

RICH DAD'S GUIDE to INVESTING

**What the Rich Invest In,
That the Poor and the Middle Class Do Not!**

Robert T. Kiyosaki
with **Sharon L. Lechter, CPA**



Warner Business Books

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Rich Dad's Guide to Investing is a thank you to you for helping make *Rich Dad Poor Dad* and the *CASHFLOW Quadrant* so successful.

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Robert and Kim Kiyosaki

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A Father's Advice on Investing

Years ago, I asked my rich dad,

"What advice would you give to the average investor?"

His reply was,

"Don't be average."

The 90/10 Rule of Money

Most of us have heard of the 80/20 rule. In other words, 80% of our success comes from 20% of our efforts. Originated by the Italian economist Vilfredo Pareto in 1897 it is also known as the Principle of Least Effort.

Rich dad agreed with the 80/20 rule for overall success in all areas but money. When it came to money, he believed in the 90/10 rule. Rich dad noticed that 10% of the people had 90% of the money. He pointed out that in the world of movies, 10% of the actors made 90% of the money. He also noticed that 10% of the athletes made 90% of the money as did 10% of the musicians. The same 90/10 rule applies to the world of investing, which is why his advice to investors was "Don't be average." An article in *The Wall Street Journal* recently validated his opinion. It stated that 90% of all corporate shares of stock in America are owned by just 10% of the people.

This book explains how some of the investors in the 10% have gained 90% of the wealth and how you might be able to do the same.

Rich Dad's

Guide to Investing

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