



TEL EPISODE #029:

***The Millionaire Master Plan* with Roger Hamilton**

Show Notes: <http://www.theelpodcast.com/tel-028-go-andrea-waltz/>

Welcome to The Entrepreneurs Library, the only book-centric podcast that reviews all the top-selling business books and shares author's perspective, firsthand. This is your resource to finding the next great book that will enable you to grow personally and professionally. Welcome your host, Wade Danielson.

WADE: Thank you for joining us today on The EL. Today we have Roger James Hamilton, author of *The Millionaire Master Plan*. Welcome, Roger, and thank you for joining us on The Entrepreneurs Library.

ROGER: Great to be here, Wade.

WADE: Thank you. Will you take just a moment to introduce yourself and tell us just a little bit about you personally?

ROGER: Sure. My name's Roger Hamilton, entrepreneur based in Bali, Indonesia, where I have an entrepreneur resort that we run. I also have a number of profiling tools that were set up for entrepreneurs, including Wealth Dynamics, which has become the #1 in the world. We've got about a quarter of a million people now using that. And I've got my first book launch happening here in America, which is what brings me here.

WADE: Thank you for sharing that. Now let's jump right into your book, *The Millionaire Master Plan*, which was just made available for purchase today, July 29th, 2014. Roger, we're going to move quickly, but here are some of the top questions that our listeners would love to get answered. The first one is, what was the inspiration behind writing your book?

ROGER: This is one of the biggest things I've learned in entrepreneurship, is there has been no clear map for it in the same way that there's driving a car, there's a pathway to playing the guitar. But to be an entrepreneur and to grow it, there's

never been a really clear map which actually suits everyone. So I wanted to make sure that came out, and that's the inspiration behind *The Millionaire Master Plan*.

WADE: Great. What makes your book different from others regarding the same topic?

ROGER: The first thing is for everyone who's an entrepreneur to know, as I'm sure many do, we've got natural pathways which are different from each other. Someone like Richard Branson has taken a totally different path from someone like a Warren Buffett or someone like a Mark Zuckerberg. Understanding that, that we all have a different path, means having a book which is just kind of like one set of rules that you then need to decipher for yourself. A one size fits all is really not the way the world's going right now. Everything's personalized information.

So what makes this book different is you actually start with an investment to find out exactly what is your natural genius as an entrepreneur, exactly which level you're at right now, so that you then have very clear direction to sift through all the information to figure it out for yourself.

WADE: Okay, great. How would you suggest the reader engage with your book? Is this a book you start from the very beginning and work your way forward? Or is this a book that's more like a resource, where they can jump in and out based on what they're looking for at that current time?

ROGER: The first couple chapters are critical to understand exactly where you are. Here's what's interesting: we're all living in a world today of way too much information. So guaranteed, whatever book you pick up, no matter how great the expert – even if it's someone like a Richard Branson or if it's someone who is a top expert in their field – you will guaranteed be able to find a book which actually is by another expert saying the total opposite as well.

By just understanding that, that every information and every piece of advice that's out there, knowing exactly where you are right now is critical. I give the analogy about – think of going to Paris for the first time, and you're lost. Having a



map of Paris isn't going to help you if you don't know exactly where you are to begin with. You stop anyone on the street and say, "I'm lost, can you help me?", the first thing they're going to say is "Look, first of all, let's just be clear where we are, and secondly where do you actually want to go?"

The first couple of chapters are specifically about where you are, getting an assessment to get really clear on what your natural path is and what your level is, and then from there you can then jump to whichever is the specific chapter which allows you to then see exactly what the next steps offer you.

WADE: Okay, very good. Now we're to my favorite question or my favorite part of the entire interview, and that's where we really allow you to just do a deep dive of your creation. For now, will you take us through your book and give us a great summary of what we can expect?

ROGER: Sure, absolutely. Let me do it in this way; let's just pick three potential readers of the book. There could be someone who picks up the book saying "Oh, millionaire master plan," and they might be someone who already has a business just getting going, but where they know they just don't have the resources to grow it further. "I just don't have enough money, I don't have enough time." Let's imagine someone like that picks up the book.

That person is very different from someone else who might be picking it up who already is successful in their business. They may be doing multimillions already, but they're really stuck when it comes to the team and how to actually expand the business in such a way that it's not all relying on them.

And then let's take a third type of person who might be a multimillionaire who's got multiple investments who's thinking, "There must be a smarter way than the way I'm doing it right now; how should I be going out and maximizing my returns?" These are three very, very different types of people. Let's imagine all three pick up the book.

The first thing, and the first chapters, which is called your natural path, I go through first of all, what is your genius? I actually break down your geniuses into



the four types. These aren't types I've made up; these are types that go back 5,000 years, back to the times of Plato and the Chinese philosophies, which were based on how we got the four seasons.

Fundamentally, everyone who picks up the book will recognize themselves as either a Dynamo Genius, who is very creative, great at starting things, being really good at the beginning of things, but probably has too much on their plate now because they've got too many things happening. Or a Blaze Genius, who's very good with people, connects with people all the time, but is always wondering "What's the idea I should be really focused at?" That's like the summer energy or tempo energy. If I gave examples of this, someone like a Steve Jobs or a Bill Gates is a Dynamo Genius; someone like an Oprah Winfrey or a Jack Welch is a Blaze Genius.

Then you have Tempo Geniuses. Now you're talking about people like George Soros, who's a trader, or Warren Buffett, who's an investor. Very grounded, ear to the ground instead of head in the clouds. That's called a Tempo Genius. And then you've got Steel Geniuses like the Mark Zuckerberrgs of the world, the Rockefellers of the world, who are introverts instead of extroverts, and they basically have a very specific way they create wealth, very, very different from the other three as well.

Each have got a very different pathway to follow, whether you're trying to get out of debt, start a business, invest in properties or other assets, and understanding that [inaudible 00:06:10] is not your genius, they're going to make it sound [inaudible 00:06:13] hard work for you. So the first thing is you understand what those are, and then you take an assessment, which is online, which actually then allows you to see exactly which one is it. And that assessment comes with a whole bunch of playbooks and things that are beyond the book which allow you to really get clear on how that works.

I think a really interesting thing about the book and the way I've set it up is that we have access to something called Genius U, where if you're for example a Dynamo Genius, that very first chapter in the book, and you go online and you say "I've just figured out I'm a Dynamo Genius – holy cow, I need a Steel Genius who's

really good at the number tree. Where can I find that person?” We’ve got a quarter of a million people online who know this language already, so you might be looking for someone in China that can help who’s actually got that type of genius, or you might be looking for someone in South Africa. You’ll find them on this platform. So it’s pretty powerful that way.

And then that takes on to the next part of this first section, which are the nine levels. Then you’ve got these very specific nine levels that you go through which allows you to then break down the rest of the book, because the rest of the book then breaks down into those levels as well. Wade, do you want me to go through what the nine levels are so everyone can get a bit of an assessment for themselves of where they think they might be?

WADE: Absolutely. That would be fantastic.

ROGER: Okay, great. Again, this goes way back in history as well, to someone like Isaac Newton. He broke down light into these different colors that create the rainbow, and you’re going to see exactly the same in how these are set up. The whole of these nine levels are broken up into three different spectrums, where you’ve actually got three prisms with three levels in each one.

The first three is your Personal Flow, and this is where most entrepreneurs get it wrong. I definitely got this wrong in my early days, which is why it took me so long to really get to success. The first three on Personal Flow is how you organize your own personal flow before you start to master Enterprise Flow, which are the next three.

Think about it a bit like going out into the ocean where you want to get on a ship, and you’ve got to learn how to swim to get on the ship. A lot of people are so impatient to start their business, they’re like “I don’t have to worry about my personal income. I’ll make the money later. I’m going to put all my money into the business.” What happens is, without earning the right to get on the crew, no crew in the world is going to take you onboard if you don’t know how to swim.

So the first three are Personal Flow. The first one is Infrared, which is all about your personal income. If you're negative, and even if you might have – I've met people who've had brilliant businesses, but they're at Infrared level, which means they just cannot think clearly because personally they're stressed out about their own finances. So there's very specific steps to go through that take you out of that. I've seen people who have gone from a situation where they've had property that they invested in, and they used to be successful when the property market was going great; suddenly they're in the situation where they're going backwards, but by taking these steps they go back very quickly to the success they were having before, even in a down market.

So that Infrared then leads to the second one, which is Red level, which is Survivor. Whereas Infrared is called the big turn because the person is going backwards, Survivor is when you've got just enough money pretty much to have nothing. It's like you're just surviving. At that point you can easily make or attract million dollar opportunities, whereas if you actually get that settled in such a way that you're going positive, which is the third level, which is called the Orange: Worker, then you're in a situation where you're now being of real value.

It's really interesting; I've met people [inaudible 00:09:28] and then when they actually take these steps in saying "You know what? The most important thing for me to do right now is not to try and get people interested in my business; the most important thing is for me to go from Red level, where I'm earning \$5,000 a month personally and just not getting by, to getting up to \$10,000 a month personally. Wow, I can make that money much faster getting connected in with other people who are already in flow. My business I can come back to in 3 or 6 months' time. I'll build it on the side. Even Superman has to have Clark, so I'm going to put some Clark Kent time in where I'm earning the cash; then I'll spend the rest of the time going out and saving the world."

So there's basically a very specific 3-step which allows you to get into a really strong cash flow positive situation personally, and then that leads up to the Enterprise Prism. These three are really fascinating, because just like those first three, the winning formula or one becomes a losing formula the next step up. The



three levels at Enterprise Prism, which is where all the money flow in the markets go, they all have a very, very different way.

Yellow Player is someone who is self-employed or working on their own, always thinking “I’d love to grow my business bigger, but I’m kind of stuck at this level and I can’t find people as good as me to run my business for me.” Think of the likes of Tim Ferriss, 4-Hour Workweek, some of Seth Godin’s books. These are books which are very specifically for Yellow Level Players who are trying to figure it out for themselves.

The next level up is very different. Now you’re talking about people like Jim Collins, Good to Great, you’re talking about Green Level Performers, which is high-performing teams where in order to move from Yellow Level Player to Green Level Performer, there again are very specific steps which are the actual opposite of what people at Yellow Level were doing. People at Yellow Level will be waking up every day saying “What do I need to do?” or “How do I make money?” Whereas at Green Level, it’s “What do other people need to do? What is it I’m helping them to do to make money?” It’s actually a very, very different focus.

But by breaking out into the next level up, you get into a situation where you can now have a high-performing team and one in which you don’t need to be running the business anymore. Then that leads to the Blue Conductor Level, and of course the conductor in the orchestra, this is the person that doesn’t even need to hold onto the instruments. Yellow Level Player, they’ll make the music, but the moment they stop playing the guitar, the music stops. It’s kind of like “If I don’t show up at work this week or this month, I’m not going to make the money.” But a Green Level Performer is like the band; you can leave the stage and the music’s still going to play.

By Conductor level, you now are keeping the whole rhythm going, and basically this is the person [inaudible 00:11:52] teams. I think there’s a huge misunderstanding when it comes to multiple streams of income. A lot of people are trying to create multiple streams, but they’re doing it on their own, which is a little bit like trying to push multiple cars up a hill at the same time. But when you really get that the people who have multiple streams, what they’ve really got is



multiple teams. They've got multiple teams of income, where every stream is managed by a group of performers, and the only way to get to that is by earning your right through these levels.

A lot of people go "Oh my gosh, I've got to start cutting down on my streams, getting into building one team well; when that team's working and is now managing that stream, I can then move on to another one." So again, it's very specific steps so that you never fall down again. As you go up the mountain, you don't keep on slipping down to the bottom.

And then the final three is called the Alchemy Prism. I think most entrepreneurial books miss out on the final three, because these are the ones who are the Trustee, the Composer, who makes the music, the Legend, who's the one who leaves the music behind. This is the realm of those who are actually out there now, creating the currencies, setting the laws. The kind of things that governments used to do in the past.

And today with the global issues we have, we're finding entrepreneurs that are earning the right and the trust of the market to such an extent that when they get to that level, you can then basically shift and move your market just from your words or from the trust that you have in the market, and exactly what you can then do to go out there and make that impact in the world. Those are in those final chapters of the book.

You take the whole thing together, and what you've got is you've got fundamentally not a map which is a two-dimensional map; you've got a three-dimensional blueprint, and it's what I call the Wealth Lighthouse, where you're actually stepping up all the way through and understanding at every level that there are very specific rules which are different on that floor to the floor below. And that's really the outcome for anyone who reads the book; they've realized there is a map which is as clear as a GPS is in allowing us to find out where we are physically in the world, but now we're talking about something which is the metaphysical map, which most of us are missing when we're trying to navigate our way through our life.

WADE: Your book has a ton of great content, and I think that's what makes this next question so difficult in the fact that we're basically asking you out of your entire book, if a reader could only take one concept or principle or action item out of your entire book, what would you want that to be?

ROGER: What I would want that to be is to be very, very clear that we have gone from this world of too much information to one where clarity of direction is absolutely critical. So there's no point going out trying to collect any more information from the internet or from the news or from a book until you are very clear where you are and where you want to go. Like, how do I get from A to B? You'll find that the moment you get that precise in your thinking is a moment that people all around you can help you, and the moment that you start actually selecting precisely what you should be looking at in a reading so that you know exactly what the next step is.

So that for me is the biggest takeaway in the book, is whenever you're lost or confused or overwhelmed in what you should be doing next, be very clear that those who are out there actually moving at a much faster or more precise pace are doing it because they've actually become really clear that they need to just be saying "Here's where I'm at; here's where I'm needing to go." This book gives the map which allows someone to navigate in that way.

WADE: Excellent. This question might be a little bit tough as well. I try to give you the opportunity to kind of bring out a favorite part or a favorite quote that you wrote from your book. That's the next question, really, is do you have a favorite quote from your book? And if there's not one that you've pinpointed, maybe one that part of the audience that's got their hands on your book a little bit earlier, that they've told you really resonates with them.

ROGER: Yeah, absolutely. There's one I actually start the book with, which is this saying that "We're all born a genius, but if you judge a fish by its ability to climb a tree, it'll go through its whole life believing it's stupid." The reason that I share that quote is because most of us, we're beating ourselves up on the things we're not so good at, or we're spending our time in our business.

I did this all through my 20s, which was my fatal mistake; I spent most of my time focusing on the things I just wasn't so good at, and I actually took the things I was great at – I'm a great creator; I used to get As in art at school, and I never noticed that because my parents, my teachers, were never focusing on how good I was at the art because they thought "Oh, he's got an A at that; that's fine." They were focusing on the fact that I was getting Cs in French and I was getting Bs in math, and they were like [inaudible 00:16:24] those things.

I took that habit of having to focus on the things that I found hard work into my businesses with me, so that I would struggle through the finances, I'd struggle through having to call people up when I'd rather be out there creating. The moment I said, "Nope, I'm not going to do any of those things anymore. I'm going to have a team of people that are going to help me with that. I'm going to spend my time doing what I love, which is creating" – that's actually the time when suddenly the whole business turned around, and I was starting to generate an awful lot more easily and with more flow. So that's why I picked that quote.

WADE: Excellent. I think one of the quotes – I guess a quote that I would pick out of this interview so far that I think will resonate with a ton of entrepreneurs, because it did with me, was it's not about multiple streams, but multiple teams. I had to really stop and think about that when you said that in the interview. Do you cover that pretty extensively in your book?

ROGER: Oh, very much so. Very much so. Because a lot of people who are at the Yellow Level, they're born into this myth where they've got to be Superman and figure it out for themselves. And in fact, what I do at every level is I actually give the excuses that we give ourselves without even knowing they're excuses.

For example, a Yellow Level, if there's someone out there listening thinking "Look, this is too hard. I'm having to run this whole business myself," I can guarantee that the three excuses that they're likely to be giving themselves is either #1, "I'd go out and find people to run my business, but I can't find anyone as good as me"; that's the first one. Or the second one is "I know there's good people out there, but I can't afford them." Or there's a third one, which is "Even if I had the money in my business to afford good people, I just don't have the time to be able to train

them or to be able to find them.” Those three are the reasons that people, even if they know they should be doing it more effectively, they give themselves as to why they’re not moving forward more effectively.

We bust each one of these excuses one by one and show how people with real-life stories and people around the world who confronted those and said, “Oh my gosh, I’m actually using those excuses to keep me where I am,” and then they had a whole different level of thinking, which breaks through to the next one. And something like multiple teams is one of them, because you need to earn the right to be the leader of a team before you can even have multiple teams to serve you in the first place.

WADE: Do you think your book will be thrown a couple of times? I have friends that talk about when they get hit by something that they’ve read, that they’ve thrown a book before. (laughs) I can imagine them reading some of these excuses and they’re resonating to a point where they’re a little mad about it. Maybe your book’s going to get thrown a little bit.

ROGER: It’s actually got a really [...] over the head pretty well with it. (laughs)

WADE: That’s awesome. Very good. The next question is really based on – obviously this book, from what you’re talking about the content and the context, looks like it’s going to be a paradigm-shifting book for a lot of entrepreneurs. Do you have another book in mind, one that’s created a paradigm shift or has made a huge impact on your life, that you can recommend?

ROGER: Yeah, I do, actually. One of the people that I have really loved reading was Joseph Campbell. Joseph Campbell was really the inspiration behind George Lucas with the Star Wars in terms of what makes something a real epic. But his whole background was really as an anthropologist and understanding humans.

He has a book, which is a great book, called *The Hero’s Journey*, which is all about what are the stages that we actually go through where really – entrepreneurship is a journey of self-discovery. Our business at the end of the day is a mirror of us, so if there’s faults in our business, it’s actually just magnifying the faults that we

have within ourselves. If there's limitations in the business, it's just limitations we already have in ourselves.

And by realizing it's a mirror and then realizing the journey we're on, it is those moments – not when we make incremental changes, but when we just have a transformative change in the way we think about ourselves – Einstein talks about this, where he says that you can never solve a problem at the same level of consciousness in which it was created, which is all about this idea that it's only when you actually realize that you're the biggest person in your own way, you're thinking in a way – which is great; it got you to where you are.

It's kind of like being in second gear. Put your foot down; you're going to get as far in second gear as you can. But it's realizing “Oh my gosh, to get to third gear, I've actually got to take my foot off the gas.” So we start learning and learning again, which comes out within Joseph Campbell's book, which I think is really fascinating. I definitely recommend anyone who hasn't read that to pick it up.

WADE: Excellent, that was a great recommendation. Roger, before we depart, can you recommend the best way for our listeners to get more information on you and your book, *The Millionaire Master Plan*?

ROGER: Oh, sure. I would definitely say right now, because we've got the book launching and it's out there, if anyone goes to millionairemasterplan.com, you'll see that we have all the information on the book there. You'll see all the information about Genius U, which is our online [program] to help you connect with people around the world. And we have this whole competition as well, because we run our entrepreneur retreats in places like Hawaii and Bali and so on, so you can get scholarships to come along to some of those programs too.

WADE: Okay, perfect. Roger, thank you so much for coming on today.

ROGER: Fantastic. Thanks a lot, Wade.

WADE: Thank you. Take care. Thanks again for listening in today. If there is a book you would love to hear reviewed by the author, please visit us on iTunes and



leave us a review with the book title, and we'll do our best to bring them on. For more information on *The Millionaire Master Plan* or any of the other resources mentioned by Roger, just look at the show notes at TheELPodcast.com.

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