

# Rich Dad Poor Dad — 1-Page Cheat Sheet

*For Entrepreneurs & Sales Leaders*

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## Core Belief

**The rich don't work for money.  
Money works for them.**

Your job isn't to earn more—it's to **build systems that earn without you**.

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## Assets vs. Liabilities (Non-Negotiable)

**Assets:** Put money *in* your pocket

- Businesses
- Sales systems
- Teams that produce
- IP, training programs, pipelines
- Investments

**Liabilities:** Take money *out*

- Cars, lifestyle upgrades
- Personal debt
- Ego purchases

**Entrepreneur filter:**

“Does this still pay me if I step away?”

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## Income Types (Know Your Lane)

1. **Earned** – commissions, salary (active)
2. **Business** – systems + people
3. **Portfolio** – investments

#### 4. **Passive** – royalties, leverage

Sales leaders: earned income is fuel, **not the destination.**

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## **Employees Seek Security. Leaders Seek Opportunity**

Traditional mindset:

- “Stable paycheck”
- “Avoid risk”
- “Wait for promotion”

Entrepreneur mindset:

- “Controlled risk”
- “Skill stacking”
- “Ownership beats comfort”

Growth lives where others hesitate.

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## **Sales Is the Gateway Skill**

Rich Dad truth most people miss:

- Sales ≠ talking
- Sales = influence, confidence, value creation

If you can:

- Sell ideas
- Sell people on vision
- Sell customers solutions

You can build anything.

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## **Reinvest Like a Pro**

Poor mindset:

- Spend raises
- Upgrade lifestyle
- Reward emotion

Rich mindset:

- Reinvest commissions
- Buy assets first
- Delay lifestyle upgrades

**Rule:** Assets buy luxuries later.

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## Build Systems, Not Just Hustle

Hustle creates income.  
Systems create freedom.

Examples:

- Repeatable sales scripts
- Training pipelines
- Recruiting engines
- Delegation + SOPs

If you are the system—you don't own a business.

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## Financial Intelligence > Hard Work

Hard work without financial IQ = burnout.

Learn:

- Cash flow
- Leverage
- Taxes
- Risk management

Top earners lose money because they don't understand it.

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## Entrepreneur's Decision Filter

Before saying yes:

1. Does this build an asset?
2. Does this reduce dependency on me?
3. Does this increase cash flow or control?
4. Does this scale?

If not—delegate, automate, or decline.

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## The Real Goal

**Freedom over income.**  
**Ownership over titles.**  
**Systems over stress.**

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