

# Think BIG and Kick Ass in Business and Life

By Donald Trump and Bill Zanker

## PASSION, PASSION, PASSION

- You have to love what you do or you are never going to be successful
- The passion you have will work in your favor and bring other good things your way.
- Simple formula for getting wealthy: work hard at what you love.
- With everything you do, find a mission beyond money that you can become passionate about.
- Be a doer, not a dreamer.
- You hear lots of people say that a great deal is when both sides win. That is a bunch of crap. In a great deal, you win – not the other side. You crush the opponent and come away with something better for yourself.
- If you want to be successful in life, you have to be able to handle pressure.
- The Formula for Knowledge – Life forces you to learn from your mistakes, but it is much better if you can learn from others' mistakes rather than your own.
- Never give up – If you want to be successful, you can never, ever quit. When you feel like quitting understand that is the time when you begin to learn important information about what it takes to succeed.
- Get out of your comfort zone – you have to leave your comfort zone in order to challenge yourself to achieve greater accomplishments.
- Take action – once you set your goals, start looking for opportunities to start acting on them. Don't hesitate when an opportunity presents itself. Do not wait for the "right time" or the perfect time. It will never happen.

## BASIC INSTINCTS

- Go with your gut instincts. Know your business inside and out, get all the facts, ask people their opinions, and then go with your gut.
- We all have instincts. The important thing is to know how to use them.
- Practice listening to your instincts. Play with this skill, and test it out on small decisions. Your instincts are there to guide you.
- Timing is everything – Instinct has a lot to do with timing. You have to be patient and wait for your instincts to tell you the best time to make your move.

## CREATING LUCK

- Create your own luck – Gary Player quote: "The harder I work the luckier I get."
- Luck doesn't come around often. So when it does, be sure to take full advantage of it. Go for the biggest success you can possibly achieve.

- Good luck happens when opportunity meets preparation.
- Bad things can and do happen – be prepared for the worst, but if you work hard and are smart, luck comes your way when you least expect it.

#### FEAR FACTOR

- As soon as you succeed they are coming after you. Lions kill for food, humans kill for sport.
- When somebody takes a cheap shot at you, do not be afraid to fire back.
- Get people to respect you by knowing your stuff.
- It is more important to be respected and feared than to be liked by employees. Don't give a damn if people like you.
- I value loyalty above everything else – more than brains, more than drive, and more than energy.
- Forgive people for their first honest mistake. Never forgive a crook.

#### REVENGE

- I always get even. When somebody screws you, screw them back in spades.
- When somebody hits you, hit'em back harder. If you don't get even, you are just a schmuck!
- You have to show people you can't be pushed around.
- When other people see that you don't take crap and see you are really going after somebody for wronging you, they will respect you.
- If someone knows they made a mistake and they apologize, forgive them and move on, but never trust them.

#### BIG MO!

- Momentum works like this:
  - First, you go out and beat your head against a wall looking for deals and properties, with no luck.
  - At first, nobody knows you. They don't believe you because you've never done anything before. At first nothing is happening.
  - With each passing day, you are silently building momentum. You are showing people you're not going away and still nothing happens.
  - Then one day, something breaks for you. You tell your contacts and all of a sudden your credibility rises.
  - After a while you have so much momentum built up that things start to come to you in multiples.
- To get momentum you must first focus on a specific goal with passion and intensity.
- Getting a good mentor helps create momentum.

- Another interesting truth about momentum: If you do not keep it growing, it will turn on you and take down everything you have built.
- What does not kill you makes you stronger. A setback can either (1) destroy you, or (2) make you stronger. I have the greatest respect for people who have experienced adversity and then come back.
- My motto: Never give up. I only give up on something when it is perfectly clear that there is no other option.
- Always expect setbacks. Solve them one by one and never quit until the job is done.
- When you reach the top give back. Give to charity, give to your children, give your knowledge to others.

#### NEVER TAKE YOUR EYE OFF THE BALL

- If you want to become successful and stay successful, you must learn how to focus. He who focuses the longest wins.
- Three lists to maintain your focus:
  - The greatest goals you want to achieve in your life
  - The things you need to do this year to reach your life goals
  - The things you need to do today in order to achieve your life goals
- The ultimate winner is the person who has the discipline to do this every day of their lives, without fail.
- Every successful person sees their problems as a game to be won.
- Worry destroys focus.
- Don't get caught up in all of the crap. Acknowledge the problem and then shift your attention immediately to possible solutions. Then take the best idea and act on it.
- I pride myself on being obstinate, stubborn and tough. I think those are important qualities found in successful people.
- Be flexibly focused. Focus doesn't mean being narrow-minded or rigid. Be pliable enough to adjust to changing circumstances.

#### I LOVE YOU, SIGN THIS

- Nobody plans on getting divorced.
- Always sign a prenuptial agreement.
- A prenup defines how things will be divided if the two of you call it quits.
- A prenup is not the most romantic thing to do, but you really need it.

#### THINK BIG AND KICK ASS IN BUSINESS AND LIFE

- No matter what you do, think big.
- How big you think determines how big a success you become. Everything else is secondary.

- Believe in yourself and show it in your attitude and you will be much more attractive to the opposite sex.
- Whatever you do, do first class with a big attitude.
- You are what you think you are: Most people think too little of themselves and devalue their own abilities. Reverse this: give yourself credit for being smarter than most other people. Let that be reflected in your attitude about yourself.
- Ditch your doubts. Doubts lead to failure. Believe in yourself and assume you will succeed. Do not grab for someone else's reassurance when you are feeling inadequate. Develop your own self-belief.
- People will take their cues from you. If you believe you can do something, other people will believe it too.
- Give off the attitude that you are important and worth listening to.
- Have a big ego, but do not be egotistical.
- Get in the habit of speaking your mind. Speak like a big thinker. Speak out in business meetings and social gatherings. Do not be afraid of what other people will think.
- Hang out with other big thinkers. Hang out with people who truly want to be successful. Drop all friends who are negative and think small.