

THE MILLIONAIRE FASTLANE



3 ROADMAPS TO WEALTH

"If you don't know where you're going, any road will get you there."
- Lewis Carroll.

THE SIDEWALK ROADMAP

Most people are Sidewalkers. They spend surplus money immediately. The sidewalker looks walk instant gratification. Money is disrespected. This roadmap leads to **Poverty**.

THE SLOWLANE ROADMAP

Some people are Slowlaners. Their main focus is to delay gratification until their twilight years and save as much money as they can. This path leads to **Mediocrity**.

THE FASTLANE ROADMAP

Fastlaners know the secret to building wealth. They focus on maximum control and leverage. They own businesses, they have different beliefs, and they commit to creating **Wealth**.

THE ROAD TO WEALTH



YOUR VEHICLE TO WEALTH



When you have a job, someone owns you. To own yourself, you must:

- Start a business
- Make better choices
- Get your eyes off your past
- Ignore those who hold you back
- Seek to claw back your time
- Learn, learn, and learn
- Commit to work hard

The more **The Real Law Of WEALTH** lives you affect in scale and/or magnitude, the richer you will become.

The Commandment of CONTROL

The road to wealth begins with you taking control. You are the driver, not the hitchhiker.

- ✓ Drivers sell franchises. They don't buy them.
- ✓ Drivers offer affiliate programs. They don't join them.
- ✓ Drivers run hedge funds. They don't invest in them.
- ✓ Drivers sell stock. They don't buy stock.
- ✓ Drivers offer employment. They don't get employed.

DON'T BE A HITCHHIKER
BE THE DRIVER



The Commandment of ENTRY

The road to wealth is barred by high barriers. The higher the barrier, the more robust the road to riches.

"If getting into business is as simple as paying \$200 for distributor, there are no entry barriers. Pass the opportunity."

- Accessible roads carry more traffic and more competition.
- Weak entries mean no control.
- Access to the road to wealth must have a toll.
- If everyone is doing it, you shouldn't be.
- Lead the pack and have everyone follow.

The Commandment of NEED

The road to wealth is taken by businesses that solve real problems and provide value to customers.

DON'T CHASE MONEY, CHASE NEEDS.

- 💰 **Need to feel better.**
Entertainment, music, therapy.
- 💰 **Need to solve a problem.**
In business, or at work.
- 💰 **Need to learn things.**
Courses, coaching, webinars.
- 💰 **Need to look better.**
Health, clothing, makeup.
- 💰 **Need to be secure.**
Housing, safety, investments.
- 💰 **Need to be happy.**
Love, laughter, confidence.

The Commandment of TIME

The road to wealth forces you to disconnect your time from income. Time is a non-renewable resource.

This commandment asks:

1. Can your business work for you while you aren't?
2. Can your business be automated and operate while you're absent?
3. Can you afford to hire others to do the work for you?
4. Can you plant a money tree in your business, a system that will print money for you as you sleep?



The Commandment of SCALE

The road to wealth is built for acceleration and scale to create more wealth faster.

THE FASTLANE EQUATION

$$\text{Wealth} = \text{Net Profit} + \text{Asset Value}$$

$$\text{Net Profit} = \text{Units Sold} \times \text{Unit Profit}$$

If "Units Sold" has a ceiling, you have no leverage and no scale.

Magnitude of Scale

Local	👥
County/ City	👥
State/ Regional	👥
National/ Worldwide	👥

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