

STRIKING PURPOSE

Billionaire Secrets: 15 Things Only Billionaires Know

As of 2023, there are 3,112 billionaires in the world.

Here are 15 secrets only billionaires know:

- Owning a smaller percentage of a multi-billion dollar company can be more financially lucrative than owning 100% of a smaller business.
- Private equity makes up over 70% of a billionaire's net worth, not real estate.
- Use other people's money to make yourself rich.
- Optimize markup and scale in business.
- Art is a profitable investment and a preferred store of value.
- Going from a million to a billion is a different ballgame than going from zero to a million.
- Billionaires bring investors who believe in their vision enough to invest in their business.
- Less than 5% of a billionaire's worth is liquid.
- The real money is made in a crisis.
- Billionaires have experts who help minimize risks and increase returns.
- Most of the money is in enterprise deals.
- Invest in yourself to increase your income.
- Get a mentor who has already accomplished what you want to achieve.
- Billionaires focus on creating value, not making money.
- Always keep learning.

In conclusion, becoming a billionaire involves owning a smaller percentage of a multi-billion dollar company, focusing on private equity, and using other people's money. Billionaires also optimize markup and scale, invest in art, wait for crises to make strategic investments, have experts to help minimize risks, invest in themselves, and focus on creating value.

