



A COMPANION TO THE BOOK

The Twelve Million-Dollar Principles

The whole book, distilled to twelve lines you can carry.

from The Million-Dollar Mind
by Bill Kimura

LONDON • NEW YORK • SEOUL

Believe, See, Build

I IDENTITY

Don't chase the million; become the person who makes it.

II THE SUBCONSCIOUS

The mind achieves what it is used to, not what it wishes.

III ABUNDANCE

Your behavior with money matters more than your knowledge of it.

IV ASSETS

An asset feeds you; a liability eats you.

V SYSTEMS

The wealthy don't own a job. They own systems that work for them.

VI LEVERAGE

Leverage turns an hour of effort into a lifetime of income.

Multiply, Keep

VII THE PLAN

A dream with no number and no date is a wish; give it both, and it becomes a plan.

VIII PERSUASION

People buy with emotion and justify with logic.

IX NEGOTIATION

Your power is not in your need for the deal, but in your ability to walk away.

X NETWORK

Your network is your next net worth.

XI VOICE

He who explains well, sells well; he who is seen is believed.

XII KEEPING

Wealth is built by boldness and kept by wisdom.

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*Wealth is built twice —
first in the mind,
then in the world.*

These twelve lines are the map. The book is the journey — twelve chapters that turn each principle into a step you take tonight.

Read *The Million-Dollar Mind*.
The first million is one idea away.