

# Wealth Building Values, Attitudes, and Habits



**5th Edition**

**Preston Ni, M.S.B.A.**

**Professor of Communication Studies**

[www.nipreston.com](http://www.nipreston.com)

Also by Preston C. Ni

*Communication Success with Four Personality Types*

*How to Communicate Effectively  
and Handle Difficult People, 2<sup>nd</sup> Edition*

*Ten Keys to Presentation Confidence and Reducing Nervousness*

*Bridging Cultural Communication Differences: East and West*

*Cross-Cultural Communication: East and West (DVD/Video)*

*With Dignity and Honor  
Understanding Racism, Unlearning Racism, 2<sup>nd</sup> Edition*

For more information or to purchase, visit [www.nipreston.com](http://www.nipreston.com)

Preston Ni is available as a presenter, workshop instructor, course designer, and personal coach. For more information, write to [commsuccess@nipreston.com](mailto:commsuccess@nipreston.com), or visit [www.nipreston.com](http://www.nipreston.com).

Copyright © 2011 Preston C. Ni.

All rights reserved worldwide. No part of this document shall be reproduced in any form whatsoever, stored in a retrieval system, broadcasted, transmitted, or translated into any kind of language, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express prior written permission from the author.

No responsibility for the loss occasioned to any person acting or refraining from action as a result of the material in this publication can be accepted by the author or publisher.

No patent liability is assumed with respect to the use of the information contained herein. The author and publisher assume no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of information contained herein.

## Disclaimer

Preston Ni is not a licensed financial planning professional. The information provided below is for general educational purpose only. It is not intended to constitute, and should not be construed as legal or financial advice. Readers should seek their own independent financial advice from a licensed professional. Any action taken by the reader based on information provided in this publication is solely at the reader's discretion, and solely the reader's responsibility.

*“Money buys clothes, clothes don't buy anything!”*

- Anonymous Millionaire

*“I had to painfully admit that I had been a fool. I met a really nice old couple in their 70's who never made much over minimum wage in salary, but were debt free and had hundreds of thousands to retire on and were living better than the flamboyant fools like me who spent through their incomes.”*

- Anonymous

*“Common sense is not necessarily common knowledge...Save a dime out of every dollar. That is all it takes to start your fortune. But how many actually will do it?”*

- Pat Thorton

# *Contents*

|   |           |
|---|-----------|
| <b><i>Preface</i></b>                                       | <b>6</b>  |
| <b><i>Seven Financial Realities and Opportunities</i></b>   | <b>7</b>  |
| <b><i>Characteristics of Millionaires in the U.S.</i></b>   | <b>10</b> |
| <b><i>Common Reasons for Bankruptcies in the U.S.</i></b>   | <b>11</b> |
| <b><i>Wealth Building Values, Attitudes, and Habits</i></b> | <b>12</b> |
| <b><i>Quotes on Abundance</i></b>                           | <b>15</b> |
| <b><i>Recommended Readings</i></b>                          | <b>17</b> |

## Preface

Middle class security is gone.

For a generation, since the end of World War II, being middle class in the U.S. meant having access to affordable college education, which led to gainful employment, inexpensive health care, home ownership, savings for children's college tuition, and social security upon retirement.

Today, none of these assumptions can safely be made for those in the middle income bracket. Being middle class is now inherently insecure. It means having to stretch limited resources to meet ever more expensive obligations, and making sacrifices to stay financially afloat.

At the same time, more individuals than ever in the U.S. are becoming independently wealthy. In 2009 alone, in the midst of a severe economic downturn, the number of millionaires in the country increased by over 16%<sup>1</sup>. Many who started in the middle or even lower income brackets are prospering. What are their secrets? What can we learn from the behavior patterns of self-made millionaires? This latest edition of "Wealth Building Values, Attitudes, and Habits" points to some telling clues.

---

<sup>1</sup> Based on 2009 Spectrum Group study surveying U.S. households with \$1 million or more in net worth, excluding wealth derived from primary residence. Total number of millionaires in the U.S. in 2009 was 7.8 million.

There's more to this excerpt!

Get the entire reference manual  
at **[www.nipreston.com](http://www.nipreston.com)**.

Boost your communication success at **[www.nipreston.com](http://www.nipreston.com)** with information on:

- Free resources, articles, and tips
- Private coaching and organizational training
- College courses
- Public workshops
- Information on other books, DVDs, and publications by Preston Ni

Questions and comments? E-mail **[commsuccess@nipreston.com](mailto:commsuccess@nipreston.com)**



**PRESTON NI**  
COMMUNICATION COACHING