

Speaker 2: This is the Rich Dad Radio Show: The Good News and Bad News About Money. Here's Robert Kiyosaki.

Robert Kiyosaki: Hello, hello, hello. It's Robert Kiyosaki of the Rich Dad Radio Show: The Good News and Bad News About Money. The subject of our show today is, what is better than greatness? What is greater than greatness? What do you think? What is it, and do you have it? What is greater than greatness? And our subject today is that word, it's called mastery. It's a word you hear all the time thrown around, like there's a Masters Golf Tournament.

You look at it, and it's the same guys. They're the same guys always on TV. They're the best of the best. They're greater than great. They're masters. And when I took martial arts, there were instructors of martial arts and there were masters of martial arts. There was a definite difference between an instructor of martial and a master of martial. My master was in Taekwondo and his name was [inaudible 00:02:13], eighth degree black belt. Real SOB, but he was a tough master. I learned to fight under him. So, there's a level above greatness and that's mastery.

Our guest today is Robert Greene. He's a bestselling author and speaker known for his books on strategy, power and seduction. His fifth book *Mastery* examines the lives of great historical figures such as Charles Darwin, Mozart, Paul Graham, Henry Ford, and distills the traits of universal ingredients that made them masters in their fields.

Also joining me in this room is one of my best friends of all time for years and years, probably forty-something years, is Blair Singer. Blair is a master of training people to be speakers, because one of the greatest skill sets and leader in any field, I don't care what it is, whether it be a CEO or a fifth grade teacher's ability to speak from the front of a room or command a crowd.

We're going to find out whether you have what it takes to go beyond greatness and become a master, even if it's raising puppies. What are you a master of? So, welcome to the program Robert Greene.

Robert Greene: Thank you for having me Robert, my pleasure.

Robert Kiyosaki: Thank you. Robert, can you give us a little of your background please?

Robert Greene: I basically had a BA in classics in Greek and Latin. I was a writer in many different guises, and then some 20 years ago I wrote my first book called *The 48 Laws of Power*. It's been my biggest seller, close to 2 million copies sold in the US. Since then, I've just been writing books as you mentioned on strategy and power, and then my latest book *Mastery*.

Robert Kiyosaki: What causes you to be a writer, but also to study the lives of Darwin, Mozart, Henry Ford, as well as Buckminster Fuller who was my teacher?

Robert Greene: Oh really? Wow! I wanna hear about that. I've always been fascinated by the psychology behind being powerful people, the things that we never really talk about. What happens behind closed doors. The games that people play, some of it involving manipulation, et cetera. Mastery is always been something that's fascinated me because ... I'm a sports junky. I love sports and I always think they're these people as you mentioned with golf or any sport. These are the crème, the elite.

Billions of people on the planet, and here are the 10 best golfers or basketball payers. They're operating on a different level, yet they're human beings like you or I. They're not necessarily born with that much more talent. What is it? Is it a mental process that got them there? It is a combination of things? It just fascinates me, and I decided that I was gonna combine all human endeavors: sports, science, politics, the arts, because I believe that the human brain is this organ that we all share. And, there's a process behind mastery that's the same for Michael Jordan and for Steve Jobs. I wanted to hunt that down, figure out the process, and make it very clear to the reader.

Robert Kiyosaki: Robert, what is that process please?

Robert Greene: Well, it's very simple. I'll boil it down to the simple components. The first thing is, you have to know yourself. I call it your life's task. There's something about you, the way your brain is wired that's very unique. You're attracted to certain things. When Tiger Woods was two years old, he was already so attracted to golf. It was a visceral connection that he just started to practice when he was two or three years old.

There's something like that in you. You can't begin to master a subject unless you feel a deep emotional connection to it. If it's something you're just going through the motions, if you become a lawyer because your parents told you to, you'll never master it because the brain works at a maximum capacity when your emotions are engaged, when you love it. So, that's the first and primary step. Nothing else will happen unless you conquer that.

From there, you have to go through an apprenticeship. You have to go put in your 10,000 hours. Some of that involves observing, some of that involves observing masters and other people in action. Some of it involves practice and grind and doing things over and over again-

Robert Kiyosaki: Wait, wait, hold that thought because, well, when I was watching your video, that was a very important point you made out. Is that, if you're going to be an apprentice, you should observe and keep your mouth shut because so many times, I've met people come up to me. They say, "Hey don't worry, I can replace you." I'm going, "They haven't done anything yet."

I don't know if you know my story Robert was that, when I was nine years old, I just wanted to understand the subject of money. And since they didn't teach

money at school, I went and sought out the man who became my rich dad, and I apprenticed with him for something like twenty-something years. That's the reason I'm a rich man, because I definitely did not learn about it in school. Any comments on that Blair?

Blair Singer: Yeah. What you said Robert is that it takes some time, and it takes the willingness as you said, to be willing to shut up, listen, and-

Robert Kiyosaki: But you have to also know what you're interested in.

Blair Singer: Well, that was gonna be my question. My question is, how do you even know ... I mean, Tiger Woods was interested in golf. My kid, all he wanted to do was go play soccer and football, which I think is pretty normal for a kid. But to really understand what you have a deep emotional connection to at an early age might be difficult and school certainly doesn't help that.

Robert Kiyosaki: Yeah. So, number one is know yourself. Know your writing is different, what makes you interested in something, apprenticeship. And I really liked what you said. I thought that was valuable, valuable, valuable, as that be an observer first and keep your mouth shut.

Robert Greene: Yeah, as part of the apprenticeship, it's good to have a mentor and I go into that. We're a culture that lives on shortcuts. People want things faster and faster. They're used to the rhythms of their smartphones, but that's not how the brain is wired. Things go slowly. You have to be patient. But a mentor is the one shortcut because a good mentor can watch you in real time, give you feedback, can tell you what you're good at, what you're weak at, and you kind of absorb their energy. That's a critical step.

Also, part of the apprenticeship is knowing how to deal with people. I have a whole chapter on that. I call it social intelligence. Once you go through that seven, 10-year process, you arrive at what I call the creative level. Now you can take all of the things that you've observed, all of your practice and instead of just sort of mechanically doing what other people have taught you, you can now apply it on a higher level and be truly creative with it. I go very deeply into the creative process. Once you go deep into that and you go from beyond 10,000 hours to what I call 20,000 hours. It's just a number, could be 15,000 or 20,000, you reach the level of mastery.

Robert Kiyosaki: I have no problem with what you said. I think it's interesting. I just kind of question how I can measure it in hours, because Robert with me, it's 24/7 and it's been that way for 70 years, I mean 60 years.

Robert Greene: Well, it's just a number. I understand the randomness of it, but the great thing was there was a very famous test done studying people who had achieved high levels of proficiency in chess, music, and certain sports of a man named Erickson. He discovered scientifically, that when you have put somewhere

around 10,000 hours, that could be 9,000, it could be 11,000, something happens to the human brain. He demonstrated it through a rigorous study, that the brain ... There's enough neural connections going on, that now people start operating on a higher level.

Robert Kiyosaki: Very good. When we come back, we're gonna find out if you wanna be a master, find out why the school system may be de-mastering you. For those of you especially who went to school and wondering why you're not that successful, you'll find out how school might've tortured your brain or stifled your mastery. If you have kids, very important subject coming up. We'll find out more about education and how school may not be the best place for your genius or master. We'll be right back.

Speaker 2: You're listening to the Rich Dad Radio Show, with Robert Kiyosaki

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Speaker 2: Log on to [richdadradio.com](http://richdadradio.com) while you listen. Now back to Robert Kiyosaki.

Robert Kiyosaki: Welcome back to Robert Kiyosaki, the Rich Dad Radio Show: The Good News and Bad News About Money. Today, we're gonna find out, are you a master of something or are you coming up short and maybe you shouldn't be a master. What does it take? You can listen to this Rich Dad Radio program anytime, anywhere on iTunes or Android. All of our programs are archived at [richdadradio.com](http://richdadradio.com).

We archive them for two reasons, one is because repetition, which is part of mastery is how you'll learn more. But secondly of all, another way you can become a master is, you can share this program with friends, family, and business associates and you discuss it. When you discuss this program on mastery, you're three steps there getting closer.

In the studio today with me is Blair Singer. He is a master of teaching people, men, and women to become master presenters in front of a room, because when I was a young man, my rich dad said, "If you're going to become a leader,

you have to be able to speak, because if you can't speak, nobody listens."  
There's a difference between speaking and people listening, right Blair?

Blair Singer: Very big difference. There's a lot of people out there talking, not a lot of people listening.

Robert Kiyosaki: That's correct. And also, our guest today is Robert Greene. He's a bestselling author and speaker, best known for his books on strategy, power and seduction. His fifth book *Mastery* examines the lives of great historical figures such as Charles Darwin, but he also mentions one of my teachers, one I apprenticed to was Buckminster Fuller known as the planet's friendly genius.

John Denver wrote many songs about Fuller. People just rave about Fuller for the lives he touched. When I met him, he changed the direction of my life because otherwise I wouldn't be in this business. So Robert, we're gonna talk about education. One of my favorite subjects because my poor dad was a head of education for the state of Hawaii, PhD from Stanford, University of Chicago and Northwestern, and definitely a great teacher. But, he wasn't my teacher if you know what I mean.

I really did not wanna go to school and learn calculus. It was not my thing, and my poor dad was wise enough to tell me to go talk to my rich dad when I was nine years old. Then I apprenticed to rich dad, and that's why I became a multimillionaire, because nothing I learned about money I school would've helped me get to where I was gonna go. What do you think about that?

Robert Greene: Well, I think there's definitely a lot of truth to what you're saying. Most of the people I studied, the historical figures and I interviewed nine contemporary masters as well. Most of them, I'd say 90%, 95% of them either didn't finish their schooling, or said it had no impact on becoming the creative masters that they are.

Robert Kiyosaki: Robert get this, I flunked out of high school twice because I couldn't write. And now I've sold more books ... I've sold I don't know how many millions of copies of books, and that's more than most schools ... I know that teacher that flunked me didn't write that many books or have that many copies sold.

Robert Greene: Well, the reason for it I think is simple. We talked first about knowing who you are, what you're naturally attracted to and I give details. Blair asked, "How do you know that?" I go into it pretty in depth to help you figure that out. But number one, school crushes that. You're going into a factory. You're going to learn math, sports, English, History, Calculus, and it's going to turn you off from learning in general because you're not necessarily finding the things that excite you the most.

Now, it's good to have a well-rounded education, don't get me wrong. But it tends to turn a lot of people off from just learning in general and it kind of can

crush your spirit. The other thing is, school is not a place for becoming creative. It's a place for earning cookie cutter methods that others have applied. It doesn't teach you certain basic skills that go into mastery, how do think in a ... I call it a dimensional creative way.

And as I said, you need infinite patience in order to become a master. You have to be able to push through the drudgery, and school can be a negative factor in that. It kind of makes you lazy, it makes you not want to. It turns you off from the concept of practice itself. It sort of crushes the seed of mastery that's in you and so you have to almost ... when you get out of school, you almost have to reeducate yourself.

Robert Kiyosaki: Blair, you have two boys in school right now, or one just got out of school.

Blair Singer: Right.

Robert Kiyosaki: Did they love school?

Blair Singer: They hated it. Absolutely hated it.

Robert Kiyosaki: And I hated school. You know what I hated most Robert, were the teachers. I just thought, if those are role models of education, well, slit my throat now. They're so boring. They're the most boring people on earth.

Blair Singer: What I hear you saying Robert is that the reason kids like maybe my kids and other kids hate school so much is because they're blocked from going toward their natural inclination or what you're talking about. They don't even know they have an inclination other than, all they wanna do is get out. Some of the greatest entrepreneurs as you mentioned, some of the greatest geniuses, the only way they found it was to get out of school, to get out of the environment that was crushing them.

Robert Kiyosaki: Well Robert you know what, when I was studying with Bucky Fuller and I was studying with him for three years, a month each summer. He said something that just hit me. He said, "Let the child out of school, and let him get back to his studies." I thought that was fascinating because my study was always money, but that wasn't a subject in school. You know what Robert, today when I speak about money, and Blair knows this from all the years, that's all I study, and I talk about. I understand the monetary system of the world, and not very well.

What I was saying is, the more you study, the more you find out you don't know and that's why you keep studying. But the more I study, and then what happens when I share what I know, the academic types. My book Rich Dad Poor Dad was turned down by every one of these academic elites saying I didn't know what I was talking about. Do you know what I mean?

Blair Singer: Yeah.

Robert Kiyosaki: What you're saying, I feel that I'm still running up against those school teachers, because they don't know anything about money, but they're willing to tell me I don't know anything about money. What do you think about that?

Robert Greene: Well, people become school teachers who aren't necessarily the most driven, ambitious, open minded, creative people.

Robert Kiyosaki: Amen, I'm gonna sing hallelujah choir for you right now.

Robert Greene: That's probably the problem right there. There are some teachers, and I had them who aren't necessarily like that, but it all comes down to the one thing I mentioned in the beginning. You will not learn at a ... Learning at an intense level is the key to mastery. You could put your 10,000 hours in over 40 years and it won't mean anything. You have to do it in an intense 10-year period because that's how the brain works.

And so, if you're not loving what you're learning, the brain tunes out. I always come back to the example, I studied French in school for four years and then I got to France and I could hardly say one thing. Then I met a French girl and I wanted to date her. In three weeks and hanging out with her and trying to learn French, I learned more in four years, because I wanted and needed to learn French. Well, that's how the brain works.

Robert Kiyosaki: Once again, this is the Robert Kiyosaki if the Rich Dad Radio show and we're talking about the subject of mastery but more importantly, are you a master and what are you a master of? If you saw my golf swing, the masters Tiger Woods and those guys aren't worried about me at all because it's not a game I like. We're going to be going into, what does it take for you the listener, you guys sitting there behind the desk or driving in your car wondering, "Why is my life so unexciting? Why am I just like my school teachers?" We're going to find out that. Blair, what did you have to do to finally get your son to get turned on about school?

Blair Singer: Football is the only thing for both my boys. The fact that they realize that education was a ticket to be able to do what they love, which is to play sports.

Robert Kiyosaki: Anyway, Robert, when these listeners today who are listening to your ... I love what you're saying, know yourself, apprenticeship seven to 10 years, which most people are not willing to do. Find a mentor, your brain cannot learn unless it wants to learn. It takes social intelligence. For example, almost every master I studied under, I had to almost go and bend a knee and beg them to teach me, to be an apprentice.

Then what happens is, I agree with you, I get more creative on it and we move on. But through that creative level is where I took what all those guys were teaching me. I had several masters in my life. And then I could create on my own, and now ... Blair and I were just talking about ... Blair just came in from

Australia a couple of days ago and I just came in from China, and we see our work all over the world now. People are copying us, which is a sense of flattery right?

Blair Singer: It's a sense of flattery, but at some level they haven't gone through ... Robert what you talked about is repetition, earning the right, the emersion that's necessary.

Robert Kiyosaki: I think what you said Robert, the best saying was that they don't observe like when Blair and I were trained under this gentleman who was a master teacher. Master, master teacher, except he had one problem, he wasn't a master teacher of morality should I say. So, when people are listening, what should people chew? What insight would you give them as to how to fund their mastery like Tiger Woods knew golf? Mine was just money.

Robert Greene: Well, everyone's different so there's no single formula for that. If there were, I would be a billionaire, but I'll give you some tips. Some people know it right away when they're three or four years old. Those are kind of the exceptions, you know, Einstein, Steve Jobs, Tiger Woods. A lot of us maybe when we're 13 or 14, we have an inkling, and then school kind of drums it out of us. So, it's a process generally of rediscovering who you are.

Now, I maintain everybody has without exception, a connection to some form of intelligence. There's a great book by Howard Garnder called The Five Frames of Mind. There are five forms of intelligence that the human brain has. Some of it is kinetic, it's related to sports or movement. Some of it's math and patterns. Some of it has to do with words. There are five of them.

Your brain is wired in a certain way where you are naturally connected to one of these forms of intelligence. That is your strength. It doesn't mean you only have one. You can have two or three, but there's one that sort of dominates. You have to know that. There are people who don't even know that, that they're actually more attracted to music or patterns, and then they end up going into law. No wonder they're depressed and doing drugs when they're 30. They're doing something that's not at all clicking with how their brain is wired.

So, when you read the newspaper, when you go online and there's subjects that excite you, you've gotta be alive to that. You've gotta be aware of yourself, of what it is that excites you. You have to get rid of the things that don't excite you. You went through school and you hated math, you hated this and you hated that. All right, drop that out of your equation. Don't even go near those subjects.

It's a process of kind of acclaiming yourself with who you are. If you're in your 20s or younger great, you can explore a little. You can try different subjects. I knew I wanted to be a writer at a very early age, I just didn't know what I wanted to write. I tried journalism, I tried Hollywood, I tried all these other

forms and then I hit upon the one that worked, which was writing non-fiction books.

If you're older, if you're in your 30s or 40s, it's a different process. You shouldn't just suddenly just drop your training in law and become a poet because you maybe have a family to feed and you have to make money. You have to take the skills you've already acquired even though they're things you didn't necessarily love, and you now have to try and find a way to apply them to something that you do love.

Robert Kiyosaki: They're like stepping stones into your future. So, the stepping stones into your future. When we come back we'll be talking more about how technology is affecting the pursuit of mastery, but there's something else to bring up is that, my family was samurai and in the samurai tradition, they say that you don't make it until you're 50. One of the books I was reading ... Afraid I don't speak Japanese either, but they were talking about that oftentimes if you trike success early in life, it doesn't work because it's too early. You haven't matured yet.

Robert Greene: That's very, very true.

Robert Kiyosaki: The philosophy in the samurai is on your 50th is when you really blossom. We'll be right back.

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Robert Kiyosaki: Welcome back, Robert Kiyosaki, the Rich Dad Radio Show: The Good News and Bad News About Money. You can listen to the Rich Dad Radio program anytime, anywhere on iTunes or Android. All of our programs are archived at [richdadradio.com](http://richdadradio.com), where we archive them for two reasons. One, so you can listen to this program again, because when you listen to this again, you'll be even smarter. And, you can share this with friends and family, especially if you have children and discuss it with them because that will make you even smarter again, because it's repetition.

Today we're talking to Blair Singer, my dear friend for years and years. One of the best trainers or teachers of people to be presenters from the front of the room, because if you're an entrepreneur, you have got to be able to hold an audience. Blair and I were laughing about how our ... When you and I taught our first class, we had the room set up for 200 people in Maui, and how many people showed up Blair?

Blair Singer: Two showed up, and one was actually in the wrong place.

Robert Kiyosaki: And he was drunk.

- Blair Singer: And he was drunk. We never even did the program. We took the other guy to the bar to try to-
- Robert Kiyosaki: And drank with him.
- Blair Singer: Drank with him to see if we could get him to buy the program we were selling and he didn't buy either. It was a mess.
- Robert Kiyosaki: And then a few years later, my biggest public speaking event was 65,000 people in Moscone Center. I was talking about my favorite subject money with my friend President Trump and we were talking about how real estate, debt, and taxes are used to make money because that was my subject, of course, not taught in school.
- Our guest today is Robert Greene. He's a bestselling author and speaker best known for his books on strategy, power, and seduction. His fifth book *Mastery* examines the lives of great historical figures, and I'll review again. He says number one, know yourself. Number two, apprenticeship, which I have done most of my life. Number three is, find a mentor and the brain is not wired just for boredom. It needs social intelligence, which I lack. And then when you get through all of that, you have some degree of creative level and 20,000 hours of training.
- That's what we're talking about and the question is, are you a master and what are you a master of? That's the question. Blair was mentioning how two of his boys hated school, I hated school. I hated most of my teachers because they were boring as hell. But anyway, one of my teachers Buckminster Fuller and the reason he changed my life was because he wrote about mistakes. He wrote that article, *Mistake, Mystique*. For those who may not know him, he created the ... Bucky Fuller is best known for the Geodesic Dome.
- I hitchhiked in 1967 up to Montreal, Canada from New York City to go see Bucky's dome in Montreal, little knowing that someday I would be apprentice to him and study with him. That man changed my life just by that one thing, mistakes. He says mistakes are only sins when not admitted. You look at how dysfunctional our society today is. This guy Clinton couldn't admit he had sex in the White House. He had to lie about it.
- And in most businesses, what really kills people is that they're not allowed to admit they made a mistake, so the mistake keeps getting glossed over. You look at our Federal Reserve Bank right now, they can't admit they made a mistake so they keep making the same mistake, which is printing money. Robert, what did you find out because you mentioned Bucky Fuller in your book. Why did you mention him?
- Robert Greene: Well, there were two things. First, I talked about knowing who you are. Buckminster Fuller went through a period in his youth where he was totally lost.

He got into business, and he wasn't a bad businessman, but he wasn't a great businessman. He got so depressed that he was gonna commit suicide one day because he just couldn't handle the pressures. He heard a voice inside of him. He recounts this in several books telling him, "No, you are meant to do something else in life. You've been following other people. You've not been listening you yourself."

Robert Kiyosaki: The direct quote was, "You do not belong to you. You belong to the universe." Your true [inaudible 00:34:02] maybe ever obscure to you, but rest assured if you commit your life to the highest advantage of others, you will find ... I had to memorize that.

Robert Greene: Well, very good. You got it there exactly. It was a turning point and he realized, "I've got to pursue what I wanna pursue," which was architecture, which was technology. He ended up designing one of the most amazing cars that we've ever seen before, something people don't know about.

Robert Kiyosaki: The Dymaxion car was a three wheeled car.

Robert Greene: Yeah, and incredible-

Robert Kiyosaki: And unfortunately, somebody stole it and it went down the road and killed somebody.

Robert Greene: Yeah and that was the end of it, but it was an amazing piece of technology. The second thing from Buckminster Fuller that is so important is, he wasn't afraid to be different. He wasn't afraid to be eccentric. He wasn't afraid to do something that was ... He was an iconoclast, and I mentioned this over and over again.

Robert Kiyosaki: What's an iconoclast?

Robert Greene: It's somebody who doesn't follow the conventional path, who breaks the mold.

Robert Kiyosaki: I think that's the most important ... Would you say that most people listening today, one of the reasons they don't find what they're a master of is because their fear of breaking the mold, or ostracism, or standing out, or standing away from?

Robert Greene: Yes and in doing that, you're getting rid of your own source of power, which is your uniqueness. A lot of people go through the apprenticeship phase that I mentioned, but then they're afraid to do something different. They have a great business idea, but they don't wanna out their foot in the water and then they spend their whole life working at a company and going, "Oh tomorrow I'm gonna do it," and tomorrow never comes.

So, you've gotta have a level of boldness that says, "All right, I've learned enough, now I gotta start the business. I have to have some cohonos and I gotta

do it on my own. I have to stop waiting." So, not being afraid of what makes you different and Buckminster Fuller is a great example because he pissed a lot of people off. He turned his back on all those conventional forms of doing things, and that was the source of his genius.

If you look at someone like Steve Jobs or any of the people we admire in technology, there's no one else like them. There's no one else like the master you studied under to become a black belt in karate. These are unique people, so you have to not be afraid of what makes you different.

Robert Kiyosaki: You know Blair, when we studied *Mistake, Mystique*, that is a powerful, powerful piece ... It was a couple of pages, but it still changed my life because you said what school teachers do is they go through your paper and they look for mistakes and they punish you for making mistakes. Let's say you make 10 mistake out of 100, that gives you a 90, but he says, then they punish you for making the mistake, but they don't ever discuss the mistake like the mistake is this horrible thing. But in the mistake is where the lesson is, right Blair?

Blair Singer: That's right. As a matter of fact, I've read ... Bucky said something once, it was really cool. He said the way school systems should work is, kids should be scored on the number of mistakes they actually make, and then go out in the real world and correct. They should actually grade their teachers on how well their teachers schooled them, which was-

Robert Kiyosaki: That went over big time in the school system.

Blair Singer: It's that whole thing Robert you said about making mistakes. Is that if you can't ... What I'm hearing you say, one of the things that stops people from mastery is this fear that's drilled into you during school of making a mistake and looking stupid in front of other people.

Robert Greene: Well, I think perhaps the greatest entrepreneur ever is Henry Ford. Henry Ford obviously was the pioneer in creating automobiles. What people don't realize is, he failed I think at least three times. Miserably failed in creating a mass produced automobile. And normally ... He failed once. He made mistakes like you're talking about. When you failed once, that was it because it's a lot of capital needed to just begin to try to create the automobile on a mass level, and he wouldn't stop.

He said, "That was my apprenticeship. Those three failures were my seven, 10 years of apprenticeship. I learned from them how to create the absolute, most perfect automobile for mass production," and he went on to do it. The lesson is, most people were crushed by their first mistake or their second one. They never got back up and tried to get the funding for the third one. He was so convinced that he had learned how to perfect it that he would find the funding. He would go ahead and do it. So, it was the mistakes he made that actually allowed him to be the pioneer-

- Robert Kiyosaki: But look at what's his name? Edison, he reportedly failed 1,014 times before the electric light bulb went on and when somebody says, "Well, you know you've failed so many times," he says, "Yeah, that's about right. That's what it takes to discover something important. You gotta fail at least 1,000 times." That was his report back to the academics.
- Robert Greene: Yeah, and as you said, it's good to be able to admit you've made a mistake. Henry Ford could tell himself. He wasn't so arrogant thinking everything he did was golden. He realized he had filed up, he had done something wrong. He had brought in the wrong investor, he had tried to make the car too much this way or that way, and he admitted it. If you can't admit that you made a mistake, then you can't learn from them-
- Robert Kiyosaki: So Robert, are you outside the school system now?
- Robert Greene: Oh, I left and never turned back. People in academia, when I go see them I feel like I'm the bird at the zoo that doesn't have to be in the cage and kind of flies [crosstalk 00:40:10] in the cage.
- Robert Kiyosaki: I like that metaphor.
- Robert Greene: They don't have the freedom to express themselves.
- Robert Kiyosaki: There's an old saying. I think it's an Irish proverb that goes, if I knew where I was gonna die, I wouldn't go there, so every time I get invited to a school, I don't go there. But when you talk to teachers about what you talk about, what's their response?
- Robert Greene: Well, I have had some professors who like the book and have actually used it to try to buck the system. There have been a couple business schools that have brought the book and some people in Art Departments. So, there are mavericks in the school system. They're not a lot, but they're there. But, it's not the kind of book that's going to have much resonance in academia.
- Robert Kiyosaki: No, I don't think so.
- Robert Greene: I once gave a talk for somebody [inaudible 00:41:05] at Stanford, and they were so turned off by my ideas. It was like I was from another planet and I kind of realized we're not talking the same language.
- Robert Kiyosaki: Well, I'm proud you're off that planet. You know what I mean?
- Robert Greene: Yeah.
- Robert Kiyosaki: Robert, we're out of time right now but I wanna congratulate you. Everybody, get the book *Mastery*, especially if you're kind of trapped inside your own self. You know there's something greater than you available, but you don't know

how to get out of that trap. You're just in that nine to five as they say or you're a doctor but you wanted to be a pro golfer. Whatever the thing is.

Robert, thank you for your contribution, the book is Mastery. His other books are The 48 Laws of Power, The Art of Seduction, which I like, The 33 Strategies of War, and the 50th Law. Robert's website is [powerseductionandwar.com](http://powerseductionandwar.com). Robert, thank you for your contribution and your research.

- Robert Greene: Well, thank you so much for having me Robert and Blair. I really enjoyed it.
- Robert Kiyosaki: It was fantastic, thank you. When we come back, the most favorite part of our program, Ask Robert.
- Speaker 2: You're listening to The Rich Dad Radio Show with Robert Kiyosaki.
- Speaker 7: Do you own an LLC or LP? Are you aware of the new rules? The IRS has mandated new audit rules that require every LLC operating agreement and LP limited partnership agreement be amended. This dramatic requirement has never before been experienced and changes must be made by December 31st. Corporate Direct, owned by Rich Dad Advisor Garrett Sutton, can guide you through these new rules. Call 800-600-1760. That's 800-600-1760, or visit [corporatedirect.com](http://corporatedirect.com). Contact Corporate Direct today to stay in IRS compliance.
- Speaker 6: Robert Kiyosaki's rich dad advisors have a great gift for you. Visit [richdadadvisors.com](http://richdadadvisors.com) and receive five free reports on business and investing success. Five free reports that can help you right now. And while there, check out the author's choice audio series. Audio is a great way to learn and for as little as 99 cents, you can download key chapters from all the Rich Dad Advisor books.
- You can listen to The Myths and Magic of Real Estate Investing, Seven Steps to Limited Liability, The Four Pillars of Investing, Team Code of Honor, or The Psychology of Debt among other great audios. For pennies, you can power up your skills for getting out of the rat race. So, please visit [richdadadvisors.com](http://richdadadvisors.com) for your five free reports, and your powerful and affordable audio chapters. That's [richdadadvisors.com](http://richdadadvisors.com), for great information that can help you right now.
- Speaker 2: It pays to listen. Now back to Robert Kiyosaki and The Rich Dad Radio Show.
- Robert Kiyosaki: Welcome back to, Robert Kiyosaki, The Rich Dad Radio Show: The Good and Bad News About Money. Once again, you can listen to the Rich Dad Radio show anytime, anywhere on iTunes or Android. All of our programs are archived at [richdadradio.com](http://richdadradio.com). We do that so you can listen to this again, which is part of mastery because it's repetition or practice. And, you can share it with friends, family and people you work with. This is especially good for your children to listen to because they'll go into the school system and get pounded into conformity, becoming a little assembly line robot.

I wanna thank Robert Greene. Again, his book is Mastery. His tips are, know yourself, the apprenticeship process, seven to 10 years. I apprenticed with my rich dad for almost twenty-something years. And, start as an observer. Keep your mouth shut, find a mentor and then understanding social intelligence, which I lack a lot of the time. Then you'll hit the creative level when you break through all that. Then your thoughts come out of nowhere.

That's pretty good because Blair just came in from Melbourne, Australia and I just came in from China and we see our work all over the world now. People are copying us, which is kind of a sense of flattery, right Blair?

Blair Singer: That's right, that's right but it's like Robert was saying. It takes a lot of patience to be able to make the mistakes, find good mentors and make more mistakes until finally some creativity can come out of it.

Robert Kiyosaki: Blair is a Rich Dad advisor. He's my best friend for many, many years. My advisors are the greatest friends, which is one of the steps to mastery, which is surround yourself with people who demand more of you than you do, expect the best of you. He is the author of Dogs, which is how to sell. Most people can't sell because sales equals what Blair?

Blair Singer: Sales equals income.

Robert Kiyosaki: And most people wonder, "Why the heck am I poor?" Well you can't sell. "I don't wanna sell." Well, then you'll be poor.

Blair Singer: That's right.

Robert Kiyosaki: There ain't much secret to that one. I mean, give me a break here. But that's the trap that people are in. I think that's what Robert Greene was talking about because let me tell you, there's no sense going through life more afraid what other people think of you than you. I think that's one of the things he said right Blair? Was that you just stand out from everybody else. That's who becomes a master.

Blair Singer: Yeah. It was interesting he said there's a point where you have to be patient, shut up, listen, listen to the mentors, make the mistakes, make the mistakes, make the mistakes. But then at some point, you gotta step out, start the business, make the sales call, whatever it is you're gonna do and not worry about what other people think because every genius he studied at some level broke from what other people thought about him.

Robert Kiyosaki: Right, and they failed, and failed, and failed, and failed. When I lost my first business, my poor dad again, who was a very high academic man in school, mistakes mean you're stupid. But in the real world, mistakes, if you learn from your mistakes and don't cover them up like a turd in a kitty litter box, I mean, Jesus! That's what people do. They are ashamed of their mistakes and then it

just sits there [inaudible 00:47:21] and rots and stinks, and they wonder why their lives don't work.

But anyway, I said to my rich dad, "I just lost almost \$800,000." He said, "Hey, congratulations, most entrepreneurs lose three businesses. You got two more to go." That's the difference in that, but also, we've all been around people who are like good doctors, but they're not master doctors. Or like when I went to learn to fight martial arts Taekwondo, there was a master. I went to go see that he was an eighth degree black belt and he was the guy I trained under.

I trained twice a day, while holding a full time working at Xerox and still working and fighting and eventually got to go to Korea to fight. But, it's been my process. I just find the greatest master and study with them. Frank Crerie was my master on how to take companies public through initial public offerings. He says, "I don't want you around me." He says, "Leave me alone." He says, "I'm very happy." He was already in this ... He's almost 90 when I ... About 85 when I met him.

And I just begged him. I said, "Look, I just want to know how you do what you do. How do you take nothing and turn it into a public company?" He says, "What's in it for me? Why do I wanna teach you?" I said, "I don't know, I'm a good student." Finally he says, "Well, how bad do you want it? How bad do you wanna learn how to take a company public?" And I said, "Badly." He says, "Okay, I'm, looking at three gold mines in Peru. They're having a meeting in Peru this Saturday. Be there."

Kim was working on the cashflow board game and she had to go to Austin, Texas to put the thing together. So, I went home and I said, "Kim, I have to fly to Peru." She goes, "Oh, okay." I flew all the way to Peru, I spent a week climbing up to 17,000 feet, looking at gold mines, three of them. Almost dying up there because I couldn't breathe. I come back to the States and I sit down and Frank is like, "okay, what you think?"

I said, "Frank, none of them will work," and I give him my analysis why the three goldmines ... Each of them had a different problem. He says, "good, I knew that." And I said, "If you knew that, why'd you send me?" He says, "I wanted to find out how badly you wanna learn," and that's the difference, right Blair?

- Blair Singer: That's right, that's right. An insatiable desire to be interested, to be willing to make the mistakes and do whatever the master tells you to do.
- Robert Kiyosaki: Go beyond what you think you can't do. That's the key. So, what's the first question Melissa?
- Melissa: Our first question today comes from Nathan in Australia, favorite book Rich Dad Poor Dad. He says, "I find myself struggling to change. I am the father of a three-year-old, and I want her to learn in a creative environment, away from

mainstream education. I really don't want her to end up where I am today. I'm aware of how your rich dad advisors are teaching their children but my question is, when should I start financial education for my child, and what should I start with?"

Robert Kiyosaki: Well, you've already started being a teacher. I hate to say this, your child knows you don't like your work. Right Blair?

Blair Singer: That's right, they can pick up on to really quickly.

Robert Kiyosaki: Yeah, your child knows. They're not stupid. There's a thing called non-verbal communication. It's like my poor dad, he was an academic. He read constantly. Today I read constantly. And my rich dad was constantly starting businesses, so I constantly start businesses. Your child will pick up the good and the bad because every master has a flaw. But the thing ... I don't like giving people advice on their kids. I think one of the worst things you can do is give a child money personally, because I was really blessed.

When I was 16, my poor dad said, "You're so incompetent," because I was flunking out of school because I couldn't write. He says, "You're so incompetent. I'm not gonna pay for your college education." That was kind of a setback because every kid wants their daddy and mommy to pay for their college education. I was like, "Ah!" And thank God I had a rich dad who wasn't gonna pay either.

He says, "Now you can start thinking." I really thought about it. Worst part about it is, the University [inaudible 00:51:49] rejected me. They take chimpanzees at the University of [inaudible 00:51:54] and they reject me because my grades were so bad. I was such a bad student. They didn't want anything to do with me, so I just kept going. That's all there is. That's all you can do is keep going.

So, I got congressional nominations to Naval Academy and Merchant Marine academy. How? I don't know, but I just kept going. I think that's the best thing you can teach your child. Any comments Blair, because you got two boys?

Blair Singer: Yeah. The one thing that ... the only thing that I can say is that what you said is true. Your kids pick up on what you do. What you demonstrate is what they're gonna follow. They may not hear you, and you might not think they hear you, but then when you see them acting out like with our kids, I said never quit, never give up. That's something that's in their DNA now.

Now, whether they're gonna be good in school or not, that's a whole ... I'm not to give any kind of advice on that. But the truth of it is like you said, the best thing you can do I think with your kids is walk the talk of how you want them to grow up.

Robert Kiyosaki:

But we also have a cashflow board game. You can sit there ... I learned money playing Monopoly with rich dad. He explained the game to me, so what do I do today? I play Monopoly 24/7. Robert Greene talks about you have to go 20,000 hours. I've gone more than 20,000 hours playing Monopoly. So, there are cashflow board games. Maybe you can play monopoly, but if you don't really know the game of Monopoly, you'll screw your kid up to.

Monopoly is a very sophisticated game if you understand and you study it. I think one of the biggest things ... The reason I was thinking about mastery when I was in China, there's a lot of fake people out there. Like, I listened to these guys get on stage, and I don't talk about bitcoin because I don't know anything about bitcoin. But these guys there talk about real estate and they don't know anything about real estate. You know how I know? Because I know. You know when you know.

I have friends of mine who are not very ... They're good guys, but they're not very successful. They stand on stage and say, "Oh yeah, just go buy some real estate like Robert does." I'm going, "That's the worst advice you can give somebody." I am a student of real estate. That's the reason I'm successful at it. And these guys who have zero real estate will tell you, "oh, just go buy some real estate like Robert does," and they think it's that easy. That's how stupid these people are. You meet guys like that right? All the time.

Blair Singer:

All the time. I think one of the best things you've always said when people come to advisors or to you and say, "I've got \$10,000, how should I invest it? What should I invest it in?" And it's like, "Are you kidding me?" You should use it to get yourself educated. Don't be going and investing in something you don't know anything about. Education is the key to mastery, which is what we were just talking about on the show.

Robert Kiyosaki:

Yeah, and I talk about gold all the time. Not too many people have started a goldmine, I have. That's how much I understand gold and that's the difference when I speak about gold. What about bitcoins? I don't think about bitcoins, but I do about gold. Well you should know about bitcoins. You go study bitcoins then. I don't wanna be a master of bitcoin. I don't need bitcoin. You do, it's a new currency. Fine, but study it.

But people want a tip, "Tell me what to do." I think that's what Robert Greene was saying. They're so conditioned in school to be told what to do by people who don't know what to do, school teachers. They're good people. My parents, all school teachers, very good people. But they could not survive on the streets. If you're gonna be an entrepreneur, you gotta survive in the streets, in the alley cans like an alley cat eating garbage sometimes just to survive. But they don't know that world. right Blair?

Blair Singer:

That's right. Whatever the hours are, the 10,000 to 20,000, whatever Robert Greene was talking about, but you gotta make the mistakes. You gotta-

- Robert Kiyosaki: And learn from them. Don't just make mistakes and forget about it. [crosstalk 00:55:59] is the most important things you can do.
- Blair Singer: Learning to make mistakes and learn from those is something to learn in and of itself.
- Robert Kiyosaki: And when you're lying in the gutter on the streets, which Blair and I have done without any money at all and we kept going, that's when you get really smart. So, I wanna thank Robert Greene, author of *Mastery*, website [powerseductionandwar.com](http://powerseductionandwar.com). Thank Blair Singer, best friend for years, and years, and years. You can submit your questions to [askrobert@richdadradio.com](mailto:askrobert@richdadradio.com) and I thank you all for listening. Thank you again Blair.
- Blair Singer: Thank you for having me.