

RICH WOMAN

KIM KIYOSAKI

WELCOMES YOU TO HER NEW BOOK

IT'S RISING TIME – WHAT IT REALLY TAKES

FOR THE REWARD OF FINANCIAL FREEDOM

It's Rising Time! is a call to action for women who are ready to take that next meaningful leap in life. *It's Rising Time!* is for women who want to grow and expand beyond where they are today. *It's Rising Time!* is for women who have a vision of what they truly want in life and are willing to go after it.

The Economist magazine recently stated: "... the next giant economic growth wave won't come from the Internet or China or India, but from empowering women."

The CEO of Coca-Cola, Muhtar Kent, said in a speech not long ago: "The truth is that women already are the most dynamic and fastest-growing economic force in the world today. The 21st century is going to be the 'Women's Century.'"

It's Rising Time!

It's Rising Time! focuses on that world that you and every woman throughout the planet live on today—our financial world. It's about money, yet, as you will find throughout this book and as you apply this information, I think you'll find that it's about so much more than that. *It's Rising Time!* is the affirmation with yourself that this is your time, no matter what, to reach *your* dreams.

Why "no matter what"? Because reaching a big dream takes daring, resolve, and old-fashioned guts. This game is not for little girls. As my friend Dionne says, "It's time to put on your big-girl panties."

Why "no matter what"? Because too many women quit. They quit on their dreams and, more importantly, they quit on themselves. Many women love the idea of being financially secure and independent. They get excited. They get started. They may read a book or attend a seminar. They begin their process, and then they hit a bump in the road. They make a mistake or life just interferes, so they decide, "This is too hard." And they quit.

This book is *not It's Lazing Time*. This book is *It's Rising Time!* To become powerful, grow larger and soar requires rising above what is comfortable and known and stepping into what may seem at times foreign and clumsy.

It's Rising Time! is about what it *really* takes to go from where you are today financially to where you want to be. And what it takes may surprise you. Whether you are a novice to the world of money or are actively pursuing your financial dreams, *It's Rising Time!* will challenge you to continue to rise up and move beyond where you are now—beyond what you think you can achieve—so you can have what you want.

I will share real-life stories, stories from businesswomen and investors who are open and candid and tell it like it is. This is not theory or academia. Understanding what it really takes in the world of money can only come from people who practice what they preach, who are out there every day doing what they talk about in this book.

I will include the facts, the figures, the data—the left-brain information that you will need to achieve financial independence. But I will go well beyond that. *It's Rising Time!* will involve all the senses—the thoughts, the mind, the emotions, the heart, the body, and the spirit. Accomplishing any valuable and meaningful goal takes all of you.

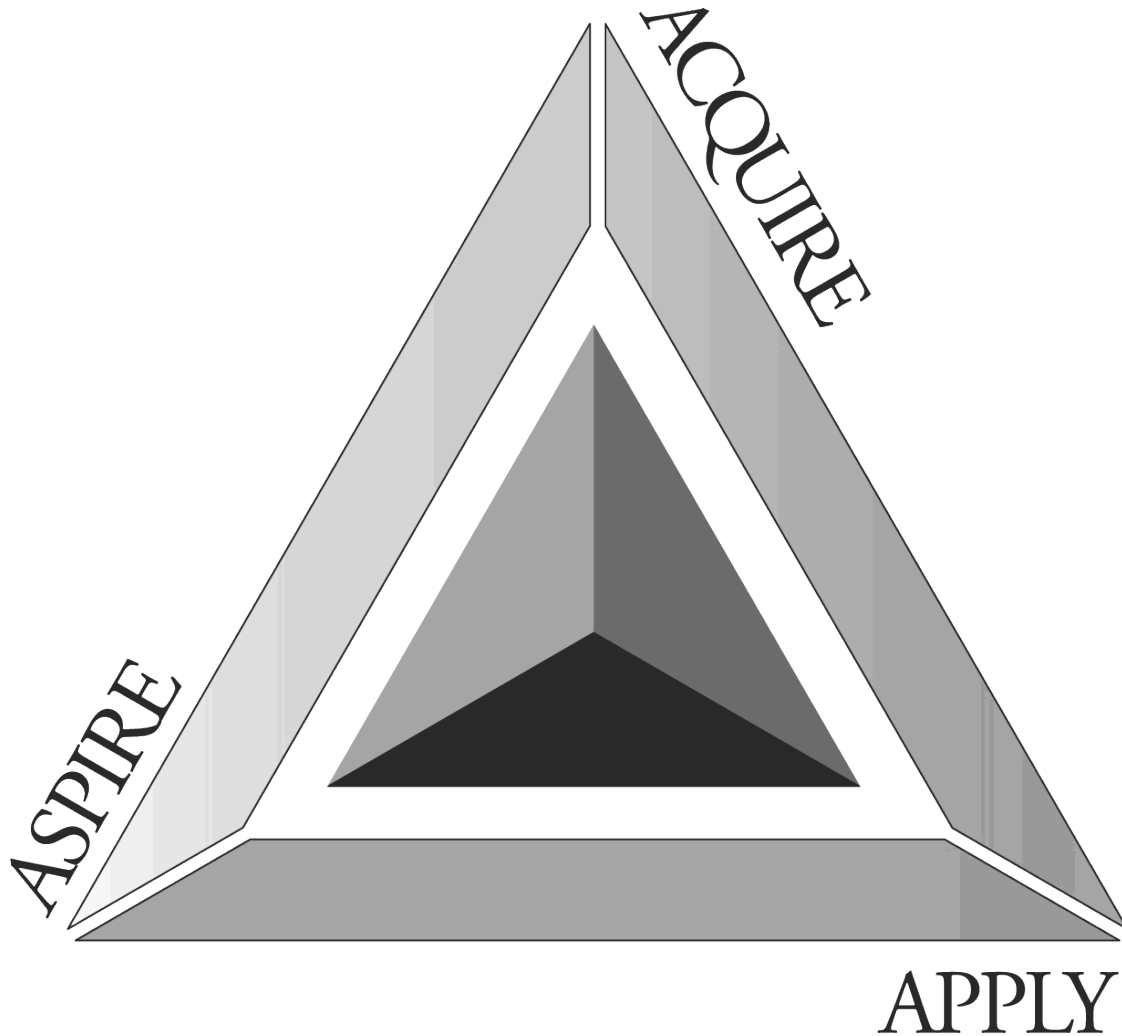
Achieving requires action, and action will open doors you never anticipated. This is the exciting part because this is where true growth and learning occur. It's in the real-life *doing*.

You Must Do in Order to Have: The Triple-A Triangle™

You cannot *have* what you want unless you *do* something. It's impossible. Think of some “wants” in your life. Maybe it's success, wealth, health, joyous relationships, and fun. In order to accomplish any one of those goals requires that you do something. Success requires accomplishments. Wealth requires delivering a product or service that someone is willing to buy. Health requires eating well and exercising. Whatever you *have* is a result of what you *do*.

The definition of *do* is “to perform, to execute, to accomplish, to exert, to be the cause of.” There are three types of *doing* necessary to reach a goal. Some women start, but do not reach, their financial goals because they are only focused on two of the three *dos*.

Triple-A Triangle



There are three parts to the Triple-A Triangle:

1. ASPIRE

This is the dream, the vision, the want. It is more than “I want a million dollars.” It is what you will ultimately have when you reach your financial goal. The dream maybe, “I will have the freedom to sail around the world.” “I will take up photography.” “I will have the time to spend with my granddaughter.” “I will open my gourmet food shop.” “I will contribute my time to Habitat for Humanity.” Although the goal is financial, the dream is much more than money.

The *do* of ASPIRE is that you must:

- Choose your dream or your want.
- Have a clear vision of what the dream looks like in your mind. You can create this visual in your mind or create a physical drawing or collage of pictures and words that represents your dream.
- Refer to this visual regularly, ideally every day. This is the vision of why you are doing what you are doing.

2. ACQUIRE

This is the education part of *do*. Acquiring knowledge includes reading books, attending seminars and classes, online research and study, talking with experts, working with coaches and mentors, and on and on. You are gathering the information you need in order to take action. Which leads us to step number 3...

3. APPLY

This is the put-what-you've-learned-into-action stage. Applying the knowledge is where you do such things as make the offer to purchase, put your money on the table, take on your first client, buy the stock shares or gold, make the sales call, or ask for investment dollars. The technical phrase for applying knowledge is "putting your butt on the line." Without the APPLY step, nothing happens.

True knowledge comes from putting what you've learned into real-world practice.

It takes all three parts of the Triple-A Triangle to achieve your goals and dreams.

QUOTE

Confucius said it best:

"To know and not do, is to not yet know."

END QUOTE

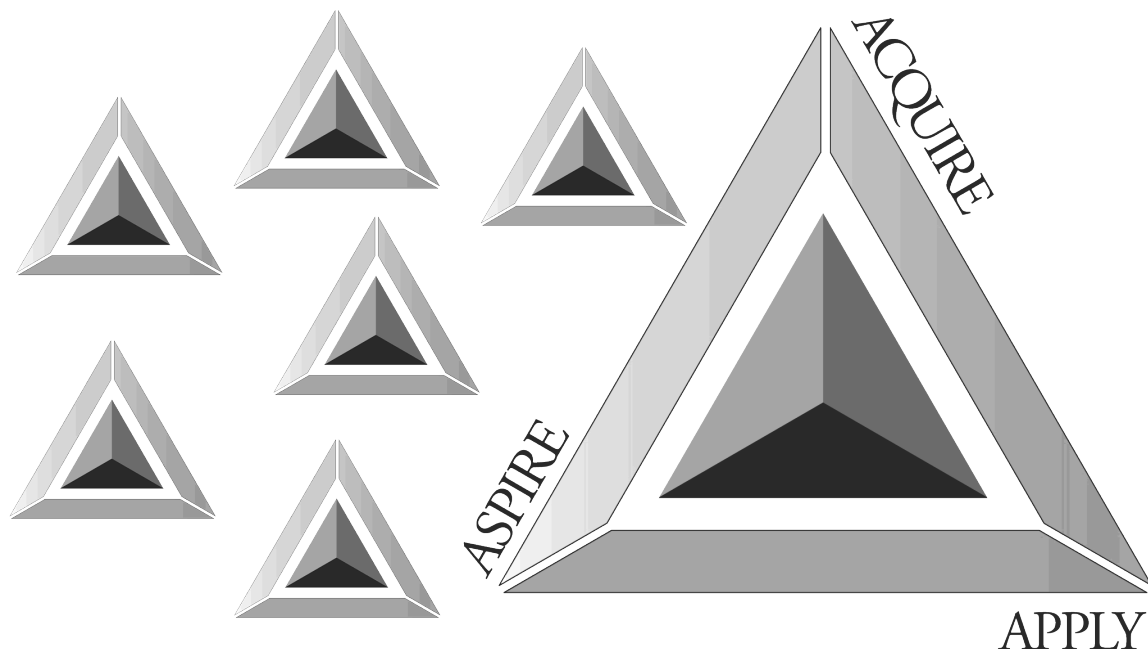
Many women accomplish the ASPIRE step and move into the ACQUIRE step and get stuck there. They attend all the seminars, read all the books and are online constantly researching. The problem is they never move into the APPLY stage. Why? My guess is

fear—fear of making a mistake, fear of losing money, fear of looking stupid, fear of people saying, “I told you so!”

It is only by *applying* the knowledge after you *acquire* it that those fears will dissipate. All three steps are necessary to achieve your financial dreams. It is primarily the *apply* stage that stops so many women.

The purpose of *It's Rising Time!* is to offer clarity to define what you ASPIRE to, to offer information for you to ACQUIRE and then, and most importantly, to use real-life stories and encouragement as the catalyst for you to APPLY the knowledge in your life to have what you want.

These three stages are constantly in motion. You don't move from one to the second and then to the third and then you're done. You aspire, you acquire, and you apply. Then you acquire more and apply more, and acquire more and apply more, all the while holding onto your vision of what you aspire to. It's an ongoing dynamic cycle. And while you have your big dream and aspiration, you also have many smaller goals leading up to your main dream. Each one of these goals has its own Triple-A Triangle.



As you move towards achieving your financial dreams, pay attention every now and then to how much of your *doing* is spent in *acquiring* knowledge and how much is spent in *applying* knowledge. If you notice one is becoming much more weighted than the other,

you may want to make a slight adjustment. You should notice a constant flow between all three stages of aspire, acquire, and apply.

What It Means to You Today

As I write, it is September 2011 and the United States and the world economy are... (How can I put this politely?)... one huge mess. My prediction is that the global situation will get quite a bit worse, long before it gets better.

What does that mean to you and me? Given where we are today, it means three things:

1. I am not waiting for, or depending upon, the government or government legislation to solve any of my financial concerns. I do not believe they have the answers that will help you or me.
2. Now is the best time to take your financial life into your own hands, to not depend upon the government, your spouse, your parents, or some financial “expert.” Your financial future is up to you.
3. Your financial life, your wealth, does not have to be at the mercy of the economy. Yes, it’s important we pay attention to what is going on, but the economy does not have to have any significant impact on you, your money, or your financial well-being. You can prosper, no matter what the economy is doing. You will see evidence of that throughout this book.

To the Adventure!

As you embark on this financial journey, you will find that your financial life is an essential part of, and not separate from, your day-to-day life. Face it, your financial life will always be with you. It is not a hobby or something you work on once or twice a year. It is ongoing and alive. If you give it daily attention and do one thing every day that brings you closer to your financial goal, then you will see other areas of your life rise up as well.

I promise you this: Whether you are brand new to the world of finances and investing or you have been successfully investing for years, *It’s Rising Time!* will speak to and support any woman striving to elevate her financial life. The women who share their

stories do so with a passion to light a spark in other women to take control of their financial lives, as they themselves are doing.

I also promise you this, that in pursuing your financial dreams, you will experience countless rising-time moments, those personal breakthroughs where you will grow mentally, emotionally, physically, and spiritually. That is the beauty of true knowledge. That is the hidden magic of this journey.

So women, I applaud you. *IT'S RISING TIME!*

A handwritten signature in black ink, appearing to read 'Kim Kiyosaki', with a stylized, cursive script.

Kim Kiyosaki

Entrepreneur, best-selling author, cash flow investor