

MILLIONAIRE UPGRADE

Lessons in success from those who
travel at the sharp end of the plane

RICHARD PARKES CORDOCK



CAPSTONE

ENDORSEMENTS FOR MILLIONAIRE UPGRADE

'It took me a long time to learn this stuff – I wish I'd been on that plane 30 years ago!'

Simon Woodroffe – YO! Sushi and panellist on Dragons' Den

'The principles of success apply equally whether you are an aspiring entrepreneur, chief executive of a large plc, or simply looking for inspiration for your own personal life. Here's where you start, by reading this book.'

Allan Leighton – Chairman, Royal Mail

'Entertaining, Inspiring, Insightful. I highly recommend it.'

Michelle Mone – MJM International

'In Millionaire MBA, Richard decoded entrepreneurs and unpicked their millionaire mindset. With Millionaire Upgrade, he has put it all back together again through I BELIEVE and a compelling story. Very clever and a must read for any budding entrepreneur!'

Rene Carayol – leadership guru

'In a world where entrepreneurs have taken on the cachet of celebrity, and are as often to be found portrayed in movies and in the gossip columns as they are seen with dirt under their fingernails, it is refreshing to find a book that describes the key difference between the entrepreneur and the rest – attitude. So often in life a cigarette paper's thickness separates success from failure, and Richard has written a book that perfectly captures this and suggests a way of thinking that can transform the tin of dog food into a thoroughbred racehorse. Read it, enjoy it, steal mercilessly from it, add your own ingredient X and bring to the boil. I wish you success.'

Tim Smit – Eden Project

'If you want a toolkit to help you become a successful entrepreneur – read this book. Then put it into practice.'

Duncan Bannatyne – Bannatyne Leisure and panellist on Dragons' Den

'Millionaire Upgrade captures the essence of what it takes to be successful in anything you choose to do. The rules of success are timeless and simply explained so you can apply them in your own business or personal life.'

B.J. Cunningham – founder of Death Cigarettes

'When you read Millionaire Upgrade, you will realize it is actually a book about leadership, leadership of self. I encourage all Naked Leaders to read this book.'

David Taylor – author of *The Naked Leader*

'The difference between success and failure in business is essentially down to entrepreneurial leadership. There is a mindset and persistence that sets successful entrepreneurs apart and it is clearly communicated in this book. Essential reading.'

Martin Allison – Business Banking, RBS

'Just reading the introduction I knew it was going to be good. Read, re-read and re-read again. It is all in here.'

Mike Southon – co-author of *The Beermat Entrepreneur, The Boardroom Entrepreneur* and *Sales on a Beermat*

'If you want success, then miss this at your peril. What Richard has done here, is make extremely accessible some very smart thinking and behaviours of highly successful people, which can be learned. This stuff really works.'

Michael Brook, Managing Director, Professional Excellence Training and Development

'Pioneers are always looking for succinct advice from experts. After submersing himself in the world of the entrepreneur, Richard gives us the answers in an intriguing role-play between two characters, with a genuine methodology that you can apply to your own business. You can read it on a plane journey, but the benefits will stay with you a long time after you've landed.'

Jim Woods – entrepreneur

'It takes a certain mindset to succeed in creating your own business. This book spells out how you need to think and act to succeed – whether you are an entrepreneur or a professional manager. It's a great read too.'

Matthew Barrett – Chairman, Barclays Bank

'Everything in business is a learning experience. I should know! I'd recommend all would-be entrepreneurs to read this book and be inspired to boldly set out on your own entrepreneurial journey. You won't regret it.'

Rachel Elnaugh – founder of Red Letter Days and panellist on *Dragons' Den*

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For Jane, Amelia and My Parents

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I'd also like to thank Simon Woodroffe, Sir Tom Hunter and Sir Richard Branson for giving me the inspiration to write it – and all the other entrepreneurs and experts I have interviewed for *Millionaire MBA*; without them, there would be no book.

Thank you to Napoleon Hill, the father of this subject.

Thank you to George Zambartas who gave me the opportunity to start my speaking career and by virtue forced me to think differently about my material. Sincere thanks to Jason Murphy who planted the seed of an idea for a plot for *Millionaire Upgrade*, and to Philip Allen for giving me the idea of creating a mnemonic.

Special thanks and love to my wife Jane for putting up with me and believing in me. Special love to my daughter Amelia who asked me to tell everybody (but only those who needed to know).

INTRODUCTION

Like all good stories, the one you are about to read is inspired by actual events. Jason Murphy, one of the author's own family, was indeed upgraded on a flight in Australia where he was due to start a new business venture. Amazingly, he found himself sitting in seat 1B next to Sir Richard Branson who, during the trip, offered advice to this new entrepreneur.

The characters in the book are inspired by real people. Before writing this book I had interviewed 50 self-made millionaire entrepreneurs and many leading experts to create *Millionaire MBA* – an audio-based mentoring programme for business owners and aspiring entrepreneurs. The wisdom and insights in *Millionaire Upgrade* are drawn from this programme, and the fictional character of Michael represents the cumulative knowledge and experience of my interviews.

Michael's character was also specifically inspired by Tom Hunter, one of the entrepreneurs interviewed for the *Millionaire MBA* and one of Scotland's richest men. Tom started selling sports shoes from the back of his car after leaving school and eventually sold his business for over £280m. He has since gone on to increase that wealth to over £500m. In 2005, Tom was recognized by Her Majesty the Queen for his services to entrepreneurship and education and received a knighthood.

Sir Tom's favourite all-time entrepreneur was Andrew Carnegie (at one time the world's richest man) – a great philanthropist who left a legacy with his personal wealth, establishing 2,509 libraries throughout the English-speaking world. Sir Tom has continued in Andrew Carnegie's footsteps and is recognized as one of the UK's greatest philanthropists,

having already pledged £100m of his personal wealth to enterprise and educational initiatives.

Andrew Carnegie also left another legacy. He recognized that the knowledge he gained in creating his own wealth was actually more important than the money itself and he made certain that his wisdom would not be lost after he died. For that reason, he commissioned Napoleon Hill, a young journalist, to spend his lifetime analyzing self-made millionaires and leaders of his time to uncover the common denominators which all successful people live by. Hill's book, *Think and Grow Rich*, is considered the accumulation of his life's work and is known and respected the world over.

It is *Think and Grow Rich* that inspired me to start investigating the common characteristics of modern self-made millionaire entrepreneurs, and it is no coincidence that the flight attendant who upgraded Tom in the book and gave him his 'magic ticket' was called Andrew, in homage to Andrew Carnegie.

The character of Tom is loosely based on me. This is partly because the book begins with Tom feeling just as I did (and thousands of other frustrated employees in the same position). The book follows his journey from this point through to him unveiling his business idea. Having created *Millionaire MBA* from scratch and taken the programme to market, I am also drawing from my own experience as an entrepreneur, having lived first-hand every message in this book.

It is a commonly held belief that successful entrepreneurs have something that sets them apart, a magic gene or special gift. What this book demonstrates, and what I hope you will take away with you, is that there is an accessible, common

and consistent mindset that all of these individuals possess – the millionaire mindset. This mindset, as outlined in the book and the associated programme, can be learned, applied and shared – pass it on and enjoy the journey.

Richard Parkes Cordock
Author of *Millionaire Upgrade* and Creator of
Millionaire MBA™
London 2005

FOREWORD

It is quite ironic, I believe, given the nature of this excellent book, that I write this foreword, as I listen to the in-flight airline radio. The man I am listening to is talking about the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai.

My family and I have just relocated to Dubai and we are very much looking forward to the new challenges that life will present.

I believe that in order to be successful in any undertaking in life, one must first have a vision. It is the starting point of all success and so I was highly delighted to be contacted by Richard Parkes Cordock, the author of *Millionaire Upgrade*, who had a great vision of how to bring this information to others, and who asked me to write this foreword.

I know from personal experience how influential the right book can be to really help you make changes. Approximately ten years ago, a book was recommended to me called *Think and Grow Rich*.

What was the point of reading a book that had been written in the 1930s, I thought to myself.

How wrong could I be! It was reading this book (which I know was also an inspiration to Richard) that helped me put into practice the principles for success and to realize a life-long goal by becoming World Snooker Champion.

After winning the World Snooker Championship in 2002, I was contacted by my former Latin tutor at Highbury Grove School in London. He asked me if I would be willing to deliver a motivational speech to the students there.

There were approximately 120 award winners in various subjects and I presented each student with a copy of the book that had originally inspired me in the hope that even if only one of them grasped the power and importance of the message and principles, then I would have helped to change that person's life forever.

Without any shadow of a doubt, reading that original book dramatically changed my life, and *Millionaire Upgrade* could do the same for you.

If you have already been successful in life or business, you will recognize a lot of the success principles in Richard's book. If you are on your journey to becoming successful, let me assure you that everything that you need to know is in here.

- What do you really, really want from life?
- Who do you want to be?
- What do you really want to achieve?
- Are you prepared to shape your life to ultimately achieve your goal?

If you are not prepared to pay the price in advance, the price you must pay ultimately, is not achieving your goal.

Perhaps the most important starting point is to really love what you are doing. Then, in the words of motivational guru Brian Tracy, 'Your work will become your play and your play will become your work.' You will happily work very hard to become the best that you can possibly be because you love what you are doing. It is your passion.

Passion is the thing that separates successful entrepreneurs and winners in sport, from others.