

Rich Dad Poor Dad — 1-Page Cheat Sheet

For Entrepreneurs & Sales Leaders

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.**

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?"

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**.

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.

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.

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.

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.

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.

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.

The Real Goal

Freedom over income.

Ownership over titles.

Systems over stress.
