

# BE LAZY BUT GET & STAY RICH

Achieve & win financial goals, simply save & earn money while doing nothing, secure assets, invest intelligently, understand stocks funds & investments

Simone Janson (ed.)



# **Be Lazy but Get & Stay Rich**

Achieve & win financial goals, simply save & earn money doing nothing, secure assets, invest intelligently, understand ETF stocks funds & investments

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Dr. Cornelia Topf

Sebastian Kühn

Jörg Romstötter

Dr. Markus Elsässer

Holger Jungclaus

Robert T. Kiyosaki

[Simon Hofer](#)

[Rolf Morrien](#)

[Judith Engst](#)

[Simone Janson](#)

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# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

## **Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback**

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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# **How successful entrepreneurs achieve goals: How to become a billionaire!**

*// By Simone Janson*

In the past few years we have been on Best of HR – Berufebilder.de® successful entrepreneurs interviewed again and again. But how do you really become a billionaire?

## **The way to the billion**

If you want to become a millionaire, you can apply to Günther Jauch. Or start your own company. But without joke, how is it really going?

Icelander Skulli Mogensen started OZ Communications in 1990, which he later sold to Nokia, and founded WOW air in 2012. The American John Oringer listed his stock photo agency Shutterstock on the stock exchange last year. According to Forbes, he's considered Silicon Valley's first billionaire.

## **No one ever had a real job**

Neither of the two has ever had a “real” job, they would rather do their own thing - against all odds. Mogensen says people thought he was crazy because he started an airline as a telecommunications expert. And Oringer started small in 2003 with his own photos and initially did everything himself.

In general, work is an integral part of both lives: Mogensen briefly tried to retire: “But I was really bad at that. I needed new challenges,” he confesses. Oringer cannot separate work and life.

When asked what he does, when he does not work, he has to think a long time. And Handy and Notizblog for new ideas are always handy, even at night.

## **Always look for improvements**

Because that is also part of the entrepreneurial recipe for success: the ability to learn from mistakes and constantly seek improvements. “Learning is an ongoing process.

Shutterstock's success is ultimately the result of mistakes in previous startups,” says Jon Oringer. And Skulli Mogensen describes the dot-com crash as one of his worst and most crucial experiences.

## **Prerequisites for success**

Self-determination, hard work and learning ability as a prerequisite for success? Yes, but not only. Mogensen recognized, for example, at the Icelandic banking crash 2008 that there were new possibilities here - and took over a bank first. And Oringer already worked with 15 as a thriving guitar instructor.

This shows that other factors are also important: contacts, luck, good training - and the right nose for business. However, an old job rule is always true: If you want to apply something, you rarely do it.

### **Serpents stand for rare events**

I admittedly did an involuntary psychological experiment: The setting for the experiment is the Canadian town of Whistler, a good 115 kilometers northeast of Vancouver: a 4,4-kilometer gondola runs here between Whistler Mountain and Blackcomb Peak.

Approximately every 15 minutes comes also a gondola with transparent glass floor. And now guess what happened: People are coming to the gondola. They look for a moment, as the normal gondolas barely occupy, then read the shield, which advertises the glass floor gondola - and, with few exceptions, brave the line to wait for the rare event.

### **An event that nobody uses**

The snake gets longer and longer, while still the normal gondolas usually float empty. Finally, everyone climbs the glass-bottomed nacelle and huddles while driving at the window. In fact, nobody looks through the glass floor.

In this act, behavioral researchers and psychologists would have their bright joy, but it shows three things in a plastic manner: more attractive, which is rare and thus difficult to achieve. The attractiveness here is by no means dependent on the actual benefit and is not rationally comprehensible, as the behavior in the gondola shows. And: The more fans, the more attractive.

### **Whoever wants to apply something is rare**

You can also use this for your career: If you want to remain attractive for your company, it is good to make yourself scarce and to show, for example, that you have other options to increase your "market value".

For the industrious little lady, who says yes to all, is useful, but for the boss also quickly normality. On the other hand, it is often the case who is particularly attractive.

### **Important: Other people win for themselves**