



THE 9 THINGS MORE IMPORTANT THAN CAPITAL



We all know the value of having a lot of money, especially as entrepreneurs. But we also know that there are people who started their companies with no capital, and yet they made great fortunes. So how did they do it?

Jim Rohn believes there are nine things that are more valuable than capital, things that can lead straight to your success.

1. TIME

Time is a treasure: the time you set aside not to be waste it, not to be given away. Time you set aside to be invested in an enterprise that brings value to the marketplace with the hope of making a profit. Now we have capital time.

How valuable is time? Time properly invested is worth a fortune. Time wasted can be devastation. Time invested can perform miracles, so you invest your time.

2. DESPAIR

My friend and mentor Bill Bailey, went to Chicago as a teenager after he got out of high school. And the first job he got was as a night janitor. Someone said, "Bill, why would you settle for night janitor?" He said, "Malnutrition." You work at whatever you can possibly get when you get hungry. You go to work somewhere—it doesn't matter where it is. Years later, Bill is a recipient of the Horatio Alger award, rich and powerful and one of the great examples of lifestyle that I know.

Desperation can be a powerful incentive when you say "I must." You work on what you can get when you're hungry. You're going to work somewhere, no matter where.

3. DETERMINATION

I have another friend, Lydia, whose first major investment in her new enterprise was also desperation. She needed to feed her kids, so she invested \$1 in something she believed in. She used that \$1 to buy a few flyers so she could make a sale at retail, collect the money and then buy the product wholesale to deliver back to the customer.

Determination says I will. First Lydia said, "I must find a customer." Desperation. Second, she said, "I will find someone before this first day is over." Sure enough, she found someone. She said, "If it works once, it will work again." But then the next person said, "No." Now what must you invest?

4. COURAGE

If you've only got \$1 and a lot of courage, I'm telling you, you've got a good future ahead of you. Humans can do the most incredible things no matter what happens. Courage in spite of, not because of, but in spite of circumstances.

Now once Lydia has made three or four sales and gotten going, here's what now takes over.

5. AMBITION

With courage, Lydia made three or four sales and gotten going, ambition took over the rest. She thought: if I can distribute three, I can also market 33. And if I can deliver 33, I can dispatch 103. Lydia was dazzled by her own dreams of the future.

6. FAITH

Now Lydia begins to believe she's got a good product. This is probably a good company. And she then starts to believe in herself. Lydia, a single mother with two kids and no job. "My gosh, I'm going to pull it off!" Her self-esteem starts to soar.

These are investments that are unmatched. Money can't touch it. What if you had \$1 million and no faith? You'd be poor. You wouldn't be rich.

7. INGENUITY

The reason Lydia is a millionaire today is due to her ingenuity, as she put her brains to work. Probably up until now, you've put about 1/10 of your brainpower to work. What if you employed the other 9/10? You can't believe what can happen. Humans can come up with the most intriguing things to do. Ingenuity. What's ingenuity worth? A fortune. All you need is a \$1 and plenty of ingenuity. Figuring out a way to make it work, make it work, make it work.

8. HEART AND SOUL

Heart and soul is like the unseen magic that moves people—moves people to buy, moves people to make decisions, moves people to act, moves people to respond.

Money can't buy heart and soul, and \$1 million without heart and soul? You have no life. You are ineffective.

9. PERSONALITY

My mentor Bill Bailey taught me, "You've got to learn to be just as comfortable, Mr. Rohn, whether it is in a little shack in Kentucky having a beer and watching the fights with Winfred, my old friend or in a Georgian mansion in Washington, DC as the Senator's guest."

You have a lot of personality. You just have to fix it, route it and develop it to be effective every day, at home, or anywhere, no matter who you talk to, whether you're a child or a business person, regardless of whether you're rich or poor. There's no difference for you between whether you have wealth or poverty. It's about the opportunity to have a unique relationship with anyone. Have the kind of personality that's comfortable for you, the kind of character that never deforms. Move easily, with charisma, sophistication and humility.

With \$1 and the list I just gave you, the world is yours. It belongs to you, whatever piece of it you desire, whatever development you wish for your life. I've given you the secret. Capital. The kind of capital that is more valuable than money and that can secure your future and fortune. Remember, that you don't lack the resources.