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# The Secret of Success

**Y**ou are about to read an updated, expanded and revised classic—a book that has sold over four million copies and was only in a bookstore one year out of the 30 years it's been published. The original author, Joe Karbo, sold this book from 1973 until his death in 1980 through the most powerful channels of sales in existence—Direct Response marketing and word of mouth.

## JOE KARBO

Joe Karbo was a uniquely amazing man and both he and this remarkable book were the subjects of articles and stories in *Time*, *Money*, *Changing Times*, *Forbes*, and even *Consumer Reports*. Newspapers too numerous to mention also chronicled the story of Joe Karbo and the book that was changing the lives of those who utilized its secrets.

Joe was most probably the very first, and possibly the only author of a book of this type, to write in the first person. Others tell you “how” to do what they themselves haven't done successfully based on some theory or principle, but Joe wrote from personal, practical experience. Joe was a self-made man—a lazy man by his own admission—and a rich man.

Some people thought Joe made his fortune from the enormous sales of this book, but he had made millions prior to even thinking about writing a book. *The Lazy Man's Way to Riches™* is Joe's philosophy on life and how to live it richly, successfully, lovingly, joyously and lazily.

It is also a detailed report on *exactly* how he made millions of dollars and in it he reveals those secrets to you. In his masterful simplicity, Joe Karbo records some of the most dynamic principles ever penned regarding what it means to be truly rich and how to get there.

## TRUE WEALTH

The valuable and lasting lessons you will receive from this book will bring you the freedom to be, to do, and to have what you want. It will also bring you financial freedom, but more importantly will bring you your idea of true success—*true wealth*. Success is best defined by one's own achievements which may include excellent mental health, physical health, loving relationships—with both family members and friends—spiritual fulfillment, self-actualization, material wealth and a rarely achieved peace of mind

Bottom line? This book can help you attain all that's important to you, to become all that you were created to be and to do—become that uniquely wonderful person that is hiding down deep inside—the real you.

That is a good book which is opened with expectation and closed in profit.

AMOS BRONSON ALCOTT  
(1799–1888)  
American author,  
educator, mystic

The man who writes about himself and his own time is the only man who writes about all people and about all time.

GEORGE BERNARD SHAW  
(1856–1950)  
Irish playwright, critic,  
social reformer

Books give not wisdom where none was before. But where some is, there reading makes it more.

JOHN HARINGTON  
(1516–1617)  
English satirist, writer

No man is great enough or wise enough for any of us to surrender our destiny to. The only way in which anyone can lead us is to restore to us the belief in our own guidance.

HENRY MILLER  
(1891–1980)  
American writer

The books that help you most are those which make you think the most.

THEODORE PARKER  
(1810–1860)  
Unitarian theologian,  
publicist

No mind ever receives the truth until it's prepared to receive it. Remember the old adage, "When the student is ready, the teacher will appear." You're obviously ready to receive this new truth. Congratulations as you enter the world of freedom, success, and true wealth. So, let's get started now!

### THE BEST OF YOUR LIFE

Welcome to the first day of the *Best* of your life. We are going to take you step by step down the road to Riches, success and happiness. I'm Richard Gilly Nixon, and it is my pleasure to be your guide on your exciting journey to everything you have ever wanted. I am going to bring you Joe Karbo's personal advice, and together with some wonderful people who helped me on this project, I will tell you how to find within yourself the talents and resources to get everything you want out of life . . . The Lazy Man's Way.

In order to bring you this exciting new book, we have spent countless hours revising, expanding and editing Joe's original book. We have added the lessons learned from the business and psychological communities, in the past thirty years since its original printing, and our own experience learned from *The Lazy Man's Way to Riches*.

I first became aware of Joe Karbo in September of 1973, while I was running a successful television promotion company. A bright employee named Linda brought in an ad written for *The Lazy Man's Way to Riches*. She was so impressed with the ad that she sent for the book. When the book arrived, she read it over and over again, carefully highlighting key thoughts and ideas on each page, in a different color with each new reading. By the fifth reading, she had a virtual rainbow of colors throughout her treasured new book. She didn't simply read it; she studied, visualized, and consumed it.

Instead of sharing her copy of *The Lazy Man's Way to Riches* with me, she bought me a copy of my own. Upon studying the book, Linda's self-esteem dramatically improved and her performance at the office sky-rocketed. It was astonishing! She credited *The Lazy Man's Way to Riches* for it all.

Linda went on to become successful and rich beyond her dreams, in the medical supply business and as an entrepreneur. Linda bought many copies of *The Lazy Man's Way to Riches* as gifts for her friends. She became a disciple of Joe Karbo and the lessons that brought her true Riches.

I read the book for myself and found, much to my delight that it lived up to its promises as expressed by Linda. Unfortunately, as a student, I wasn't ready for it yet. I was impressed because it rang true to my own life experiences, but because I was already successful beyond my limited dreams, I didn't pay much attention to it then.

After leaving the television promotion company, I helped establish a company that manufactured medical X-ray equipment. This company became enormously successful, through internal growth and the purchase of other companies, and was quickly listed on the stock exchange. Because of this success at that point in my life, no self-help book mattered to me. What more could there be for me to know? I felt there wasn't much more for me to know.

At age 40, I retired. I felt I had worked long enough and had achieved all my goals. I decided I had enough money to last for the rest of my life; I could finally relax

and play. But in my “success,” I managed to destroy everything over the next four years—a lifetime of money went down the proverbial drain. This self-destruction culminated in a divorce and a bankruptcy.

I was living proof that this book works—by diligently applying everything *backwards*—I went from wealth to poverty; from physical health to sickness; from mental health to stressed-out; from loving relationships to wrecked relationships—and certainly there was no inner peace.

When you hit bottom, there’s no place to go but up. But because the human mind works in wonderful ways, I remembered *The Lazy Man’s Way to Riches*. I dug it out. I read it for the second time—but studied it for the first time. The student was finally ready; I was prepared to learn.

Having applied the principles of *The Lazy Man’s Way to Riches*, I have successfully rebuilt my life based upon what I really want to do with my life. I can personally testify that these principles work—often in spite of me. That’s how powerful this book is. It helped me deactivate the self-destructive and self-limiting mechanisms and begin to rebuild my positive self-images and my self-esteem. I now enjoy the Riches that have blossomed from the most revolutionary life-principles.

My success story is a direct application of the powerful principles in *The Lazy Man’s Way to Riches*. These principles have given me a way to effect long lasting results and have put me on the road to permanent change.

## THE POWER OF BELIEF—FOR YOU

The power of belief can be a destructive force or a dynamic, positive force for you. You decide which it will be.

It has been said that “When one person believes he can and another person believes he can’t, they are both right.” The power of believing in your purpose or vision is at the core of all performance, achievement and Riches.

Your beliefs create your reality. This book, its interactive workbook, and its website will show you a way to transform your belief system from a passive, destructive force into a positive, dynamic force.

*One day Mara, the Buddhist god of ignorance and evil, was traveling through a village in India with his attendant. He saw a man doing meditation whose face was lit up in wonder. The man had just discovered something on the ground in front of him. The attendant asked Mara what the man had found, and Mara replied, “A small piece of truth.”*

*“Doesn’t this bother you O Evil One, when someone finds a piece of truth?” asked the attendant.*

*“No” replied Mara, “because right afterwards they usually make a belief out of it.”*

Be careful of what you believe—especially that which you accepted as truth before you learned to reason, discern and question. The lessons and concepts that follow will not work for you if you hold steadfast to some of your old limiting beliefs. So I ask that you suspend dis-belief and accept that what we tell you will work for you until you have some new successes under your belt.

I suggest that the only books that influence us are those for which we are ready, and which have gone a little further down our particular path than we have yet got ourselves.

E. M. FORSTER  
(1879–1970)  
English novelist, short-story writer, essayist

How many a man has dated a new era in his life from reading a book?

HENRY DAVID THOREAU  
(1817–1862)  
American essayist, naturalist, poet

When one person believes he can and another person believes he can’t, they are both right.

HENRY FORD  
(1863–1947)  
American industrialist

One must live the way one thinks or end up thinking the way one has lived.

PAUL BOURGET  
(1852–1935)  
French novelist, critic, poet

A man only learns in two ways, one by reading, and the other by association with smarter people.

WILL ROGERS  
(1879–1935)  
American actor and humorist

Insanity is doing the same thing in the same way and expecting a different outcome.

LESLIE CALVIN BROWN  
(b. 1945)  
Lecturer, speaker, motivator, author

Some of the statements and lessons in this book may be argued; but everyday these same principles are working for us as well as millions of others, and they will work for you, too. So, here is what I ask of you to insure that you get the Riches you want from this program:

- **TRY TO PROVE IT RIGHT.**
- **DO IT.**
- **DO IT NOW.**
- **DO IT FOR YOU.**

With this program you can have *everything* you want.

Yes, I said everything. There is probably a good chance that you were drawn to this program primarily for the reason of improving your life financially and that you relate to everything in terms of what only having more money can provide for you.

I promise you that as you travel the road to success with *The Lazy Man's Way to Riches* you will discover that you can have *everything* in all areas of your life so that your life will be balanced; the stimulation of having a clear mind, the joy of feeling good about yourself, the satisfaction of relating effectively with your fellow man, the thrill of loving your vocational endeavor, the exhilaration of feeling physically fit and the comfort of finding your place in the universe and with the beliefs you hold dear. True Riches. Everything!

You may say there has to be a limit to what you could be and do and have; but no one, not even you, knows what that limit is. So, break through the barriers. Remember, one person's floor is another person's ceiling. Break through that ceiling.

It's time to educate yourself beyond your current education, because your current education only got you where you are now. To grow and prosper you will need new tools and skills.

Get yourself a "Ph.D." in who you can be, what you can have, what you can do, and how to get your success—your Riches. Just remember . . .

**“IF YOU KEEP DOING WHAT YOU'RE DOING YOU'LL JUST  
KEEP GETTING WHAT YOU'RE GETTING.”**

Once you begin applying the Dyna/Psyc™ principles of *The Lazy Man's Way to Riches*, program you'll make more progress in a very few months or even weeks than in all the preceding years of your life.

Now turn to Step #1 “The Secret of Success” in your *Roadmap to Riches* workbook. Your personal edition of the *Roadmap to Riches* E-book workbook is included free with your purchase of this book. To download Step #1 go to <http://www.thelazymansway.com> and follow the simple instruction labeled: *Roadmap to Riches* v.3 your personal workbook.