

**SPECIAL REPORT**

# THE ENTREPRENEUR CODE

“STOP WASTING YOUR TIME...  
AND START MAKING MONEY...”

BY BRUCE MUZIK

## Dedicated To Entrepreneurs Who Want To Enjoy Life... And Make A Fortune



**WARNING:** *Parts of this report may not be pleasant to read. If you have ostrich like tendencies and find yourself burying your head in the sand when it comes to your finances and business, please don't read on any further.*

# THE ENTREPRENEURIAL FAIRYTALE

Has something like this ever happened to you?

You're strolling on a tropical beach having a conversation on your cell phone with your personal assistant.

She's telling you that the million dollars you were expecting has just been transferred to your bank account and that you can take the next 6 months off because she'll handle everything at work for you while you enjoy your life.

You feel so free... when all of a sudden...

**Beep! Beep! Beep!**

Your alarm clock goes off and you realize... You've been dreaming and have to wake up and go to work.

The contrast between your dream and your current reality is so stark that it puts you into a mild depression before your feet have even rolled out of bed and touched the bedroom floor.

As you brush your teeth, you remember that you have another tough day ahead and a feeling of despair seeps into the pit of your stomach.

You arrive at work and look at the list of things you should be doing to grow your business, but instead of diving right in, you go to the coffee machine and make your third cup of coffee... and then log on to Facebook to answer your messages.

*"Facebook messages are important... they're not going to answer themselves..."* you tell yourself.

Before you know it, the clock on the wall reads 5pm and you've **procrastinated** another day away because doing what you think you should be doing to grow your business makes you want to stick your head in the sand and hide... like an ostrich.

Does this scene sound at all familiar to you?

If so, I'm willing to bet that **your business won't be around 5 years from now.**

*"Woah!"* That's a pretty bold statement to make, especially considering that I don't even know you... so allow me to explain.

## Why Your Business Won't Be Around 5 Years From Now

How can I be so sure your business won't survive?

Two reasons:

- 1) If you experience some version of the above scenario, I already know one important thing about you:

You're not working in your **natural strengths**, so, you'll never be motivated or skilled enough to out-perform the competition who *are* naturally motivated and *are* naturally talented at the work you're doing.

- 2) Because that's what statistics show happens to 19 out of 20 entrepreneurs and small business owners.

Even if you currently enjoy your business, the unspoken reality about being an entrepreneur is that you will most likely reach the end of your life stressed out, broke and still struggling to create the wealth you've invested so much time and energy working for.

STOP for a moment and notice what the little voice on your head is telling you as you read that last paragraph...

Is it desperately trying to convince you that all this doesn't apply to you?

It's not a pretty picture, I know... and I'm not trying to discourage you from being an entrepreneur.

On the contrary, I want to give you a rare opportunity to have a reality check and make sure that you aren't living a fairytale that has killed countless dreams for countless well meaning entrepreneurs like you...

...thinking that if you keep on following traditional business advice that one day you'll **magically 'strike oil'** in your business and retire rich.

If you've had that thought, you're not alone...

## I Was The Average Broke 'Someday' Entrepreneur...

Hi... I'm Bruce Muzik. Like you, I'm also an entrepreneur.



For nearly 10 years I lived an 'entrepreneurial fairytale' telling myself,

*"Someday I'll hit the jackpot in my business. Someday I'll figure it out and be financially free. "*

Each month, I'd put aside exactly \$0.00 into my savings account, because I couldn't afford to.

Then I'd justify it by telling myself that someday I'd be rich and wouldn't need savings anyway.

I didn't realize it at the time, but I was gambling my future away and justifying it with wishful thinking.

Each year, I'd tell myself, *"This is the year I'm going to become financially free and never have to work again..."*

**...and each year I tried a new money-making strategy.**

- ✘ One year I tried buying and selling property.
- ✘ The next year I tried stock market investing.
- ✘ The following year I tried multi level marketing.

Nothing worked.

In my dark moments of despair I'd wonder if maybe something was wrong with me.

I couldn't figure out how come my friends and mentors made money so easily and I kept struggling away.

And so it went on until one day I woke up from my *someday fairytale*.

I finally came to the realization that I'd been telling myself *"someday..."* for almost 10 long years and yet my bank balance had barely changed at all during that time.

Reality check!

It was around this time that a close friend invited me to go listen to a very successful entrepreneur giving a talk in London.

That talk would prove to be a turning point in my financial life, because...

**...after listening to him speak, I became financially free in less than 3 years.**

What did I learn that night that changed everything?

I call it **the Entrepreneur Code** and I'm going to teach it to you in the coming pages.

# THE MYTH THAT STOPS YOU FROM MAKING MONEY

Have you ever read 'Think And Grow Rich' by Napoleon Hill?

Napoleon Hill studied 500 of the world's wealthiest men and women to find out what they had in common and then wrote a book to share his discoveries with the world.

Nobody I know has ever questioned "Think And Grow Rich". It's the most famous business book ever written, so why would we?

Well, I'm going to kill a sacred cow...

**Think And Grow Rich is fundamentally flawed.**

There, I said it!

Napoleon's research makes a fundamental assumption about people that *will* sabotage your success if you're not aware of it...

## Why Copying Your Entrepreneurial Heroes Will Cause You To Fail In Business

Think And Grow Rich suggests that if you do exactly what wealthy entrepreneurs before you did, you can become rich like they did.

In psychological circles, we call this 'technique' modeling.

The theory goes like this: If you copy the thoughts, feelings, actions and strategies of someone successful, you can emulate their success.

Sounds logical, right? I'm sure you've heard or read some version of this before?

**Take the same Actions as wealthy people → Get the same Results as wealthy people**

However, modeling doesn't work for everyone. If it did, you and I would probably be getting our feet massaged while sipping Pina Colladas on a beach in the Caribbean...

If modeling was that easy, a lot more people who read Tim Ferriss's #1 best seller "The Four Hour Work Week" would be working 4 hours a week.

Can you see what I'm getting at?

I call this '**The Modeling Myth**'.

Have you ever actually tried to model someone in business?

I have.

I've modeled the business strategies of many wealthy entrepreneurs... and more often than not, I failed dismally to replicate their results...

...not because I'm stupid, or can't follow instructions...

...but because I had to FORCE MYSELF to wake up day after day and do what other successful people do to make money (or so I was led to believe).

## If You Have To Force Yourself To Succeed, You Never Will...

Perhaps you can relate to my experiences:

- While property investing, I had to force myself to analyze real estate deals day after day. My Excel spreadsheets made me what to cry with exasperation every time I looked at them.
- While dabbling in MLM, I had to force myself to share my business with others. The thought of having to convince someone I loved to sign up for a business that I myself was struggling with didn't seem congruent to me. I sighed with such relief when I finally quit MLM for good.
- In stock market investing, I had to force myself to open the expensive trading course and learn the strategies

and skills needed to succeed. A year later I had lost a lot of money.

I want you to know, that I'm not blaming anyone but myself for my failures. It didn't occur to me at the time, but now it's glaringly obvious how naive I was to expect to succeed at anything that I had to use FORCE to motivate myself to do?

**NOTE:** Some of the business strategies I mention above may be fun and exciting to you and naturally motivate you. If that's the case, keep doing them. Everyone has different likes and strengths.

## The Gaping Hole In Think And Grow Rich

And this is where our dear friend Napoleon Hill left a gaping hole in his research. He didn't factor *me* (or *you*) into his research.

After a while, I couldn't torture myself anymore following someone else's soul destroying business advice, so I did the thing most entrepreneurs are told never to do... I quit!

I went from one business to the next with the same result... lots of hard work contrasted with bouts of severe procrastination always leading to mediocre financial rewards at best.

It was around this time that I met **Roger James Hamilton** – the successful entrepreneur I went to listen to that cold, rainy London evening.

# THE SECRET BEHIND EVERY ENTREPRENEUR WHO EVER BECAME SERIOUSLY WEALTHY

Like Napoleon Hill, Roger was also obsessed with studying billionaires.

But unlike Napoleon Hill who was only a student of business; Roger made his first million dollars by the tender age of 21, so he earned his stripes early on.

While researching billionaire entrepreneurs, he noticed that out of all the possible strategies for making money, billionaires only used EIGHT. Not nine, not seven... eight.

I'll bet you're wondering what they are...

## The Only Eight Ways To Create Wealth

1. building innovative **products**
2. building an influential **brand**
3. building high performance **teams**
4. facilitating **deals**, and taking a cut
5. buying and selling **commodities** for profit

6. collecting **assets** that increase in value
7. controlling the **cash flow** generated from assets
8. building a **system** that can be duplicated

Perhaps even more intriguing is that Roger's billionaires didn't use *all* eight strategies to become rich.

Every single one made their money from only one of the eight strategies. They may have tried other strategies, but only one strategy unlocked their wealth for them.

Are you with me so far?

As Roger delved deeper into the psychology of mega-successful entrepreneurs, he learned that the men and women who shared similar personality types, *all used the exact same wealth creation strategy* to make their money.

This is when Roger had his BIG AHA moment!

Each personality type has a wealth creation strategy that naturally suits that kind of person.

### ENTREPRENEUR SECRET #1:

There are only 8 ways to create wealth. Unconsciously, billionaire entrepreneurs choose the way of creating wealth that is naturally suited to their personality type.

Roger called each personality type a **Wealth Dynamics profile**.

These are the eight Wealth Dynamics profiles. *As you read them, notice which ones resonate with you and which ones don't.*

## Who Is Roger James Hamilton?

Roger James Hamilton is the creator of Wealth Dynamics.

He has a degree from Cambridge University and made his first million at the tender age of 21.

But unlike Napoleon Hill who was only a student of business; Roger made his first million dollars by the tender age of 21, so he earned his stripes early on.

He calculates that he made (and lost) over \$130 million in mistakes during the first ten years of his entrepreneurial career!

He's not just an academic theorist; he's a real entrepreneur like you and me who's earned the respect of tens of thousands of entrepreneurs around the globe.



1



## THE CREATOR

**Wealth Creation Strategy:** Builds innovative products

**Famous Creators:** Richard Branson, Bill Gates, Walt Disney

2



## THE STAR

**Wealth Creation Strategy:** Builds an influential brand

**Famous Stars:** Oprah Winfrey, Paul Newman, Bill Clinton

3



## THE SUPPORTER

**Wealth Creation Strategy:** Builds high performance teams

**Famous Supporters:** Steve Ballmer (CEO Microsoft), Meg Whitman (eBay), Jack Welch (CEO General Electric)

4



## THE DEAL MAKER

**Wealth Creation Strategy:** Brings deals together

**Famous Deal Makers:** Donald Trump, Rupert Murdoch, David Geffen (Geffen Records)

5



## THE TRADER

**Wealth Creation Strategy:** Buys and sells commodities

**Famous Traders:** George Soros, Peter Lynch, John Templeton

6



## THE ACCUMULATOR

**Wealth Creation Strategy:** Buys and collects assets

**Famous Accumulators:** Warren Buffet, Paul Allen (Microsoft)

7



## THE LORD

**Wealth Creation Strategy:** Extracts cash from assets

**Famous Lords:** John D. Rockefeller, Lakshmi Mittal, Ingavar Kamprad (IKEA)

8



## THE MECHANIC

**Wealth Creation Strategy:** Creates a duplicatable system

**Famous Mechanics:** Jeff Bezos (Amazon.com), Michael Dell (Dell Computers), Ray Kroc (McDonalds), Henry Ford

Did *you* resonate with any of the Wealth Profiles as you read them?

Did any of them feel totally 'not you'?

*For now, try not to guess which one you are, because you'll probably guess wrong. Even after studying this stuff for years, I still guess my friend's type wrong more than 50% of the time.*

## If Ever There Was A Secret Key To Open The Door To Wealth And Success, This Is It...

Just as you have a preference for writing with your left or right hand, you also have a preference for making money that is totally natural and easy for you.

Like each of the successful entrepreneurs above, you are also naturally suited to building wealth in one of the eight ways.

Your way is called your **Wealth Dynamics Profile**.

If you feel like you're spinning your financial wheels working too hard and getting nowhere fast, it's probably because the strategy you are using to make money is not natural to you...

...like writing with your non-dominant hand isn't natural to you.

You probably learned that strategy from a well meaning parent or guru a long time ago it's been the only one you've used – till now that is...

## The Secret That Wealth Gurus Don't Want You To Know...

What most wealth creation gurus won't tell you is that most of their student's never become wealthy... ever!

And to a large extent, it's not the fault of the guru or the guru's strategy.

The responsibility lies squarely with the student... and most wealth creation students just don't do what their millionaire gurus advise them to do and that's why they don't succeed.

But the reason so few students do what they are taught is not because they're lazy, but because it doesn't feel fun and natural to do that kind of business stuff.

And this is the one problem that 99% of well meaning wealth creation teachers don't know how to solve: *"How do I get my students to do what I did?"*

Most gurus make the false assumption that because their strategy for making money worked for them - it will definitely work for you.

To the degree that the guru or mentor you are modeling shares your Wealth Profile, that theory works.

However, if the person you're modeling has a different Wealth Profile from you, they'll also have totally different strengths and weaknesses and following their instructions will feel uncomfortable and often demotivating to you.

## The Assumption That Killed 1000 Dreams Of Success...

For example, if you're an *introvert* and I asked you to get on stage in front of thousands of people every day and sell someone's products, would you actually stick with it and succeed?

Probably not, because introverts become drained by prolonged exposure to people.

By the same token, if you're an *extrovert* and I told you to create wealth by becoming a Google Search Engine Optimization expert, sitting in isolation behind a computer all day, would you be happy?

It's more likely that you'd be tearing your hair out!

Why?

Because extroverts get energized from being around other people, not sitting alone in isolation.

The assumption that one size fits all is responsible for destroying thousands of entrepreneurial dreams, hopes and ambitions and only results in working long nights, weekends and rarely taking vacations in the hope of one day getting ahead and making it.

Don't let it destroy yours.

### ENTREPRENEUR SECRET #2:

**If you're not doing what you're naturally gifted at,  
making money will always feel like hard work...**

By contrast, the reason billionaires make creating wealth look so simple is because they *are* creating wealth in a way that is natural to them.

Even if they do work many hours, they love what they do so their work doesn't drain them, it energizes them.

## How To Lose All Your Money, While Making Yourself Miserable...

What's even more fascinating is that if you read the biographies of these billionaire entrepreneurs, you'll discover that when they stopped following their Wealth Profile, many of them lost all their money. All of it!

However, when they went back to using the wealth creation strategy that was most natural to them, they somehow (almost magically) seemed to make all their money back again and then some.

### ENTREPRENEUR SECRET #3:

**Straying from your Wealth Profile  
may lead to you losing all your money**

Let's take Donald Trump for example...

## How Donald Trump Screwed Himself And Then Bounced Back From \$900m Of Debt

After a winning spree in the late 80's Donald Trump made his fortune through making deals in real estate.

He's a **Deal Maker** profile, so negotiating deals is his most natural way of creating wealth. He is even quoted as saying "*My life is one long negotiation...*"

He then did a Donald Duck (*or ostrich – whichever you prefer*) and stuck his head in the sand, taking his focus off doing deals and building his Trump brand – a totally different wealth creation strategy that belongs to the **Star** profile.

By 1990, Trump was \$3.5 billion in business debt and a further \$900 million in personal debt. Having stepped out of his natural winning formula, he'd lost his edge.

By 2005, Trump refocused his efforts and boasted a net worth of **\$2.7 billion** again.

How?

He took his head out of the sand and returned to his deal making strategy; the strategy that is most natural for him!

This is one of many, many examples of billionaires who lost all their money by abandoning their Wealth Profile and regained it by returning to their natural Wealth Profile again.

## DISCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR PERSONALITY TYPE

By now, I hope you're getting excited or breathing a sigh of relief as you realize that there is a natural way for you to create your wealth, that not only feels good, but has been proven to work by wealthy entrepreneurs through the ages.

If you're wondering if it's possible to discover your Wealth Profile without investing a lifetime trying each of the eight wealth creation strategies to see which one works out for you, I've got good news and not so good news.

### The Good News

The GOOD news is that Roger James Hamilton developed a very cool online system that reveals the exact wealth creation strategy you should be using to leverage the natural strengths of your unique personality type and reveal a business strategy that is natural for you.

He calls his system **Wealth Dynamics**.

It begins with a 20 minute personality quiz that delivers you a very detailed 29 page report explaining exactly:

- What your unique Wealth Profile is
- Which strategy will create wealth most easily for you, and
- The six steps you need to complete to become wealthy using that strategy

## The Not So Good News

The bad news is that if you take the quiz now, you may discover that most of what you have been doing to create wealth is unnatural to you and has probably been a gross waste of your talents (not to mention your time).

Worse still, you might discover that you've blown thousands of dollars on wealth creation advice and education that was useless for your personality type.

Whatever the case, I'm sure you'd rather have the bad news now, than 10 years down the line when it may be too late to change your strategy.

If that's the case, and you want to lift your head out of the sand so you can see your brighter future, you can [discover your Wealth Profile here](#).

## What Wealth Dynamics Did For My Business

*"Three of my close friends all told me I "needed" to take the test"*

When I first heard about Wealth Dynamics, three of my close friends all told me I *needed* to take the quiz.

Naturally, I resisted at first.

My head was buried so deep in the sand, and I was skeptical about wasting more money on yet another wealth creation gimmick, thinking it was probably just another personality test (they're a dime a dozen these days) that someone sucked out of their thumb.

However, because all three of these friends are entrepreneurs I respect, I decided to trust them and take the quiz.

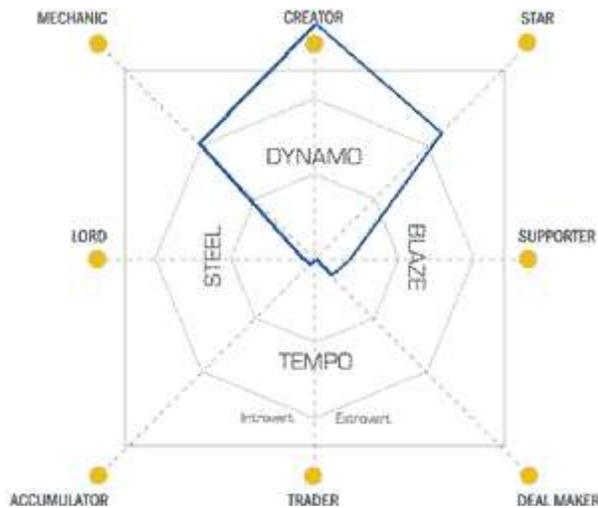
### **As it turns out, I scored off the chart as a CREATOR profile!**

I carefully read my 29 page Wealth Creation Guide and began to understand why making money had been so hard for me most of my life.

What became crystal clear to me was that I was not working in my Wealth Profile.

My success as a songwriter also made sense when I discovered that the **Creator** profile's strategy focuses on creating innovative products and coming up with fresh ideas.

That's why writing a #1 hit song was so easy for me - I was creating. The song took all of 45 minutes to write.



As it turns out, I scored off the chart as a CREATOR profile.

It also explained why I had struggled to make money from my recording studio. Running a business is not a natural Creator strategy - it belongs to another Wealth Profile altogether.

*"The men who have succeeded are men who have chosen one line and stuck to it." - Andrew Carnegie*

## "I Finally Understood Why I Kept Losing Money!"

After reading my Wealth Dynamics report, I looked back over my life and began to notice an alarming pattern.

- When I followed the Creator strategy, I made money easily.
- When I stopped following that strategy, I lost money - fast.

This convinced me to try out the 6-step Creator strategy in my own life. Hell, what did I have to lose?

Within 4 months I created THREE new products, brought them to market and sold them so successfully that just a few years after taking my Wealth Dynamics quiz, I'm living the life I always dreamed of.

Something else happened for me in those months. I had more fun in my business than I'd ever had.

I felt like I did when I was teenager, playing in a rock band and asking myself *"Could it really be true that I can get paid to do the thing I love???"*

Another cool side effect was that my team began performing better at work.

I had them all take the test and then shifted their job descriptions to better suit their profile.

The difference in their energy at work was tangible.

## Perhaps Best Of All...

I now live on the beach on a Caribbean island and remote control my business from home!

My entrepreneurial fairytale came true.

I'm no billionaire, but thanks to implementing just 3 of the 6 steps in the Creator profile strategy, I now have the freedom to choose when I work and when I don't.

I recently took an 18 month sabbatical and my business continued to fund my life every month, while I was off travelling the world finding myself.

If I want to go kite-surfing first thing in the morning, no problem.

If I want to take a few months off and go touring around India on my motorcycle, I can.

I'm not sharing my personal life with you to brag.

I'm sharing it to illustrate what can happen for YOU when you start working within your Wealth Profile.

Maybe it's time for you to [discover yours](#)...

## I'm Taking Away All Your Excuses For Not Succeeding As An Entrepreneur

You can no longer blame lack of knowledge or resources as an excuse for not succeeding in business.

Very few billionaires started out with ANY of those.

They succeeded because they worked within their natural strengths.

When you build your business around your natural strengths, you're not going to need to force yourself to do it.

It will be a natural expression of who YOU are...

...like writing with your right hand - you don't have to think about it. It just happens naturally.

I'm willing to bet that if you're still struggling to make serious money in your business, it's because you're not following your Wealth Dynamics Profile, not playing to your strengths and not using a business strategy that feels natural to you.

## Before we complete, let's wrap up and summarize what we've learned:

- ✔ Modeling someone else doesn't work unless that person shares your personality type
- ✔ If you have to FORCE yourself to do something, you'll NEVER be great at it
- ✔ There are only EIGHT ways to create wealth
- ✔ Your personality type is naturally suited to make money using one of these ways more than any other. This strategy is called your Wealth Dynamics Profile.
- ✔ When the billionaires in Roger's research followed the strategy natural to their Wealth Profile, they made money effortlessly. When they deviated from that strategy, they often lost ALL of their money.
- ✔ The reason you're not making the kind of money you know you are capable of making is almost certainly because you are following a strategy designed for a different Wealth Profile! Or you're taking advice from a guru/mentor of a different Wealth Profile.
- ✔ If you want to enjoy your work and succeed as an entrepreneur, you've got to know and follow your Wealth Dynamics Profile.

## FINAL THOUGHTS

### Do you know what the biggest risk you'll ever take is?

It's your business.

Think about it. During your life, you'll spend more time working than you will with your loved ones. You're very literally risking your LIFE when you go into business.

If you choose the wrong business strategy, you could spend most of your life struggling, working hard and probably never even glimpse success.

Unless you're smart, you could very easily end up working long into your retirement - and not because you *want* to, but because you *have* to.

The stats tell it clearly. 19 out of 20 small businesses fail within 10 years.

Why?

The entrepreneurs running them are not working in their strengths.

Hell, they don't even know what their strengths are, so they work far too hard getting nowhere fast.

Congratulations! You now have more insight into succeeding as an entrepreneur than 99% of your fellow entrepreneurs.

**What are you going to do with it? Sit on it or [ACT on it](#)?**

So there you have it – The Entrepreneur Code laid out for you to use...

If you're ready to discover your own path to wealth naturally suited to YOUR personality, you can [take Roger's Wealth Dynamics test here](#).

I hope you enjoyed reading this as much as I enjoyed writing it for you.

I believe that deep down inside all of us is a little voice that recognizes the Truth when we see it.

If anything in The Entrepreneur Code has resonated as Truth for you, I highly recommend that you invest 20 minutes of your time and take Roger's test.

You might save yourself the next 10 years of hard work and struggle, and replace them with fun, success, money and freedom.

Who knows? You might even leave a legacy.

Your partner in success,

*Bruce*

**P.S.** Please feel free to pass this document on to anyone you feel would get value from reading it (so long as you keep it in its original form).

**P.P.S.** You can take Roger's Wealth Dynamics test at [www.myWealthDynamicsProfile.com](http://www.myWealthDynamicsProfile.com).

## About The Author:

I like to think of myself as an entrepreneur, although some of my friends tell me I don't work hard enough to qualify for the title Entrepreneur.



As a kid, I was always the guy running up to my friends excitedly saying, "Dude... Have you heard about this xyz (*insert cool success shortcut here*)?" Something in my makeup compels me to seek out shortcuts to success.

Maybe it's because I'm curious. More likely, it's because I hate working harder than I need to.

Naturally, I wanted to share my discoveries with my friends. Some listened and some thought I was weird - usually because so many of the shortcuts I discovered were contrary to conventional wisdom.

In any event, not much has changed as an adult, except now I get paid to share my ideas with others in my seminars and online courses.

I know Wealth Dynamics will make a difference to you - as it continues to make for me.

*FULL DISCLOSURE: If you [get the Wealth Dynamics test](#) through any of the links in this report, I'll make a small commission. If you don't like the idea of that, don't click on any of the links in this report ;-)*

*"Your time is limited, so don't waste it living someone else's life.  
Don't be trapped by dogma, which is living with the results of other people's thinking.  
Don't let the noise of others' opinions drown out your own inner voice, heart and intuition.  
They somehow already know what you truly want to become.  
Everything else is secondary." – Steve Jobs, Apple (CEO)*

[Click Here To Take Your Wealth Dynamics Test Now](#)