

My 6 biggest takeaways from interviewing 1% of the world's billionaires:

- There are 2,640 billionaires. 99% of people never get access to them.
- I've worked/met with 25 of them. Crazy!
- But - I hate when people say they've "learned so much" without sharing what they learned
- So I'm spilling the beans on the stuff I *actually* learned from them and use on a daily basis

Let's gooo!

1- There are no employee billionaires

- You can't W2 your way to billions. There's a cap on your salary.
- Live a Low Cost Lifestyle (LCL) - while you transition to entrepreneurship
- Having a job is not evil. But you're not gonna be a billionaire with only a salary

2- Billionaires create their market

- Whoever creates the market, takes home the billions.
- Non-obvious markets become billion-dollar markets because of billionaires.
- You have to be okay with being "wrong" now to be right later - persistence BEATS resistance!
- The belief you have in yourself and your product have to be higher than the belief you place in others.
- What do you believe that most people don't?

3- They are okay with being boring

- They live surprisingly simple and aesthetically UN-extreme lives.
- You don't need to be in a sexy market like tech or AI to do well – Larry Janesky became a billionaire with basements.
- There are SO many ways to get rich. Pick the one you enjoy & have an advantage in
- Becoming a billionaire takes DECADES. Think and act accordingly.

4- Their attitude towards money never changes

- With money comes great responsibility.
- They're SUPER frugal - they won't pay for an overpriced product
- Wealth isn't about buying fancy things.
- Wealth is about being able to say 'no' to things you don't want to do.
- Billionaires RESPECT and PROTECT their money.
- They don't fling it around because they realize the blood & sweat that went into getting it

5- Billionaires got rich doing ONE thing

- Larry Janesky → Basements
- John Paul DeJoria → Haircare
- Michael Hudner → Shipping Containers
- Mark Zuckerberg → Facebook
- You don't build wealth by diversifying. You build wealth by doing ONE thing.
- Diversification is for wealth preservation and protection, not creation.
- Try a lot of things. Find the thing that works. DOUBLE DOWN on it - and stick with it for 10 years.

6- Billionaires pay the price

- It was a LOT of work and sacrifice. Many sacrificed personal relationships with their spouse and family.
- You won't find meaning in the money.
- "You can't get back the time with family, but you can always make more money."
- Nothing comes without a cost
- Entrepreneurship is NOT just about getting rich.
- It's about creating your dream life. It's about finding the right path for YOU.

Ok. That's a wrap.

If you like, feel free to share this doc in your group chats or on Twitter. Even 1 nugget can be a game-changer.

Rooting for you,
Noah 🍀👉

PS – If you want more nuggets like these – [here's a link to my weekly newsletter where I share my failures, stories, and learnings over the years](#)