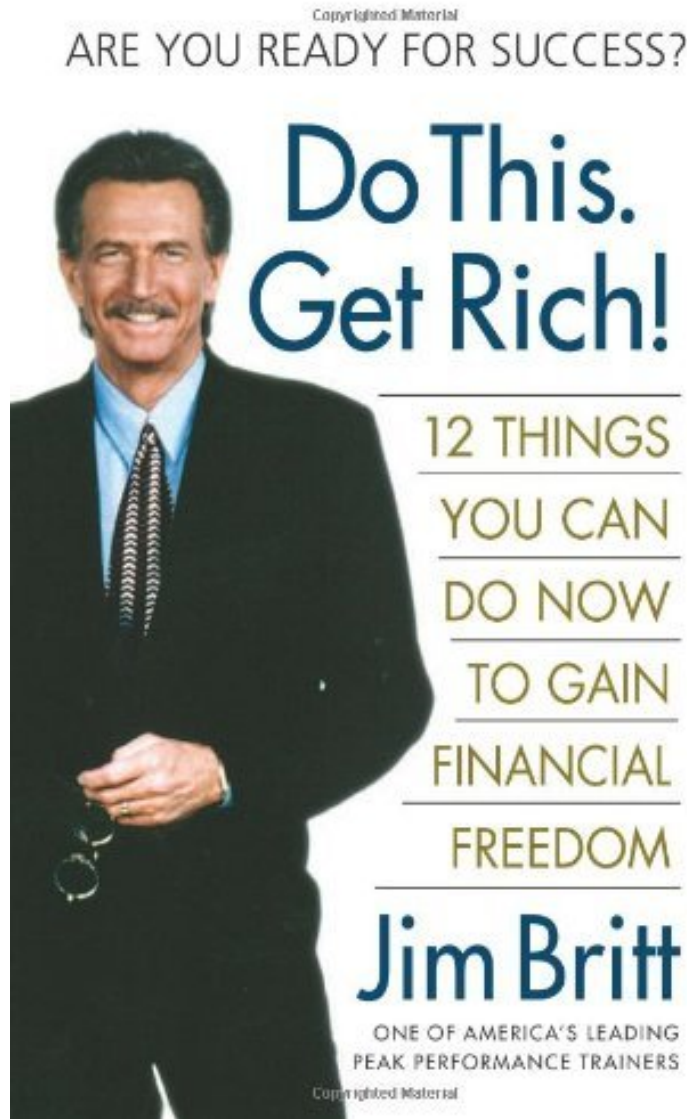


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## Do This, Get Rich!

*Jim Britt*

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**Jim Britt : Do This, Get Rich!** before purchasing it in order to gage whether or not it would be worth my time, and all praised Do This, Get Rich!:

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Do This. Get Rich! is a straightforward guide that offers twelve simple yet powerful tools for achieving financial success by awaking the entrepreneur within. You will not only gain the skills needed to build and succeed in your own business, but you will win a new sense of direction and confidence that will guide you in reaching your most ambitious goals. You will also have a practical framework from which to handle everyday personal and business challenges, as well as strategies needed in today's business world.

From Publishers Weekly  
Britt, a performance trainer who grew up "chopping cotton" in Oklahoma, sells his advice with all the passion of a free-enterprise preacher presiding over a sales force revival meeting in this financial self-help book promising riches to the masses. He delivers his messages, which mainly involve developing a success-oriented mindset and taking responsibility for your future, as a motivational rant clothed as a business book. Britt's references to unattributed surveys, lack of specificity to support assertions (e.g., "formal education is not the one vehicle that will take you where you want to go financially") , vague explanation of how he built his wealth and what happened to the 24,000 bottles of soap in his garage that launched his sales career—are unsettling. While Britt (2006's Freedom: Letting Go of Anxiety and Fear of the Unknown) conveys an enthusiasm that no doubt plays well in front of large crowds, even the entertainment value of his passion wears thin after the first 100 pages. (Apr.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "[Britt] sells his advice with all the passion of a free-enterprise preacher...he delivers." (Publishers Weekly)  
From the Publisher  
A Note from the Publisher  
As the publisher of Jim Britt's book Do This. Get Rich!, I was honestly surprised when I first read the Publishers Weekly (PW) review that the reviewer didn't love the book. In reading the review over, I eventually got it--the reviewer actually missed the author's points. The reviewer saw that Jim had purchased enough soap to fill his garage, and he wanted to know how Jim got rid of it. While Jim obviously sold it, the reviewer wanted to know exactly how he sold it. The reviewer was also put off by the "vague explanation of how [Jim] built his wealth." Well, the steps laid out in the book are how Jim did what he did and how the reader can do the same. You see, how Jim sold the soap wasn't the important thing; that Jim was willing to take the chance to buy the soap in the first place is the salient point. In order to break out of his circumstances, he needed to become the captain of his own fate. He put together his money, learned as much as he could about the soap company and its products, and took the leap. And frankly, that was the underpinning of Jim's lifetime of success. The passion that Jim has about our free enterprise system may make him sound like a preacher, but his words are the gospel. If you choose to work for others all your life, there is a strong likelihood that you will not become rich. I guess, like the reviewer, there are those who simply don't get it--and hopefully others who will read this book and walk away with the right points intact. Rudy Shur, Publisher Square One Publishers