101 POWERFUL MONEY SECRETS

WHAT THE RICH KNOW ABOUT MONEY – THAT WILL MASSIVELY TRANSFORM YOUR MIND & LIFE!

ALEX OOI
WHAT PEOPLE ARE SAYING ABOUT ALEX OOI...

“He almost gave up on writing this guide because he had wanted so much for his readers that he wouldn't write unless he could give nothing but the best. I’m excited that this is finally launched!”

— Peter Ho

“101 Powerful Money Secrets will be a huge help to everyone… This guide is packed with money wisdom that will truly enlighten you and put you on a trajectory to your financial freedom.”

— Ken Toh

“You are so committed to empower and inspire everyone to achieve their highest potential and live a better and richer life. You are truly a man of honour, full of integrity. Thanks so much for everything.”

— Mary Liu

“If you want to change your life, then Alex Ooi is your man. Read every secret again and again. Understand and appreciate the wisdom behind each of the secrets. Act on them. Your life could be be truly changed.”

— Robbie Lee
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CONTENT

Secrets of How To Turbocharge Your Personal Finance .............................. 5
Secrets of How The World Class Rich Think Differently .............................. 8
Secrets of Learning, Relearning & Personal Growth .............................. 10
Secrets of Working Hard & Outworking Like Somebody Is Spending 24 Hours
To Take All Away From You ................................................................. 12
Secrets of Highly Successful Stock Investing Strategy ....................... 13
Secrets of Highly Successful Stock Trading Strategy ....................... 14
Secrets of Sound Risk & Money Management System In Stock Trading .... 15
Secrets of Solid Psychological Tactics In Stock Trading ....................... 16
Secrets of How To Maximise Your Profit In Stock Investing & Trading .... 17
Bonus #1 - Secrets of The Whys of Making Money ................................. 20
Bonus #2 - Secrets of Good Self-Reminders While You Are Building Wealth 21
Bonus #3 - Secrets From A - Z ................................................................. 22
Concluding Words ................................................................................. 23
1. “If you want to create wealth, it is imperative that you believe that you are at the steering wheel of life, especially your financial life... Poor people choose to play the role of the victim.” - T. Harv Eker

2. “Focus on all four of your net worth factors: increasing your income, increasing your savings, increasing your investment returns, and decreasing your cost of living by simplifying your lifestyle.” - T. Harv Eker

3. “Invest in yourself. Your career is the engine of your wealth.” - Paul Clitheroe

4. “The only way to earn what you’re really worth is to get paid based on your results.” - T. Harv Eker

5. “Starting out to make money is the greatest mistake in life. Do what you feel you have a flair for doing, and if you are good enough at it, the money will come.” - Greer Garson

6. “Most people work hard enough not to get fired and get paid enough money not to quit.” - George Carlin

7. “Never depend on single income. Make investment to create a second source.” - Warren Buffett

8. “Too many people spend money they haven’t earned, to buy things they don’t want, to impress people they don’t like.” - Will Smith

9. “My problem lies in reconciling my gross habits with my net income.” - Errol Flynn

11. “It’s not just how much money you make that will determine your future prosperity. It’s how much of that money you put to work by saving it and investing it.” - Peter Lynch

12. “The rich invest their money and spend what is left. The poor spend their money and invest what is left.” - Robert T. Kiyosaki


14. “Debt is like any other trap, easy enough to get into, but hard enough to get out of.” - Henry Wheeler Shaw

15. “Rule One. You must know the difference between an asset and a liability, and buy assets... Most people struggle financially because they do not know the difference between an asset and a liability.” - Robert T. Kiyosaki

16. “The more money that goes into my asset column, the more my asset column grows. The more my assets grow, the more my cash flow grows. And as long as I keep my expenses less than the cash flow from these assets, I will grow richer, with more and more income from sources other than my physical labor.” - Robert T. Kiyosaki

17. “You become financially free when your passive income exceeds your expenses.” - T. Harv Eker

18. “How many millionaires do you know who have become wealthy by investing in savings accounts? I rest my case.” - Robert G. Allen

19. “Compound interest is the eighth wonder of the world. He who understands it, earns it. He who doesn’t, pays it.” - Albert Einstein
20. “Rich people see every dollar as a “seed” that can be planted to earn a hundred more dollars, which can then be replanted to earn a thousand more dollars.” - T. Harv Eker

21. “Index investing outperforms active management year after year.” - Jim Rogers

22. “I think that the first thing is you should have a strategic asset allocation mix that assumes that you don't know what the future is going to hold.” - Ray Dalio

23. “The most important word in the world of money is cash flow. The second most important word is leverage.” - Robert T. Kiyosaki

24. “It comes down to this: either you control money, or it controls you. To control money, you must manage it... Poor people either mismanage their money or they avoid the subject of money altogether.” - T. Harv Eker

25. “The secret of creating riches for oneself is to create them for others.” - Sir John Templeton

26. “Don't let the opinions of the average man sway you. Dream and he thinks you're crazy. Succeed, and he thinks you're lucky. Acquire wealth, and he thinks you're greedy. Pay no attention. He simply doesn't understand.” - Robert G. Allen

27. “That man is richest whose pleasures are cheapest.” - Henry David Thoreau
28. “Middle class focuses on saving… World class focuses on earning.” - Steve Siebold

29. “Middle class worries about running out of money… World class thinks about how to make more money.” - Steve Siebold

30. “Middle class believes building wealth is a solitary effort… World class believes building wealth is a team effort.” - Steve Siebold

31. “Middle class believes having a job gives them security… World class knows there’s no such thing.” - Steve Siebold

32. “Middle class underestimates the wealth building power of referral marketing… World class knows referral marketing creates millionaires.” - Steve Siebold

33. “Middle class believes you have to have money to make money… World class believes in using other people’s money.” - Steve Siebold

34. “Middle class earns money doing things they don’t like to do… World class gets rich doing what they love.” - Steve Siebold

35. “Middle class works as little as possible… World class works as smart as possible.” - Steve Siebold

36. “Middle class believes money changes people… World class believes money reveals people.” - Steve Siebold

37. “Middle class believes rich people are crook… World class believes rich people are ambitious.” - Steve Siebold
38. “Middle class believes the rich are obsessed with money… World class believes the rich are obsessed with success.” - Steve Siebold

39. “Middle class believes people are out to get them… World class believes the universe is conspiring to help them.” - Steve Siebold

40. “Middle class believes it’s shrewd to be cynical… World class believes it’s shrewd to be optimistic.” - Steve Siebold

41. “Middle class believes rich people are arrogant… World class believes rich people are confident.” - Steve Siebold

42. “Middle class longs for the good old days… World class dreams of the future.” - Steve Siebold

43. “Middle class doesn’t believe in personal development or self help… World class believes they’re the secret to getting rich.” - Steve Siebold

44. “Middle class believes they’re missing something… World class knows it’s beliefs that make the difference.” - Steve Siebold

45. “Middle class associates with anyone… World class carefully monitors their associations.” - Steve Siebold

46. “Middle class encourages their kids to be nice and make friends… World class encourages their kids to be smart and build a network.” - Steve Siebold

47. “Middle class believes they must choose between a great family life and being rich… World class knows you can have it all.” - Steve Siebold
48. “An investment in knowledge pays the best interest.” - Benjamin Franklin

49. “It is literally true that millions come easier to a trader after he knows how to trade than hundreds did in the days of his ignorance.” - Jesse Livermore

50. “Losses can either be lost money, or tuition in the school of trading” - Mark Moskowitz

51. “Success consists of going from failure to failure without loss of enthusiasm.” - Winston Churchill

52. “You learn nothing from your winners and everything from your losers.” - Jeff Horn

53. “Even a mistake may turn out to be the one thing necessary to a worthwhile achievement.” - Henry Ford

54. “To learn new things; you might need to unlearn old thought and tricks. Both processes can never be achieved without humility.” - Ajaero Tony Martins

55. “It is only when people shake off the baggage of financial misinformation they have acquired from their parents, teachers, friends and past financial disasters that they are able to advance themselves financially.” - Todd Dean

56. “Learn all you can from the mistakes of others. You won’t have time to make them all yourself.” - Alfred Sheinwold

57. “Study well what the billionaire does. It may make you a millionaire." - John Emmerling
58. “Both poverty and riches are the offspring of thought.” - Napoleon Hill

59. “Being ignorant is not so much a shame, as being unwilling to learn.” - Benjamin Franklin
60. “The average man doesn't wish to be told that it is a bull or a bear market. What he desires is to be told specifically which particular stock to buy or sell. He wants to get something for nothing.” - Jesse Livermore

61. “It is absurd to think that the general public can ever make money out of market forecasts.” - Benjamin Graham

62. “...the leading cause of financial disablement is the belief that you can rely on the experts to help you.” - Michael Marcus

63. “If you are willing to do only what’s easy, life will be hard. But if you’re willing to do what’s hard, life will be easy.” - T. Harv Eker
64. “Shares are not mere pieces of paper. They represent part ownership of a business.” - Warren Buffett

65. “Stocks with strong fundamentals including earnings, dividends, book value, and cash flow selling at bargain prices give their quality.” - Amah Lambert

66. “Price is what you pay; value is what you get.” - Warren Buffett

67. “…100% of the information you have about a company represents the past, and 100% of a stock's valuation depends on the future.” - Bill Miller

68. "Rule No.1 is never lose money. Rule No.2 is never forget rule number one.” - Warren Buffett

69. “Be fearful when others are greedy. Be greedy when others are fearful.” - Warren Buffett

70. “Cash combined with courage in a time of crisis is priceless.” - Warren Buffett
71. “People have basically acted and reacted the same way in the market as a result of: greed, fear, ignorance, and hope. That is why the numerical formations and patterns recur on a constant basis.” - Jesse Livermore

72. “The trend is your friend” - Umar Ali

73. “You’ll always find that the simplest of methods work the best.” - Nicolas Darvas

74. “By failing to prepare, you are preparing to fail.” - Benjamin Franklin

75. “Our research indicated that liquidations are vastly more important than initiations. If you initiate purely randomly, you do surprisingly well with a good liquidation criterion.” - William Eckhardt

76. “One common adage...that is completely wrongheaded is: You can't go broke taking profits. That's precisely how many traders do go broke. While amateurs go broke by taking large losses, professionals go broke by taking small profits.” - William Eckhardt
77. “The most important rule of trading is to play great defense, not great offense. Every day I assumed every position I have is wrong. I know where my stop risk points are going to be. I do that so I can define my maximum possible drawdown. Hopefully, I spend the rest of the day enjoying positions that are going in my direction.” - **Paul Tudor Jones**

78. “The whole secret to winning and losing in the stock market is to lose the least amount possible when you're not right.” - **William O’Neil**

79. “The only thing to do when a person is wrong is to be right, by ceasing to be wrong. Cut your losses quickly, without hesitation.” - **Jesse Livermore**

80. “I’m only rich because I know when I’m wrong… I basically have survived by recognizing my mistakes.” - **George Soros**

81. “My experience with novice traders is that they trade three to five times too big. They are taking 5 to 10 percent risks on a trade when they should be taking 1 to 2 percent risks. The emotional burden of trading is substantial.” - **Bruce Kovner**

82. “Losers average losers.” - **Paul Tudor Jones**
83. “The goal of a successful trader is to make the best trades. Money is secondary.” - Alexander Elder

84. “The best traders have evolved to the point where they believe, without a shred of doubt or internal conflict, that “anything can happen.”” - Mark Douglas

85. “They would rather lose money than admit they’re wrong. What is the ultimate rationalization of a trader in a losing position? “I’ll get out when I’m even.” Why is getting out even so important? Because it protects the ego.” - Marty Schwartz

86. “If you have a losing position that is making you uncomfortable, the solution is very simple: Get out, because you can always get back in. There is nothing better than a fresh start.” - Paul Tudor Jones

87. “Whenever there is a really tough period, I try to play defense, defense, defense. I believe in protecting what you have.” - Marty Schwartz

88. “It is a little bit like playing golf: You can throw your clubs around after making a bad shot, but while you are making the next shot you should keep your head down and your eye on the ball.” - Richard Dennis

89. “It never was my thinking that made the big money for me. It always was my sitting. Got that? My sitting tight!” - Jesse Livermore
90. "When most investors, including the pros, all agree on something, they're usually wrong." - Carl Icahn

91. “Usually they are too pessimistic when it's bad, and too optimistic when it's good.” - Bill Miller

92. “When reward is at its pinnacle, risk is near at hand.” - John (Jack) Bogle

93. “You will see hysteria in the charts. When I see hysteria, I usually like to take a look to see if I shouldn’t be going the other way.” - Jim Rogers

94. “The worse a situation becomes, the less it takes to turn it around, and the bigger the upside.” - George Soros

95. “I believe the very best money is made at the market turns... Well for twelve years I have been missing the meat in the middle but I have made a lot of money at tops and bottoms.” - Paul Tudor Jones

96. “To some extent, to be a good trader, you have to be a contrarian.” - Paul Tudor Jones

97. “When a falling stock becomes a screaming buy because it cannot conceivably drop further, try to buy it thirty percent lower.” - Al Rizzo

98. “Do not but the hype from wall street and the press that stocks always go up.” - Jim Rogers

99. “Diversification is a protection against ignorance. It makes very little sense to those who know what they are doing.” - Warren Buffett
100. “I would go over our charts... I studied historical models of great winning stocks to ingrain in my mind what a stock looked like before it made a major move.” - David Ryan

101. “I just wait until there is money lying in the corner, and all I have to do is go over there and pick it up. I do nothing in the meantime.” - Jim Rogers
~ To those souls who will never be less than the best they can be ~
102. “Money is a lubricant. It lets you “slide” through life instead of having to “scrape” by. Money brings freedom - freedom to buy what you want, and freedom to do what you want with your time. Money allows you to enjoy the finer things in life as well as giving you the opportunity to help others have the necessities in life. Most of all, having money allows you not to have to spend your energy worrying about not having money.” - T. Harv Eker

103. “You can be young without money, but you can’t be old without it.” - Tennessee Williams

104. “I've been rich and I've been poor. Rich is better.” - Sophie Tucker

105. “Money is for making things happen.” - Richard Branson
BONUS #2
SECRETES OF GOOD SELF-REMINDERS WHILE YOU ARE BUILDING WEALTH


107. “Money is central to our lives. Yet money is not of central importance. It has nothing whatsoever to do with the lasting values that make life worth living.” - Kent Nerburn

108. “It’s good to have money and the things that money can buy, but it’s good, too, to check up once in a while and make sure that you haven’t lost the things that money can’t buy.” - George Lorimer

109. “It is health that is real wealth and not pieces of gold and silver.” - Mahatma Gandhi

110. “When wealth is lost, nothing is lost; when health is lost, something is lost; when character is lost, all is lost.” - Billy Graham

111. “Not he who has much is rich, but he who gives much.” - Erich Fromm

112. “Think of yourself as a role model for others—showing that you can be kind, generous, loving, and rich!” - T. Harv Eker

113. “When I caution you against becoming a miser, I do not therefore advise you to become a prodigal or a spendthrift.” - Horace

114. “Everyone wants to ride with you in the limo, but what you want is someone who will take the bus with you when the limo breaks down.” - Oprah Winfrey
115. “If you have more than 120 or 130 I.Q. points, you can afford to give the rest away. You don’t need extraordinary intelligence to succeed as an investor.” - Warren Buffett

116. “To be a successful business owner and investor, you have to be emotionally neutral to winning and losing. Winning and losing are just part of the game.” - Robert T. Kiyosaki

117. “My experience indicates that most people who’ve accumulated a great deal of wealth haven’t had that as their goal at all. Wealth is only a by-product, not the original motivation.” - Michael Milken

118. "If you want to have a better performance than the crowd, you must do things differently from the crowd.” - Sir John Templeton

119. “Worry, like a rocking chair will give you something to do, but it won’t get you anywhere.” - Vance Havner

120. “Success Produces Success, Just As Money Produces Money.” - Diane Ackerman

121. “If you are going to think anyway, you might as well think big!” - Donald Trump
Hi friend, I trust that you have greatly enjoyed *101 Powerful Money Secrets*. I hope that you are truly empowered, encouraged, and inspired!

You are probably wondering… “Where do I go from here?”

Well, *101 Powerful Money Secrets* is just the start.

Let’s say you desire to be highly successful in stock investing. You may want to read up solid resources like *The Neatest Little Guide to Stock Market Investing* to learn the exact strategy then apply what you learn.

Remember that there is literally no lazy or short-cut way to success in anything in life, and ACTION is key.

One of my favourite quotes is:
“The only place where success comes before work is in the dictionary.” - Vidal Sassoon

And I look forward to hearing about all the massive transformations you are going to experience…

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Alex Ooi
Specialist in personal development education
"Anything is possible - Be your best self, live your dream life."