said is to discover things you do not yet know. That can be accomplished through reading or hearing new information.

The second major problem is that in high school or post-university education they do not teach us the issues that really matter in our lives.

The subjects that everyone needs to learn are:

1. Financial education
2. Sales
3. Relationships
4. Self Defense
5. How to make friends and influence people

The most important subjects in our lives are not taught in school. For example, in school we are not taught financial education, how money works, how to acquire assets or why it is important to save money, etc. That is because the teachers themselves at school generally do not know about the subject of financial education, since they themselves have never learned any the following subjects:

1. Financial education
2. Sales
3. Relationships
4. Self Defense
5. How to make friends and influence people

You must start seeing books as if they are a brain gym. The books are like weights you need to train your brain and if your mind is strong it will give you the results you want to achieve in your life.

Books are your only way to improve your life. You must ask yourself, do you learn better by reading or by hearing. I for example enjoy reading but it's much easier for me to absorb material by hearing.

You must view books like your brain gym. You may want to start working on the six dice you have in your brain, in order to experience the life you really want. Life is not simple. If you want to see results in life you must develop your mind with the help of books.

Your brain is not built to watch TV. Your mind is built to read books. Your brain is a machine that learns all the time everything goes into your brain both good and bad things.

With the help of books you can learn from the most successful people in the world, some may be alive and others no longer alive. A book can be a friend in times of need. A book is a guide that helps you.

Here is a list of books by people you can learn from.

Bodybuilding - Arnold Schwarzenegger

Social Media - Tai Lopez

Leadership and Finance - Donald Trump

How to Sell - Grant Cardone

Talents - Tony Robbins

How Your Brain Works - Bob Proctor

You live in a time when you can learn from people who have made not only millions but billions. You can also learn from people who have made a fortune of over ten billion dollars, for example the founder of **Wal-Mart, Sam Walton**.

There is no end to what you can learn. Books have the ability to change your outlook and as a result change your life. That is exactly why I am writing this book in order to help you develop your life into the best form.

I want you to have the best version of yourself and you should be able to help other people you love and appreciate.

Chapter 15

Stop Wasting your Time on Things you Cannot Control

People who have poor person's mentality are wasting their time and do not understand the tremendous value that their time. They waste their time on things that they have no control over, like watching football, news, weather etc. If you waste your time on things you have no control over, you are actually wasting the most valuable resource you have and that is your time. You are also wasting the more expensive resource you have and that is energy.

People with a poor person's mindset always waste their time on things that they have no control over, such as

1. Watching TV
2. Watching the news
3. Reading the newspaper
4. Politics

While wealthy people are not willing to waste their time on things they have no control over, for they understand that time is valuable and they must spend their time just as they do when investing their money. They want their time to give them the same results as does their money.

Do you waste your time on things you have no control over?

How much time do you spend in a month just watching football?

What would you have been able to accomplish if you did not waste your time on things you cannot control?

Chapter 16

You Must Learn How to Invest Your Time

People do not understand that the most important asset they possess is not their money. Do you know what the most valuable asset you have is? Do you want to guess the answer? What is the asset that can produce everything you need to achieve in life?

That asset is called time. Yes, my friend, the most valuable asset you have is indeed time. You must therefore learn to invest this asset in the maximum way in order to get the results you want in your life.

People waste their time as if they have all the time in the world. Let me tell you in very simple terms, that you do not have all the time in the world and your time is only running out. Time works against you.

Your job is to invest your time the best way you can. The average Israeli watches television about three hours every day. Watching TV is called wasting your time.

If you were to take that amount of time and multiply it by the number of days in a month, it would come to 90 hours a month and more than 1,000 hours a year that he spends watching TV and wasting his time. And what does TV give him? It gives him momentary happiness and nothing more. TV is the worst thing for the brain.

Our brain is not built to watch TV. Our brain is built to read books and gain knowledge. A person must challenge his brain. The brain is a machine that wants to learn new things.

What you can manufacture with the 90 hours a month that you throw away watching TV. You can:

1. Write a book
2. Start working on another source of income
3. Learn a new language

No one promises you that you will live forever, and the truth is you also do not know when you are going to die. You do not know if you will be enough time to do everything you want to do in your life.

The best time to start building the business of your dreams, is now, not tomorrow and not in a week. You must start at this moment.

If you want to learn a new language, go now and buy books of that language and start learning. If you want to learn to start a business, go to the Internet and download a book that talks about how to start a business.

People throw away their time as if it has no value. Your most valuable resource is time and you must start investing your time wisely and effectively.

I want to give you a list of how you can maximize your time and invest it in a most positive way.

1. While in the bathroom you can read a book or listen to a book.
2. While eating you can listen to a book. I do it and really enjoy eating and listening to books in English.
3. While washing the dishes you can listen to a book. I must listen to a book otherwise I cannot wash the dishes.
4. Before going to sleep, read a book.
5. While in the supermarket you can listen to a book.
6. Always have a book about finances in your bag so that you can read it while waiting on line.
7. While working out in the gym, listen to lectures on financial topics.
8. Go to sleep earlier and get up earlier, before 6 AM, so that you can have more time for your activities.

Chapter 17

You Always Must Have a Backup Plan

Mike Tyson once said that everyone has an orderly plan until they get a punch in the face.

Our lives are very complex and there are no assurances that you will succeed in your life. Your parents who love you and coach you and think that you are very special cannot guarantee success. You, my friend, must prepare yourself for the punch that you are going to get from life itself. You have to always have a backup plan.

You must have an emergency plan if that happens. You must be ready in case you do not succeed. What will you do if your business fails? What happens if you are fired from your job?

Just as in the army there are contingency plans in case of emergency, so too you must prepare a plan for yourself in case of emergency and that everything goes smoothly.

Plan B is often an emergency plan that you can use during an emergency.

What do you do in the following cases?

1. You get fired from your job
2. Your girlfriend throws you out
3. Your business goes bankrupt
4. Your house burnt down

You have to prepare a plan for each of these eventualities. You should be prepared for what may happen. I will try to give you the plan that I would do in each of these events.

Here are examples of plans that you can use in case of emergency. Of course they are all very personal.

What should you do if you get fired?

Of course it depends on the situation and how long you worked there, because you may be entitled to compensation. Here are the things you can include in your plan.

1. Start a business on your own
2. Find a better workplace
3. Go abroad to work in the same profession
4. Make a career change and set up a business in your spare time
5. Learn a new profession
6. Take the trip you always wanted to take, and look for a job in internet marketing

Plan B in case your girlfriend throws you out

1. Join a tender
2. Go on dates
3. Go to places where there are more girls, like at yoga studios, gyms, museums and cafes
4. Call former girlfriends and go out with their girlfriends
5. Take a trip abroad to a foreign country in order to meet new girls
6. Start reading books about relationships
7. Pickup a girl

Plan B in case your business goes bankrupt

1. Return to work as an employee
2. Open up a virtual business
3. Work as an employee and in the free time work on a new business
4. Try again to open your business but this time you have an advantage because you know what works and what does not work.

Plan B in case your house goes up in flames / theft

1. Insure the contents on your house
2. Take an insurance policy in case of a fire
3. Take personal life insurance

I hope that by now you understand my point that you must always have a plan in case things do not go right and in case you need to change your thinking.

I expect you to take your cell phone now and write yourself a personal program on each of these eventualities.

1. You get fired from your job
2. Your girlfriend threw you out
3. Your business went bankrupt
4. Your house burnt down.

Chapter 18

The Key to Getting out of a Fall is to Have Goals that you Can Achieve

If you want your life to have drive to it, if you want to feel satisfied you must always have a list of goals that you want to achieve in your life. The difference between amateurs and professionals is that if the amateur falls or does not succeeds he seeks every way to feel sorry for himself and cries about his failure The professional learns from his mistakes and makes new goals to achieve.

New goals will give you a reason to start working to achieve what you want in your life. Write down for yourself the following goals.

1. Note ten goals you want to achieve this month
2. Note ten goals you want to achieve during the next six months
3. Note ten goals you want to achieve during the next year

Your goals can be from the following areas:

1. Financial
2. Physical fitness
3. Relationships
4. Self-development such as learning a new language, musical instruments etc.

If you do not feel good about yourself and if you feel that you are missing something, try working on your goals, it will do you good. People feel better about themselves when they start working on new goals.

You should always have goals that you want to achieve in your life. Your goals can also change because you are also changing and developing. You do not have to fulfill all your goals and you can always change them because it is your life and you decide what goals you want to achieve.

When you reach your goal you must celebrate because life is running for us and we do not have time to take notice. While moving forward I want you to start celebrating your goals in such a way that you broadcast to your brain that it is good to achieve the goals you set for yourself. This way you can stop and enjoy the celebration of the achievement of your goals.

Chapter 19

You Must Sacrifice Temporary Happiness in Order to Produce Abundance in Your Future

Sam Walton said that success has a price

It is worth succeeding in life. You will have to pay a personal price for that success There is a price for success. There is a price of time you have to invest to succeed. There is a price of the money you need to invest to succeed. There is a price that you will have to sacrifice temporary happiness in order to generate economic prosperity in your future.

If you are a discharged soldier I offer you the following advice. **Sacrifice temporary happiness in order to create abundance in your life and in the life of those around you.**

When you are discharged from the army, you receive a grant of NIS 50,000. When I say to sacrifice temporary happiness, I mean that instead of buying a car or taking a trip, I suggest that you put the money in a savings plan for at least the next three years and add to this savings plan at least 40 percent of your income for three years You will be able to buy not one car but three cars.

Below is a table that illustrates what I am saying.

For example our hero earns 8,000 shekels and saves 40 percent of his income every month for three years (I do not refer to interest). That means that each month saves NIS 3200.

First year -	+38,400
Second year-	+76,800
Third year -	+115,200
Grant -	+ 50,000
Total -	+165,200

Within three years he has more than NIS 165,000 in his pocket. Now if you ask me, he does not have to buy a car, he has to ask himself how he can reach NIS 250,000.

The only way to produce abundance in your life is by sacrificing temporary happiness. That is, reject your desires and save at least 40 percent of your income.

Chapter 20

There are Many Ways to Make Money. You Must Find Your Way

Let me tell you a personal story. I took a course about the American capital market where I learned a lot. However, I did not make any money and became very frustrated. Not only did I not make money, but I lost about NIS 15,000 in 3 months. A friend told me "Listen you must learn to make money off the stupidity of other people."

And after losing the NIS 15,000 I penny dropped **and I realized that I did not want to make money off the stupidity of others. I think it's easier for me to make money helping others.** After all, why am I writing this book? It is to help discharged soldiers improve their financial education and help them fill their lack of knowledge. No one taught me, I studied and read and I heard over 300 books in order to write this book.

I want to make money, but I want to make money by helping others. My way of making money is to teach other people whether it's through my books or personally one-on-one. I really love teaching, explaining and guiding.

You must find the best way for you to make money through your own qualities and knowing who you are.

I would like to give you some examples that can help you find your way to make money.

1. Work in sales in a professional manner (Concern for the customer, adjusting the product to the customer).
2. Gives lectures
3. Become a personal trainer
4. Become a Guide
5. Build websites for customers
6. Intermediary between people

It is not easy to find your way to make money. You need to check for yourself what the right way for you to make money is. Whichever way you choose you must be focused on your customers and you need to know what your customers needs.

Ask yourself the following questions:-

1. What item of value can you manufacture or which service can you sell?
2. How can you teach your profession?
3. What talent can you sell?
4. What problem can you solve for your target audience?
5. Who is your target audience? To whom do you want to sell?
6. What can you do that will make you feel good?

Chapter 21

Do not Analyze Somebody Else's Life; Concentrate on Your Life

Stop analyzing other people's lives. Nothing good will come out of it. I do not understand why people delve in and analyze someone else's life even if he famous. If you want to succeed in your life **you must concentrate on your life** and you must be committed to your life. Focus on your life.

You do not know what other people have gone through in their lives or what they are presently going through. Once you know, you may not want to trade places with them. You can never be someone else even if you admire them with all your heart. The best thing you can do is the best version of yourself and that is exactly what I want you to be.

How much time do you waste understanding and analyzing other people's lives?

How much time do you spend watching other people?

Why do you think about other people? Why do you not concentrate on your life?

From now on, I want you to concentrated 100 percent on your life. I want you to start asking yourself, what do I want? What are my goals? What do I want to achieve? What's doing me good? Why am I doing what I do? How can I be the best version of myself?

The minute find yourself occupied with something that is not your life, I want you to immediately start working on one of your goals right away. You must be committed to your life and if you will take charge of your life you are actually hurting the effectiveness of your life.

Chapter 22

You Must Exchange Money for Assets

Your money will always find a way out. The nature of money by most people is to be spent. We buy things that we are convinced that we need, and in reality we do not need them at all. I'm not talking about food and talents. I'm talking about buying item that are superfluous.

For example:

1. The Israeli consumer replaces his cell phone every year
2. The Israeli consumer is a leader in online shopping
3. The Israeli consumer always uses a credit card, so that he can buy more products that he thinks or convinces himself that he should have.

In short, the Israeli consumer likes to buy, and likes to buy everything. My friend, you must buy, but you have to buy assets, you must turn your money into assets.

When I say assets, I mean anything that can put money into your pocket. You must always convert your money into assets.

Let me give you an example from my life. My father received an inheritance of NIS170,000 from his mother after they sold her apartment. My father spent all the money of the inheritance on the renovation of our house. He sees it as a smart investment because the renovation increased the value of the house and it is now worth over a million shekel.

I tried to explain to him that the house he lives in is a liability because the house always costs money and does not produce money. I tried to explain to him that he should take the money he had received and buy assets. I suggested that he buy two caravans on the beach in Eilat and rent them on a daily basis. Within three years he gets back his initial investment and also keeps the two assets for himself. Then if he wants, he can take the money and buy another two caravans and rent them and after three years he can buy another two caravans and rent them.

I explained to my father is that he must replace the money he has in assets and in order to create a circle of economic happiness.

That is exactly how rich people think. They want to exchange their money straight into assets because they know that money has a tendency of getting spent. Rich people first want to get their money back and to keep the asset that will earn them more income. And what will they do are extra income? True, they will buy more assets.

Chapter 23

You Must Create a Calculated Way of Life

When I say that you need to create a calculated way of life, I am not saying you must put up with lower standards. What I am saying is that you must to spend your money and what will produce the best value for your money.

First of all you must always pay yourself first and keep for yourself at least 40 percent of your income. After you have received what you deserve you can pay your expenses. When you have little money left you have to decide what you want to spend your money on.

I think the best item you can spend your money on, is books, seminars and books you can listen to.

Let's say that if you have the little money left and you chose to buy for yourself a new pair of sneakers which costs NIS 600. We all know that after a year the value of the shoes is nothing and you just have to throw the shoes into the garbage.

Now let us say that a month after that you decide that with the little money you have left to buy book about finances. The book costs you 100 shekels and you learn from the book and the book gives you some tip that changes your thinking and you now apply what you learned in your business. Let's say that the book teaches you how to increase sales and thanks to this

tip from the book you manage to close a deal for tens of thousands of shekels. Was the book worth buying? Obviously it is the book that gave you a return of more than 1000 percent.

Books always a good value and you get the best return for your money. Let's take my book for example, The Israeli guide to security abroad. You are also welcome to search the book on Google or Facebook.

The price of the book is NIS 50. If you are not willing to invest NIS 50, you are in serious trouble. If you buy my book because you are a discharged soldier who wants to work in security abroad, you get in return personal knowledge of six years of my life and tips on how to conduct economic affairs in a foreign country. The tapes alone will cost you over NIS 500, a return of over 100 percent. Books is the only thing that gives you a return on your money indirectly plus it gives you knowledge that helps you improve your life.

I think that you should only spend your money on books, seminars, food and products that help you improve your talents.

Chapter 24

The Tremendous Power of Repeating

Repetitiveness has a tremendous influence on your life. Everything you do in your life, if you repeat it again and again it will have an improving effect on your actions. It makes no difference what it is. It could be sex, drinking beer, lifting weights, saving money, reading a good book or learning a new language. The more you times you repeat the actions, depending on what you do, you will see results.

For example, if you want to develop strong muscles you must repeat your actions over and over again and you will get some kind of reaction from the muscle you are working on. Note that when you do a lot of repetitive exercises with your muscles, it will learn that you are now practicing so it begins to accustom itself to that.

Of course, when you lift weights you first break the muscle down and after a rest and eating something the muscle is strengthened and rebuilt.

In school we were taught that if after repeating the same text several times you do not understand it, you are categorized as stupid or learning disabled. That it is a big mistake. On the contrary, to understand things in life we need to repeat them over and over again. If the child wants to read the text again it means that he is smart and he understands how the world functions.

Everything in life is based on repetition. The more you memorize and repeat things the more information you accumulate. The same thing is with money. Your money is accumulated by repetitiveness. You repeat the same actions and save the same amount or different amount and put it into your bank account.

The same is true with sex. Can you satisfy a woman by penetrating her vagina once? Obviously not. In order to get to the point where you satisfy your woman you will have to repeat your action many times and also from different angles.

The same thing is true with reading a book or learning a new language. The most powerful thing you can do is to read the book at least three times. You can compare reading a book to having sex. Just because you have sex with a girl you still do not know if you are interested in her. However, if you have sex with her for longer than 90 days you will begin to develop feelings towards her because the intensity of the action repeats itself. The same is with the book. If you read the book once that is nice, but you have no feelings that will tell if you

find the book right for you. You must therefore read the book a few until you start connecting to the book.

Bruce Lee once said, "I'm not afraid of a man who practiced ten thousand kicks, I'm afraid of a man who practiced that same kick ten thousand times."

In martial arts, the power of rehearsing the technique of a punch or a kick or a particular exercise started at the power of repetition. All martial art is based on the power of repeating the same action.

Chapter 25

Become a Student of Financial Education

Bruce Lee said that learning is a constant process in which we learn new things we did not know.

Warren Buffett said that the first rule in money is never to lose money and the second rule is; do not forget the first rule.

You must become a student of money and begin to learn how money works and ways to make money. Once you have that knowledge you will seek your way of making money.

Warren understood the power of money at age six and knew that money in his time will be worth much more in ten years time.

At seven years old, he realized that he had to exchange the money he had earned from the sale of chewing gum and Coca Cola and purchase of assets. That is why he bought his first candy machine and after a few months he bought another eight candy machines. Warren understood the power of money; to exchange the money he saved into assets (candy machines).

In addition, Warren realized that he needed external knowledge in order to win. He saw books as the ammunition he needed to win the battle. I have a question for you.

Can you win a war without bullets or ammunition? Of course, Warren did not see books as ammunition to battle his finances. In addition, Warren always knew he was a millionaire, but did not know that one day he would become a billionaire. That was all because he understood the power of money.

At the age twelve, he had already read all the books on finance in the local library twice. He always defined himself as a student and this definition forced him to learn better and to know how investments work. That used the same psychology in the world of stocks and capital market. He bought whole businesses through his company Berkshire Hathaway that he set up for that purpose.

At age 16, Warren already had about \$ 250,000 in his pocket. Thanks to the power of his money, the fact that he was a miser and because of his ability to identify at an early age that he should always exchange money in assets.

The truth is he did not exchange, he repeated both the money he invested while the assets remained with him.

That's why Warren Buffett is the third richest man in the world. You and I must learn from him. We need to be students of financial education. We should know better how to return our money back and how to keep our assets.

Shai Menachem said, "The more I study the more I understand how much I do not know and therefore I have to learn more."

You must always say, "I want to know more. Tell me more. What else do I want know." You must listen more than talk. That is why you have two ears, to listen more. "The more I study the more I understand how much I do not know and therefore I have to learn more."

I want you to have the approach to life where I am always a student, always wanting to learn and always wanting to add more knowledge. I need knowledge to make my life a good one.

Chapter 26

Protect Your Mind

You must protect your mind from all the negativity. The only way the media can sell you news is through negative stories. Positive reporting does not produce high ratings, only negative things make you watch TV because you want to see what is happening in your country.

The problem is that the negative stories enter your mind and you therefore think that everything is bad and nothing is good in your country.

You think everyone is trying to steal your water or that everyone is in the minus and that your situation is not bad in comparison to the rest of the nation.

The problem is that it is not true and your situation is not good and your proofs about the country are wrong because the television, Facebook, newspapers or news applications, including economic applications, show you only negative things. As a result, you form opinions that you are in a place that is bad. You convince yourself that everything is fine, because if their situation is terrible then my situation is fine.

Another thing that your mind does not know is, how to separate the lie from the truth and thus whatever you feed, it absorbs and believes it even if it is not true. If you look at the news and only see bad things your mind will absorb bad and you will feel bad, even if there is really no reason to feel that way.

Wherever you put your focus that is the way you will feel. If you focus and think positively you will feel good and positive.

I suggest you make yourself a challenge whereby for thirty days you do not look at news and do not watch television and do not expose yourself to anything negative. After the thirty days, I'd like you to write in your notebook or on your cell phone how you feel.

You're probably thinking to yourself, but Shai, if I do not see news how will I know what is going on in the country? The answer to that if it is something important, people will tell you in their own. You do not have to chase and search for negative news. **You must focus only on positive things and your goals in life.** You must protect your mind from all the negativity around you. You must nourish your brain with positive things, positive stories and positive thoughts.

Another thing is that you do not have to think about everything, try seeing the future and think about what will be if... You have to focus on the present and understand that now I'm

good and I focus only on positive thoughts and I do not think about the future. I'm currently focusing on what is doing me good and goals I want to achieve in the next six months or next month.

Now make yourself a list of what really makes you happy and what makes you smile in your heart.

Here is my list of what makes me smile in my heart.

1. Swimming
2. Smiling and laughing
3. Sex
4. Reading books on personal development and finance
5. Stand Up comedy
6. Music
7. Gym
8. Instructing and teaching

What is your list? What makes you smile in the heart? Write down your list.

Note that this list can change over the years and that's fine because life also changes over the years.

Chapter 27

Why Seven Times

I have a few questions that I want to ask you. Why are you studying for your degree? Do you have an answer to my question? Have you ever thought about it?

I want you to start developing a habit that you before you do anything ask yourself why are you doing it. Now ask why is once not enough, but rather to ask yourself the question seven times.

If I repeat my question as to why you are studying for a degree, the first answer that comes to mind is to learn a profession.

So the answer to your first "why" is to learn a profession.

I will ask again, but why is it important for you to learn a profession?

Your answer can be that it is for financial safety net.

So the answer to the second "why" is that it is an economic safety net.

I will ask you, why is it important for you to have an economic safety net?

Because it is important for me to be financially secure in my life.

So the answer to the third "why" is for financial security.

So I ask why it is important for you to be financially secure.

You can answer me that it is important for me to be financially secure so that I can support my family.

So the answer to the fourth "why" is to help your family.

I will ask you again why it is important for you to help your family.

You will answer that I want my family to respect me and love me.

So the answer to the fifth "why" is to be loved and respected.

I will ask why is it important for you to be respected and loved.

You will answer I have to feel that my family loves me.

So the answer to the sixth "why" is the feeling of love from your family.

I will ask you why is it important to you that your family give you a feeling of love.

You will answer I have to show them that I'm successful what I do.

So in reality all the "whys" boil down to the desire to show your family that you are successful in your life in what you do.

Take note that your "why" is very unique one and it changes from person to person. Every person is different because his dreams are different.

In this exercise we deliberately ask "why" seven times, in order to move from an automatic response, that is, a quick response from the head to an emotional response that comes from the heart. That can only be achieved by asking "why" seven times.

Chapter 28

Build Your Life on Strengths and Not on Weaknesses

If you've seen the boxing match between Floyd Mayweather and Conner McGregor, you can understand how Floyd beat him with his fists since Floyd's fist has the right strength to win this fight. He knew how to tire out his opponent in the eighth round of fighting in the arena. He took advantage of this lack of knowledge and thus amassed points in his favor. Towards the end of the tenth round McGregor no longer had the strength to even hold your hands up. He could hardly breathe and could not punch properly anymore.

You can strengthen your weaknesses but in life you win with the help of your strengths. You must know what your strengths are and be the best you can.

You can never win the battle with your weaknesses. You must always use your strengths. If you know that you are best in fighting on ground, take your opponent to the ground because there you have the best chance of winning.

I will ask you what you are really good at. What talents do you have? What are your strengths?

I'll tell you what my visions are and what I'm good at and about of my strength and how I'm going to fit them into my life.

1. My profession is as a security guard. I have six years of experience in security of which three and a half years I was a security guard abroad.

For more information, you are invited to read my book The Israeli Guide of the Security Officer Abroad.

2. I have extensive knowledge and skills in martial arts, because at the age of 5 until 18, I studied at Dennis Survival. At the age of seventeen and a half I received my black belt and became an army instructor in hand to hand combat. Today I am more interested in teaching martial art privately.

Because of my desire to open a place of my own I started to study finance so that I should be able to know how to raise the money to open my place. Today I've read about 200 books on finance and business and I continue to learn to strengthen my financial education. My goal is to become a "teaching machine" of finance.

As a result, I was able to start for my father a moving business. Today, I am able to save up to 80 percent of my income. I am also a writer and I teach martial arts in my spare time.

Now that I've told you my points, I want to ask you what your strengths are.

Remember that you can only win in life through your strengths.

Below is a list of strengths that can possibly help you.

1. Are you a salesman?
2. Do you know how to write marketing?
3. Do you know how to speak in front of an audience?
4. Do you know how to be a guide in a nice and simple way?
5. Do you know how to raise money from investors?
6. Do you know how to size people up correctly?
7. Do you have any unique talents that you can market in the form of a product or service?
8. Do you have knowledge of real estate or finance?

9. Do you know how to manage a business in a quality manner?

10. Can you draw pictures and simulate them on the computer

Your strengths are what you know best and feel very emotional about them. When you do them you feel satisfied and you notice that time flies.

What are your strengths in life? Maybe it is related to sports or martial arts or perhaps it is related to the construction of software or websites.

Chapter 29

What is Money

I probably should have started the book with this chapter, but I had good reason for keeping it until now. Do you really know what money is?

Could it be that for you that money is paper in the form of banknotes or coins? Maybe you think that money is energy? Is it true that money is energy? Perhaps money is talent? What do you think?

I saw a video on Facebook where someone said money is value. Now that answer is correct but not exactly.

I want to give you now my definition of what money is. Are you ready?

Money is the result of value depending on the market price

Do you understand this sentence? Did you succeed in understanding what I mean?

I will try to explain myself in the simplest way possible. Money is the result of the value you give or get in the market.

The question is what value can you sell it for? What is the value that you provide or manufacture or a service that you can offer that has value to people.

I will repeat the sentence again; money is the result of the value you can get in the market.

After we understand what money is, what remains to be understood is what and who is the market.

The market determines the value of what you give them. Only if the market, that is the people, will see it as a value are they willing to give you a result, in this case money. Therefore the price is determined according to the market, which is, according to the value determined by the people.

After you realize that money is your result of value, **you must ask yourself what value you give to other people.** What values do you provide them beyond your product or service? Once you realize this value you will be able to improve your product or service.

The value that I give is that I provide them with practical knowledge of my life and the tools from the best mentors in the world. In addition I provide the fact that I make you start believing in yourself and make you see the world of finance in a different and better way.

Chapter 30

The Enormous Power of Saving Money

Albert Einstein said, "I am grateful to anyone who said no; they're the reason I did it myself.

Albert Einstein said "Madness is to repeat the same action time after time and expect different results.

I want you to understand if you repeat the same action of wasting your money you will get the same result; the lack of money. The only way to accumulate equity is to use the power of your savings. You must develop a habit of saving and do it your entire life.

I want you to know that you cannot accumulate money without saving it. You cannot use the power of your money without saving your money (you can raise money but that I will explain later).

The power of saving your money is enormous and is the first stage in the creation of your money machine. Since banks today give you zero interest for your money, you must save money and learn and improve your financial education

I also want to clarify that the only reason you save your money is, so that in the future you can invest it in an assets or business where you have knowledge and experience.

I want to come back to the enormous power of saving your money so that you should be able to invest in it in the future.

Your savings consist of the following steps:

1. Why do you save your money?
2. What percentage of your money do you save?
3. You must realize that saving money is a mental exercise.
4. The savings of your money must be automated.

I want to explain these four steps because they are very important and they are listed in order of importance. The first step is the most important because you owe a reason to the "why" you save money. The stronger your reason is, the easier it will be, for things may change in the future, but your motivation will remain strong because you still have a strong reason for the "why".

If you are a discharged soldier, I am sure you have a strong reason for the "why". I ask you why you save your money.

Do you save your money to start a business? Do you save your money to go exploring in the world? Do you save your money in order to buy a new vehicle (I very much hope that for your sake that this is not the reason)

You must ask yourself every day why you save your money, until you find your answer that comes from your heart. The strong reason for the "why" will help you continue on the path that may be difficult for you. You will need to believe in your "why" so that it should keep you strong in the future.

So what is your "why"? What is the reason you save your money?

The second part is what percentage of your income do you save? This part is very important to the power of your savings. I want you to understand, you must save at least 40 percent of your income. If you are not capable of saving 40 percent of your income you are living very dangerously or your level of financial education is relatively low. It is difficult for you to control your money and your feelings when you lack control of your emotions. You then control of your money.

You must know what percentage of your income you save each month.

I can tell you that I save about 80 percent of my income. I do this on purpose because I have a strong "why" and I want to prove to myself that I can live on 20 percent of my income.

When you know what percentage of your income you are saving, you then know about what percentage you live in. If you save about 40 percent of your income you know that you are living on 60 percent of your income.

So I ask you what percentage of your income you save each month and why.

The third part of the power of savings refers to the fact that saving your money is a mental muscle that is intellectual. Just as we train the muscles in our hands, so too we need to train the muscle of our savings, which means that we should always strive to save more. If you save 40 percent of your income, I should ask you myself what can I do to save 50 percent of my income.

Here is a golden tip. If you are smart, any raise you get from your employer should go straight off to your savings. That way you will build your money machine / your equity much more quickly. Any bonus from work, any increase in salary or gift from your employer must go straight to your savings account.

The fourth part is that the power of your savings must be automatic, meaning that you should not consider other uses or options for the money. The main problem is that humans are not built to save money because we have a mentality of living in the "now". We want to do everything now for tomorrow you may die. Since we do not know how long we will live, we do not think about the future, and therefore it is very difficult for us to save money. That is why savings of your money must be automatic and it is not given to your consideration.

When you live on a little bit, you begin to realize what is really important to you and you do not spend your money just on anything because your money is limited. Since most of your money is in saving you must be very well thought out and understand what to spend your money on. Now you may begin to feel that it is difficult for you to save your money. So I want you to become creative and start asking yourself what other sources of income I can produce without spending any money. What talents do I have that will help me put more money into my pocket.

I for example, because I save about 80 percent of my income I teach martial arts in my spare time which gives me both satisfaction and additional income. In addition, I write books that help people produce assets without taking money out of my pocket.

What talents do you have that you can teach and in return make money off them?

Below is a list of what you can teach:

Martial arts, swimming, marketing, new language, musical instruments, computers, yoga, sports, bodybuilding, finance, consulting, marketing, advertising, construction, software development, meditation, etc.

I also want you to know that you can sell the product you produce and also teach what you teach. Let me give you an example. I am currently teaching martial arts and one of my students is a 15 year old. He told him that he painted paintings and I explained to him that he could sell his paintings and also teach people how to draw as people are willing to pay for this service or product.

What product or service can you sell to others?

My book is a product in which helps to solve the problem of lack of basic knowledge of finance to help veterans.

After you realized the power of the four partial power of **saving your money, it is time to act.**

You can go to the bank and tell them you want to open a savings plan and that you want to save (the percentage you choose to save) or you can call the bank and open a savings plan via the phone.

Go ahead and open a savings plan. What are you waiting for? You have my permission.

After you understand why you are saving your money, and you realize what percentage of your money you want to save and know that you constantly want to save your money, you must realize that the only correct reason you save your money is that you can invest it and watch your money multiply.

You must know what to invest your money in. You must develop your financial projections and start going to seminars on finance and sales and reading books about finances. And when it is your muscle of financial projection is so strong that you will know where to invest your money.

Another reason for saving your money is, that if you do not save your money and fall in financial difficulty and you work at a job you do not like, are in trouble. You will have to eat everything that the boss throws at you because you have no money in your bank account and you have no financial ability to go and find another job or start your own business because there you have no money in your bank account. Now you understand the power of saving money. However, if you have saved your money, you have developed enough confidence to go out and sell market your talents and will eventually be able to start your own business.

Chapter 31

Never Take Advice from Somebody Who Does Not Have Money

Let's imagine that you and I are going to one of the places I love most. We are going to the gym. Not only are we going there, but we also paid for a private lesson.

We see the instructor coming and he starts talking. We are a bit shocked because the instructor is a fat man wearing a tight shirt with a picture of a gym instructor on it. Would you believe someone like that is a gym instructor? Not only does he not represent what he is trying to teach, he also gives us a bad personal example.

So why when it comes to money do you make the same mistake and take advice from people who have no money and you know they have no money.

I like to repeat myself, so I will say it again; you never ask for advice about money from **people who do not have money.**

The main problem is that sometimes it's someone from the family giving the advice, who thinks he knows what is best for you. He really means the best for you, but he gives you advice that could cost you a lot of money. It is hard to tell your father or mother to please not give you advice about money.

Let me give you an example from my life. My father told me that I should buy an apartment, because it is a solid investment that will help me later on in life. I told him "Dad I really love you, but please do not give me advice about money and finance." When he asked me why, I told him because you do not have money. He thought about it and was silent because unfortunately he understood that it was true.

Just like in the book Rich Dad, Poor Dad, Robert did not listen to his poor father because he gave him advice that will make him poor.

Let me tell you, before you take advice about money and finance, ask yourself the following question. Does the man who will give you the advice about money have money in his bank account? Or is he poor and lives from paycheck to paycheck.

That's why it was said the worst advice you can get is when it is for free. If you want advice about money and finance or have a question about your business you need to find an expert in the field, read books on the subject and of course **you must pay for the advice of the expert. His advice can save you thousands of shekels.**

If you feel that you need advice about money, which means that you lack the knowledge about money and finances, you must seek professional advice before it costs you a lot of money.

Chapter 33

What Questions Should a Discharged Soldier Ask Before Taking a Job

As a security guard in Munich, I once returned home for a holiday in Eilat. I went out with some friends to a pub for a beer. As we started talking, one of them asked me how much I earned in Munich as a security guard. I told him that he is looking at it all wrong. The question is not how much I earn, but rather how much can I save every month. That's the right question. I explained to him that in Munich I can save about 80 percent of my income.

It matters not how much you earn and how much can you save.

When you look for a job you have to ask yourself where I can save more money. In any case you will be working hard but you need to know at which job work you can save and protect more of your money.

If you are undecided about which job to take, ask yourself the following questions.

1. At which job can I learn more?
2. At which job can I save more of my income over time?

I have already explained that there is no real security in the workplace. As a salaried employee you must know that today most jobs are contracted and therefore you must be flexible. In your free time try to start your own business and use your skills, experience and passions.

Chapter 34

The Problem is that Your Salary is Limited

I don't know if you are paying attention, but the main problem with being a salaried employee is, that your income is limited. That is, there is only a certain amount of money that you can earn. There are 24 hours in a day and you can work maximum an average of 12 hours a day.

Not only are the amount of work hours limited, but the amount of money that you are able to save is also limited. So you are in trouble and I will add that you do not really have **confidence in your workplace because tomorrow morning your employer can decide to fire you or simply not renew your contract.** That happened to me several times in my life and found myself without work for a period of time.

Since your salary is limited you must start learning to be creative and start developing your talents in order to open your own business and become independent.

Here is a list of things you can do:

1. A business based on your contacts or a friend or someone from your family
2. You can write a book
3. You can source your talents
4. You must learn and invest in your financial education
5. You can learn to sell products on Amazon or E bay
6. You have to be creative and build a business that will help yourself and help solve other people's problems
7. You can learn sales

The first step is to understand that your salary is limited and you do not really have confidence in your workplace. The second step is to start being creative and start investing

in your brain. The more you invest in your brain the more knowledge you have of what to do or what business you can open in your spare time.

Warren Buffett said that the more you learn the more you earn.

The secret is that you have to make yourself a machine that learns all the time, especially when it comes to learning about finance. You must understand how your money works and how to make or print more money.

Warren did not say the harder you work or the longer you work, the more hours you work. He said the more you learn, you must learn more you will earn more which means you will learn how to save your money and how to invest it wisely. Only if you invest in your brain and start learning finance and learn more about your field will you start earning more.

I will give you an example of my uncle who has his own business doing renovations. The main problem is that he does not implement what Warren Buffet told us that he must learn about his profession and my uncle does not learn all.

I explained to him that he has to broaden his horizon and learn something that is close to what he is doing. I told him that he had to learn to become a certified electrician.

If he learns to be an electrician he can help more customers because he is now not only a handyman but also an electrician and now has the option to earn double and help more customers.

Just as Warren said, the more you learn, the more you earn.

When I told him that, he gave me a serious look. I told him to stop just looking at me, but to start learning.

Once he is a qualified electrician he will be able to increase his market.

I want to give you this added bonus that is called formula for daily calculation.

Your salary divided by the number of days in the month.

For example I earn in 1800 Euros and there are 31 days in the month, which means you can spend about 58 Euros a day.

Of course, the goal is to save first the largest percentage you can, that is, over 40 percent. If we use formula for daily calculation, for example, let us say that after saving 150 Euros there are 15 days until the next salary.

The idea is to divide the 150 Euros by the 15 days left, which means you can only spend 10 Euros a day until you get your next salary.

Chapter 35

You Must Raise Money Before You Spend your Money

Robert Kiyosaki said that he who uses his own money is stupid and lazy.

Robert explains in his book *Unfair Advantage*, that if you use your money you are called a stupid man and you don't understand how the economy works. Not only are you stupid but you are also lazy.

Let me explain to you what he means when he says that you are stupid if you use your own money. Here's why it is a real stupidity. Why use your own money instead of raising money from others; sell your idea to others. Let me point out that you are not asking for free money, you are offering them a product or service that will give them a return of ten times the value of their money. They will receive a value of ten times their money, and that's exactly how the world works.

It is worth taking other people's money that using your own money which you know is giving you a high return. The value does not necessarily have to express itself in the form of a product or service, sometimes an extra smile, listening, forging a new relationship with the client can be an extra added value. All this gives value to the customer and in return he gives you his money.

Here is a rule I want you to think about before taking money out of your pocket. I want you to think about what value you can give. It is worth raising the money you need to put your idea or product on the market.

I for example, intend to raise money for my book through a website called Jump Starter. It is a site that raises money from people and promotes projects. In return for their money, I will be giving a gift to the people who support my idea. The gifts can be anything that can give my customers a value that is worth ten times their money.

Here are some examples:

Gift 1 - This digital book signed by the author with a personal dedication (Cost: 50 NIS)

Gift 2 - My Digital Book + A Special Book Just for my Promoters (Cost: 70 NIS)

Gift # 3 - My Digital Book + My Special Digital Book + A session of business and personal advice (Cost: NIS 90)

You understand that before spending my own money in getting my book published, I have to think about how to raise money from others.

Chapter 36

Sleep is the Fuel for Your Life

When we are small children we do not think that sleep was important. Sleeping was a challenge and whoever did not sleep all night was considered a hero. It is clear that sleeplessness affects your energy, your body as well as your brain.

When you are a little boy you do not understand the importance of sleep. However, as you get older and reach age twenty, you begin to realize how much sleep will contribute to your life. Sleep gives you energy and without energy you cannot accomplish much in your life.

Our generation has reached a state of insomnia. In other words, we find ourselves tired all day nearly falling asleep.

Lack of sleep is a disease that we are aware of in our generation. The problem is that we have developed a habit of going to bed late because of many reasons, and this we do not attach importance to sleep. That is a difficult problem and even a kind of disease.

The problem is that we are teaching our brains to go to bed late which creates an unhealthy habit that affects our energy level and without energy we cannot really function properly. The secret is to start two habits that are very important in our lives.

1. You must go to bed early, no later than 10 PM.

2. You must get up early, no later than 7AM.

I know that in the beginning it is not simple to go to sleep early since your brain is not used to going to sleep early. You must therefore educate your brain and your body to go to bed early.

I want to give you some tips on what you can do in order to go to sleep earlier.

1. At 9:30 PM, lie down in bed and read a book.

2. Make sure it is dark in your room when you go to sleep.

3. Cover your face with a sleeping mask.

4. Have sex in the evening before bedtime.

5. Listen to a guided imagery half an hour before bedtime.

Chapter 37

A Good Debt That Helped My Family

In this chapter I'm going to talk to you right from my heart.

When I was in the army as a combat soldier, I knew that my family was in a poor financial situation. I did not know how I could help them or how to solve their problem. I did not have the tools to help my family and besides that was not my mode.

I always helped my father with his work when I was away from the army. And I also had some special vacation from the army where I had to work and it was worth it economically helping at home (shopping for food, etc.)

I knew that my father drove a truck for somebody else. All the money he earned was his partner. It should be noted that the partner did nothing but get the customers and my father did the driving and deliveries. He worked very hard.

When I was discharged from the army, I had only one thought in mind; to work hard and make money. I did not think about accumulating assets. I just wanted to work hard and make money.

Very quickly I found myself working as a security guard at the oil pipeline Eilat- Ashkelon. I earned an average of NIS 9000 a month, not bad for somebody straight out of the army.

I worked there for 12 months during which I had no great awareness of saving my money and I had no financial education.

I gave half of my salary to my father so that he could pay off his debts. Debts are a word I do not understand and I just hate. I want to point out that as a security guard I sometimes would work 12-hour shifts. If I was not at work I was asleep.

I began to realize that giving my father NIS 4000 every month was a stupidity and it really did not help him much because my father was always in debt or rather say my father had bad debts.

Let me take a moment to explain:

A bad debt is a debt that takes money out of your pocket.

A good debt is a debt that puts money into your pocket.

I would give my father half of my salary or NIS 4000 and he still had debts. I had to understand the root of the problem that my family was in. At the time, my mother did not work and the entire economic burden fell on my father.

I realized I had to take a step that would help my dad get out of the situation which he was in. I realized I had to buy my dad a truck, something heal his life. That was his dream. I told him that in a few months I would buy him a truck. I knew that the truck would cost NIS 80,000.

Now I want you to understand that I had no financial education or financial know how and I have no idea how to buy a truck. I did not know from where I would get the money from nor did I know where to buy a truck.

I had just started to save money and after four months I have saved NIS 20,000. Together with my army deposit of NIS 30,000, I now had NIS 50,000 which meant I still needed NIS 30,000.

Where will I get another NIS 30,000? The truth is that I have no idea where to get it from. I decided to take a loan for the money I was missing.

The NIS 80,000 truck that I wanted to buy was a 2012 which would last for at least one year.

I went to the bank to take a loan of NIS 30,000. I remember that I when I first went to the first bank did not approve my loan, even though I explained the whole story to them and why I needed the money and why it is important for me to buy my father a truck.

When they refused to give me a loan, I told them that I was going to leave them as my bank. They did not seem to care. So I went to another bank to open an account. Before I opened the account I explained to them that I needed a loan of NIS 30,000. They agreed to give me the money.

Indeed, a few days later, we went to buy my father a truck so he could open his own trucking company called Fedida moving.

At the time I did not understand what I was doing but now I understand exactly what I did. When buying my father the truck, I used two key tools or two forces. The first tool is the power of savings and the other tool is the power of good debt. The intention was to create a good debt by buying the truck and of course after three years the truck returned my NIS 30,000 and even more than that.

And now my father works with his truck and makes a good living for the family.

The main problem is that most people do not have financial education. It is most important to learn financial education.

I want to tell you another story about my father. He received an inheritance of NIS 170,000 after he sold my grandmother's apartment. I explained to my father not to touch this money. Several days later I told him that he had should take that money and buy two caravans on the beach and rent them out on a daily basis. In other words, he should take the NIS170, 000 and turn them into two assets.

My father, of course, did not listen to me and decided to renovate our house. He told me that he has been waiting for 15 years to renovate the house and now was the opportune time.

I explained to him that he was making a big mistake. The renovated house will not give him any return. He thought his house is an asset. He did not realize that the house is in reality one big obligation. His truck is his asset since it makes money for him and the best thing to do was to buy two more assets.

Today I understand that my father's main problem is not lack of education, but the lack of financial education. He lacks the understanding of how to take equity, that is, NIS 170,000, and to turn this capital into assets.

Today I understand that I cannot change your thinking just as I cannot change my father's thinking. I can try to influence you, but you have to choose whether you want to change yourselves.

How we can keep in touch?

I want to give you my personal email. that you can ask questions or set up coaching session where I can help you more. that you will get the goals that you want for your life.

**Thank you that you read that book and I want to say
again thank you that you invest time in yourself**

1 feed your mind with financial knowledge

2 save your money

3 invest your money

And do that all over again

Email – shaicoach1@gmail.com

Facebook– shai fedida

thank you

shai fedida