

# Top Mentors and Leaders Share Early Praise for...

# **The Millionaire Mentor**

## by **Greg S. Reid**

*“The Millionaire Mentor is undoubtedly one of the most unique, insightful, and useful ‘how-to’ books to come along in quite some time. The book’s message is big, the story powerful, and the impact positively life-changing.”* —**Linda Forsythe, Publisher, Mentors Magazine**

*“Everybody can benefit from a mentor, either an individual or group. Many CEOs in our club have belonged to Presidential Advisory Councils for decades, and claim it is the single biggest help in running a growing business. *The Millionaire Mentor* shows us how to do it.”*

—**Joe Mancuso, CEO, Chief Executive Officers Club, Inc.**

*“The Millionaire Mentor is awesome. For those who are serious about having more, doing more, and being more, this book can help you tremendously. If you are looking to change your results and do so quickly, then read this book. Buy copies for those you love. They will thank you for a long time. I really respect Greg Reid and his desire to help. What a great book. Powerful!”*

—**Gerry Robert, Bestselling Author, The Millionaire Mindset**

*“A parable that delivers, with real-world examples anyone can relate to. A must read for all leaders, managers, coaches, colleagues, and others who work closely with those they care to excel.”*

—**Peter Chiaramonte, Ph.D., “Coach to the World’s Olympic Coaches”**

*“Greg, you have finally done it! You have created the hit of the year with *The Millionaire Mentor*—a simple, easy-to-read parable that really delivers. The message is both captivating and enlightening, while reaffirming the essentials of success. It is a classic in the making—sure to inspire millions.”*

—**Eric Lofholm, Author, Speaker & Sales Trainer**

*“The Millionaire Mentor is destined to be a classic. It is a must read for anyone becoming a mentor. The Success Cards add an invaluable tool to the support process.”*

—**Jim Parker, President, The Mentor Connection, Inc.**

*“The Millionaire Mentor is the first and only book I have read that demonstrates the absolute necessity and power of mentoring. Your life and outlook will forever be impacted by reading it.”*

—**Philippe Matthews, Host, The Philippe Matthews Show, CEO/EmpowerMag.com**

*“The title could well be *The Trillionaire Mentor*. It’s jam-packed with inspiration and wisdom anyone can use to truly move ahead in the best possible way.”*

—**Charlie “Tremendous” Jones, Speaker & Bestselling Author, Life Is Tremendous**

*“Many say the most valuable things come in small packages. Greg Reid has given us a gift of immense proportions, wrapped in a simple but powerful fable called *The Millionaire Mentor*. It’s destined to become a perennial bestseller.”*

—**Andrew Nere, CEO, Sigma Funding Group**

“I read *The Millionaire Mentor* twice and plan to keep it close-by for reference. Having failed at a number of enterprises, I regret not having an inspirational tool like this at my disposal earlier in life. I have read many get-rich-quick and inspirational books, but most contained little, if any, useful content. Yours is the first to actually hold my attention from start to finish. I found ideas in the book I can use now, as well as things I have used unknowingly in the past that helped me reach the point where I am today.”

—**Ken Weaver, President, Dreamweaver’s Designs**

“What a fantastic read. I could hardly wait to turn the pages. It’s a simple, fun, and informative dialogue between a mentor and his protégé. *The Millionaire Mentor* shows how to prosper in all aspects of our personal and business lives by giving to others. Its message is clear and will last me a lifetime. Its simplicity is refreshing, and the ‘Success-Cards’ are going to be a big hit. I will share this book with everyone!”

—**Kay Hoffner, Owner, Kollaborators**

“I was sitting in a motel room on a rainy night in Phoenix last week when I started reading *The Millionaire Mentor*. I have lead sales teams for over 35 years, and if this book had been available then, it would have been ‘required reading’ for my people. The idea of mentoring was so powerful in the first chapter that it actually brought tears to my eyes. I applaud your chosen path, and wish you much success.”

—**Kenny Fischer, Auction Lease**

“What a book! *The Millionaire Mentor* is filled with inspiration and guidance. It not only shows you how to achieve success for yourself, but can also be used as a tool to share with those around you to help them do the same. It’s easy to read, and provides a fun way to learn, develop, and apply new skills.”

—**Lori Osterberg, CEO Vision Business Concepts**

“The path to success is easier to follow when you have a guide to show you the way. *The Millionaire Mentor* is a wonderful message for everyone who has ever wanted to be a mentor—or needs one.”

—**Max Steingart, CEO, Successway.com**

“If you want to make the BIG BUCKS and achieve the success you truly deserve, read this book—over and over again.”

—**Debbie Allen, International Speaker & Author**

“In *The Millionaire Mentor*, Greg Reid drives home the key elements of success in a simple, fun-to-read style. I can hardly wait to read his next book. He is destined to have quite a following.”

—**Robert Ochoa, President, Reliable Furniture, Inc.**

“Success is no secret. *The Millionaire Mentor* distills an elephant-sized portion of business success wisdom into an easily digestible parable. It can help lift you from the 95% who dream about success to the 5% who actually achieve it.”

—**Todd R. Tresidder, Financial Coach to Millionaires and Future Millionaires,  
President, FinancialMentor.com**

“Greg Reid is a living example of his book, and an inspiration! His writing style helped me internalize his message. The story was so inspiring that I took the book on a road trip to read out loud to my 9-year-old son. Thank you for your encouragement, Greg, and for sharing your wisdom that so many (including myself) need to know!”

—**Regina Coffman, CEO, Intelligent Nutrition**

“Bookstores are filled with stories that tell you how to be rich. *The Millionaire Mentor* goes far beyond that. It shares the secrets of fulfilling life’s ultimate dream—discovering one’s PASSION.” —**William A. Welsome, Founder & CEO, Wealth Capital Corporation**

“Greg Reid is a gifted storyteller who knows what he’s talking about. *The Millionaire Mentor* is based on real life success strategies that actually work. The bottom line is that these are not just ideas and theories he’s throwing out. The story reveals the actual steps we each need to take to become a great success.” —**Mary Gale Hinrichsen, Ph.D.**

“*The Millionaire Mentor* is a must read for people who want to excel in sales or business. On page 41, make sure you read Step #5, ‘The Warm Down.’ This is the big key to building a repeat business that most people miss.”

—**Tom “Big Al” Schreiter, Publisher, FortuneNow.com**

“*The Millionaire Mentor* is absolutely amazing! I love it. A lovely story and so true—so real and wise. Both beginners and seasoned entrepreneurs will find something new that they don’t know or realize. Those wishing to succeed, discover their purpose, and enjoy their lives need to read it.”

—**Irena Whitfield, Internet Business Consultant for 3<sup>rd</sup> Millennium, theCassiopeia.com**

“Love your book. It could become a classic like *The Richest Man in Babylon*. You have wrapped a good package around the ideas of great thinkers, leaders, and salespeople. I felt the influence of Lincoln and some of today’s bestselling authors and speakers. I could picture myself when you discussed the people out to kill your dreams and the importance of finding positive people to support you.”

—**Donald L. Peters, Iwillsellyourstuff.com**

“*The Millionaire Mentor* is a high-octane, turbocharged tool for the serious student of success. Greg Reid has blended years of solid, practical field-tested business and personal development principles into an easy-to-read inspirational story that works! Get it, read it, discuss it, live it, teach it... and reap the benefits now.”

—**David Corbin, Author of *Psyched on Service: Building a Total Service Mentality***

“*The Millionaire Mentor* is a Winner! This easy-to-read Parable can remind even the most seasoned professional just how simple it can be to achieve extraordinary success while making a positive impact on other people’s lives.”

—**Phil Wexler, Author, *Non-Manipulative Selling***

“Greg Reid catches his readers’ attention with this inspirational future classic, *The Millionaire Mentor*. Read this book, and you’ll have an easy-to-follow blueprint to financial success.”

—**Harry Paul, Bestselling Co-Author of *Fish!***

# The Millionaire Mentor

GREG S. REID

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# Dedication

To all who have made a positive impact on the lives of others—mentors, parents, coaches, teachers, and dreamers.

# Acknowledgment

This book is a compilation of stories derived from personal experience. The people and characters are based on those who have touched my life. I offer my thanks to each of you by putting these teachings on paper and sharing them with others so they may learn from them.

A special note of appreciation goes to God, for with Him all things are possible.

In addition, I would like to acknowledge my presubmission editor, Pam Perry. She has given me much more than I could ever have asked by going the extra mile in offering her guidance, support, but most of all...her friendship.

Also, thank you Possibility Press for believing in me, sharing my passion, and for your creative and editorial work.

# What a Message!

With *The Millionaire Mentor*, Greg Reid gives us a straightforward, illuminating, and poignant message. A master storyteller, Greg reaches out to his readers like a friend. His positive approach to work and life, as well as his sense of humor, shine through in this simple, yet profound, story. It features a professional entrepreneur and a young protégé seeking to emulate his mentor. This extraordinary parable is sure to strike a chord with anyone who has ever asked, “How can I get more out of life?”

\* \* \*

“True wealth comes in the giving,  
not the keeping.”

—Greg S. Reid

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“Where  
could  
you be tomorrow  
if you put your  
ideas into action  
today?”

—Greg S. Reid

# The First Meeting

It's 10 a.m. Saturday morning outside the local ice-cream parlor in small-town, U.S.A. A young man named Oscar excitedly awaits his first meeting with his new mentor. Being raised by his mother, a single parent, Oscar looks forward to spending time with a positive, supportive, male role model.

Little does he know that the person he is about to meet will change his life forever.

Oscar is not a bad kid. He is what the local mentoring program considers an “at-risk” youth. Without the loving attention and encouraging influence he needs at this early time in his life, he may get sucked into a rough and tumble “street” education. This could possibly happen through the acceptance he would feel as a member of a gang, rather than from a role model who could mold his young character in a more positive manner.

The program where his mother has placed him is the talk of the town. Everyone's buzzing about the quality of the people that the organization attracts, and the extensive background checks they perform. Having met the mentor, Roy, in person, Oscar's mother knows her son is in great hands.

Oscar stands there in his t-shirt with “Hot Shot” printed on the front, watching every passing car with anticipation that the next one will bring his new friend.

The young man’s eyes light up as he watches a brand new Mercedes Benz, glistening in the sunlight, roll up and stop right in front of him. The window rolls down with the touch of a switch, and a kindly looking older man says, in a friendly voice, “You must be Oscar, the young man I have an appointment with.”

The boy watches, wide-eyed, as the man gets out of the car. “I’m Roy,” he volunteers. Oscar is too dumbfounded to acknowledge the introduction.

“Wow!” the boy says. “You must be rich. How did you get that way?”

“Just the fact that you asked me that question means chances are one day you’ll be rich too,” the older man says with a grin.

“I want to be rich,” the boy answers smiling. “What do I do first?”

“The real question is, what do you do *last*?” Roy says.

“Last?” Oscar asks, amazed.

“Yes,” continues the mentor, in a warm and friendly tone. “Success is all about following through and taking action on your ideas. You see, most people work hard. They’re excited by wonderful ideas with great potential. However, very few actually follow through on their ideas with any sort of sustained effort.”

“I have an idea!” Oscar exclaims.

“That’s great! Are you willing to do what it takes to make it a reality?”

“I sure am!” Oscar replies. “I don’t know a lot about business, but I have an idea I’d look mighty good in that car of yours!”

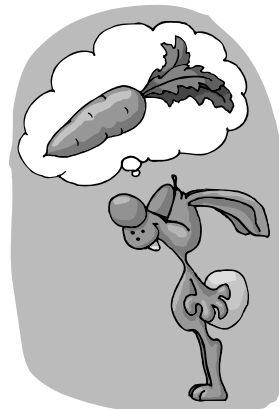
The businessman holds back a smile and asks Oscar, “Do you know why most people don’t follow through on their ideas?”

The boy shrugs.

“FEAR, plain and simple. And it’s usually because we’re afraid of one of two things—fear of success or fear of failure. There is only one way I know of to conquer one’s fears and that is to meet them HEAD ON and work through the doubts.”

The businessman reaches into his vest pocket, pulls out a card, and hands it to the boy, saying “You see, son, if you believe it, you CAN achieve it. Just keep taking steps toward your goals. The boy looks down at the card and reads it.

Dreams are realities  
on which you  
haven’t yet  
taken ACTION.



“I get it!” the lad exclaims. “The first thing is to know what I’m going to do. But the main thing is to actually go out and do it.”

“Keep going,” Roy urges.

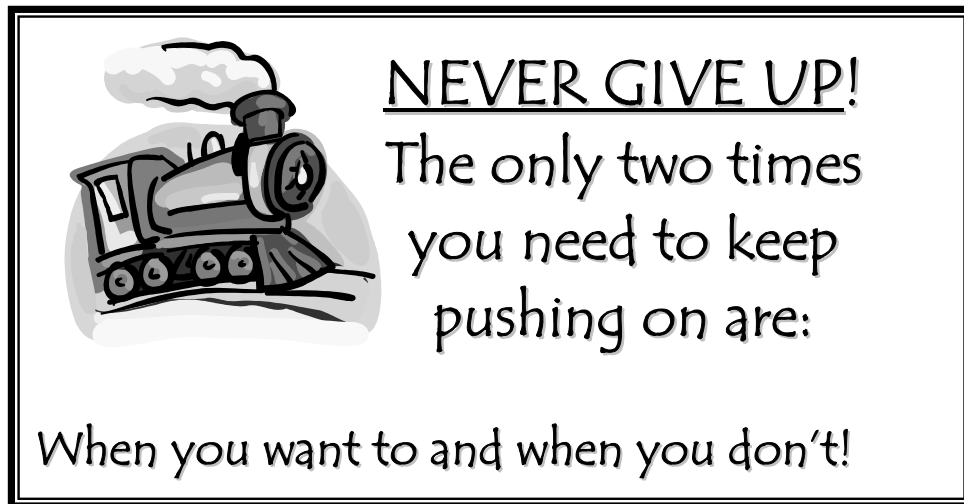
“My friend, Marcos, thought of this cool way to put baseball cards in bicycle spokes to make a neat sound. I gave him my allowance to do it to my bike. It’s great! He said he was going to do it for every kid in school, but he never did. He could have made, like, fifty bucks!”

“Exactly! Marcos had a great idea, and even a plan, but he lacked the most important ingredient: action. The only difference between success and failure is putting the fear of ‘attempt’ away and actually following through,” the older man patiently explains.

“Your friend was probably all excited at the thought of his dream,” Roy shares, “but after thinking about it for a while, he began to doubt himself. Could he get enough cards to do all the bikes? Maybe the other kids would poke fun at him and think the whole idea was stupid. What if the cards fell out? And so on....”

“That’s the fear talk that tells us all the reasons why we’ll fail,” the businessman continues. “Why the project’s too hard, or why it won’t work. Rather than turning this dream-stealing voice off, most people give in to it, instead of doing what successful people do, and that’s....”

The businessman reaches into his pocket again and hands the young man another card.



“Oscar, it looks as though we have a situation here.”

“What do you mean?” Oscar asks, looking a little alarmed.

“Well, we could either stand outside this ice cream shop talking business, or we could go inside and continue over a sundae.”

Oscar’s eyes light up at the proposition. The two enter the *Palace of Frozen Delights*, and sit in a booth near the door.



“Let me tell you how this mentoring program works,” Roy begins. “If you promise to diligently pursue your dreams, I’ll meet you here once a month to answer any questions you have about how to reach your goals. Be sure to give your questions careful thought, and I’ll do my best to lead you in the right direction.”

“You’ll really do that?” Oscar asks, amazed.



“Of course. If, in return, you promise to do something for me.”

“What could I do for YOU?” Oscar asked, surprised, implying there would be NOTHING he could give to the man in exchange.

“All I ask is that, when you get older, you share the lessons I’m going to teach you with someone else. Do we have a deal?”

An ear-to-ear smile breaks out on the boy’s face as his new mentor reaches across their desserts to shake hands on the agreement.

“Deal,” Oscar says shyly, looking away.

“Great! Now grasp my hand hard, look me in the eye, and say it like you mean it!” his advisor chides.

The boy makes eye contact with the man. With strength in his tone and grip, he says, “Deal!”

“Congratulations! You’ve just learned your first lesson,” the businessman says.

“I did?”

“You sure did. ALL good business relationships need to begin with a firm handshake and both parties happy about the terms of the contract. The agreement could be in writing or just a verbal mutual understanding, like we have.”

Oscar reaches into his own pocket and offers his new friend a treasure he’d been saving for himself.

“What’s this?” his advisor asks.

“It’s my Barry Bonds rookie baseball card. It’s the BEST one I have. I’d NEVER put it in my spikes.”

“This is for *me*?” Roy asks with a smile.

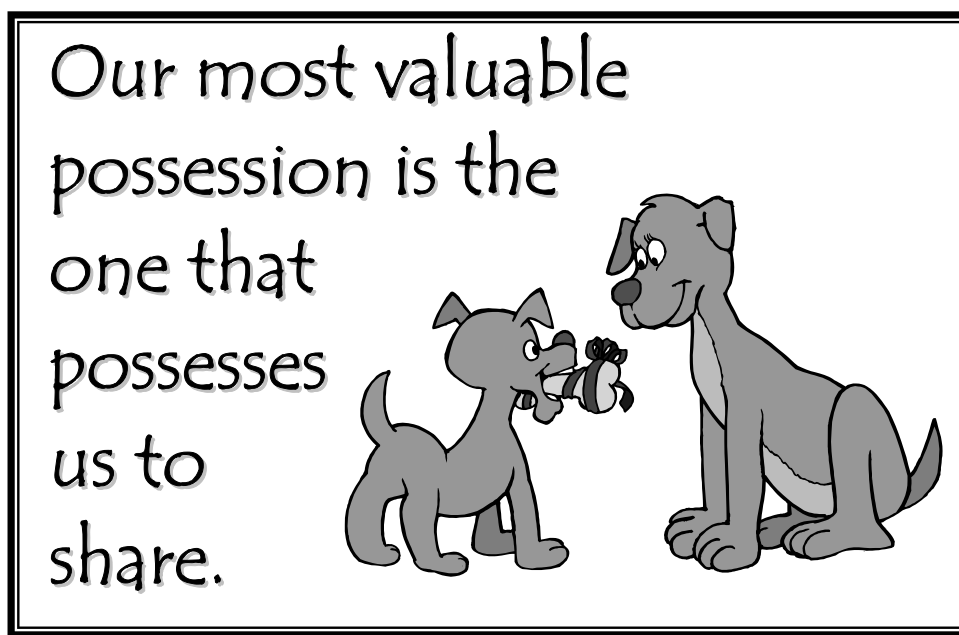
“Yes,” Oscar tells him with obvious pleasure. “You’ve given me TWO cards already, so I still owe you one.”

“Thank you, Oscar,” the businessman says, rising from the table. “You know young man, our arrangement may turn out even better than I’d anticipated. It seems to me you already have the personality traits that make a great leader.”

“Who, me?” the boy asks in amazement.

“Yes, you.” Reaching into his wallet to pay the check and leave a two-dollar tip, the businessman pulls out another card and hands it to the boy, saying, “This is my best card, given to me when I was about your age by someone who taught me what it means to be successful. See you here next month.”

As the businessman walks out the door, the boy turns the card over and reads it aloud.



Months go by, then years. The boy and the businessman have made a connection that will last a lifetime. Every month, on the same day, in the same booth, at their special meeting place, the pair exchange stories of their successes and setbacks. As the boy grows, his skills are sharpened by the old man's wisdom.

Then one night, during this adventure-filled span of time—as Oscar lies awake organizing his thoughts—an inspiration hits him like a light bulb flashing in his mind. “I think I’m ready,” he whispers to himself. “Tomorrow I’m going to get my first job.”

The businessman is already sitting in their booth when Oscar pulls up the next day on his battered old ten-speed bike.

“Hi, Roy! I think I’m ready for my first job!” Oscar says with glee as he bursts into the ice cream shop and plops down into his seat. “The only problem is I don’t know what I can do. I’m only 13. Who’s going to hire me during the summer?”

“I have an idea,” the mentor says. “After we finish here, let’s go for a little ride.”

The boy’s eyes light up at the supportive tone in his mentor’s voice, anticipating what lies ahead.

Once the two have finished catching up, they walk out of the ice cream shop and get into Roy’s Mercedes. They drive a few blocks to one of the local discount stores, go inside, and browse until they come to the bicycle department, where they pause.

“Go ahead, pick out your new bike,” The businessman suggests.

“What are you talking about?” Oscar asks. “I don’t have any money. I mean, I don’t even have a job yet. Remember?”

“Don’t focus on that right now,” Roy tells him. “Take all the time you need, and be sure to choose the one you really want.”

Roy doesn’t have to twist his arm too long. With the help of a salesperson, pointing out the features, Oscar jumps on and tries out every bike in the store.

“This is it!” the boy exclaims, showing off his selection like any good TV game-show host.

“Great. It’s yours,” says the mentor.

“Huh?” Oscar questions. “I told you, I can’t afford it. I don’t even have a job yet. I wish I could buy this bike, but I can’t.”

“Well, I guess you’d better put it back then,” Roy responds.

Oscar looks more confused than ever, and his advisor continues, “Let me tell you a quick story about a man named Henry Ford. You’ve heard of the Ford Motor Company, right?”

Oscar nods, “Yes.”

“Mr. Ford wanted a lighter engine for his cars. So, he went to his development team and requested that they design one for the new line of cars he wanted to bring out. As the project deadline approached, the team was still stumped. They had tried and failed at every attempt to create the new engine. They just

couldn't get it to work. They told Henry Ford about their dilemma and got a response that made automotive history.”

“What did he say?” the boy asks, sitting on the nicest bike in the store.

“He looked at them straight on, and in a serious tone of voice said, ‘If you think you can, or you think you can't, you're right.’ He then gave them a three-month deadline to figure it out.”

“What happened?” the boy asks eagerly.

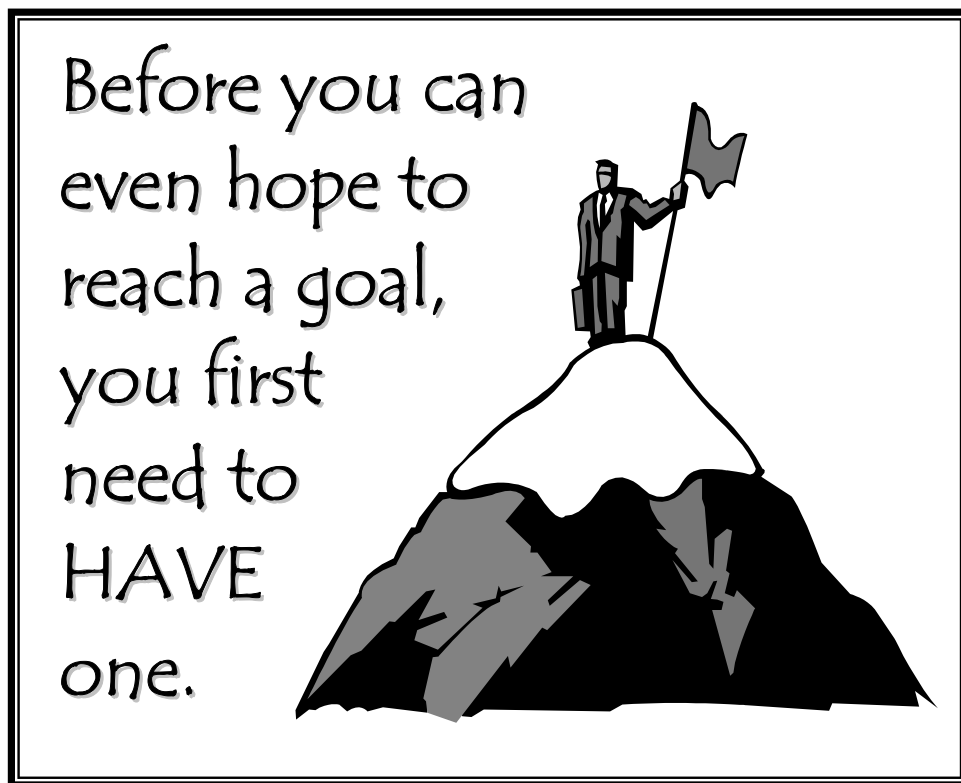
“Two months later, Ford's team designed and built the first V-8 engine cast in a single block.”

“Wow!” The boy sighs, reassured. “Okay then. If they could do it, so can I! This is the bike I'm going to own.”

“Now THAT'S what I like to hear,” the businessman says with a smile.

“What can I do to get it? Like, what's the first step?” questions Oscar.

“You've already taken it,” Roy answers, sounding pleased. “The first step is to decide on the goal. In this case, it's picking out the bike you want. After you decide, the best way to make your dream a reality is to break it down into baby-step goals. Here.” He hands the boy another of his “famous” cards—one he had hidden in his back pocket.



“See,” the mentor continues, “all you need to do is give yourself a goal to reach, then you’ll find a way to achieve it. Without a goal, what reason would you have for doing anything?”

“But what can I do to earn this much money?” inquires the trainee.

“Great question. What CAN you do?”

“Well, I could walk the neighbor’s dog, mow some lawns, wash windows, clean out garages, pull weeds, babysit...,” the boy continues his list as an enormous smile, the likes of which Oscar has never seen, appears on his mentor’s face.

“You get it now, don’t you?”

“I guess so,” Oscar replies. “There are all kinds of ways to get my bike if I really think about it. All I needed was a goal, and then I could see it.”

“Tell you what. You got an A on your last test, right? I’ll reward your accomplishment with a ten-dollar bill,” Roy says, reaching into his pocket once more. “You can take this money and buy candy, soda, whatever you wish. OR, you can take the money and put it down as a layaway payment on that bike you’re sitting on. Then you can work for the rest of the money. The best part is I’ll even show you how.”

Oscar knows an offer he can’t refuse when he sees one. He accepts the gift and goes to the cashier. Ever-so-pleased with himself, he places the cash on the counter, points to the bike he’s chosen, and says, “I’d like to lay this one away, please.”

As the two leave the store, the young man’s face glows with joy.

“Here’s what I want you to do,” Roy instructs. “Make a flyer about all the things you can do to earn the money for your bike. I’ll have it typed up real nice and have lots of copies made for you to leave around the neighborhood. We’ll see what kind of response you get.”

Oscar’s flyer is far from glamorous, but what it lacks in beauty it makes up for in creativity.

○ THE GOAL



○ Will work for bike!  
Mow lawns - Pull weeds  
Do chores - Walk or wash dogs  
\$5 per hour  
Call Oscar at 222-2222

○ (My mom says it's okay.)

The businessman gives Oscar's flyer to his assistant, Pam, asking her to improve the document on her computer.

"No way!" she tells him. "I'm leaving it just as is. It's precious and says everything it needs to say. In fact, it makes me want to hire him myself to gather up some wood in my yard. If this kid's willing to work for something, I'm willing to help him. In fact, I'm

even going to put his flyers up all around town to get him even MORE jobs.”

That reminds the businessman of the old adage, “God helps those who help themselves.” This sparks him from within and sends him searching for one of his cards, which he hasn’t seen in years.



Oscar returns home and goes to work.... “Hey, Oscar, you look overheated,” Mrs. Torrans, a neighbor, says as she approaches him with a glass and a pitcher of ice water. “Why don’t you take a break?”

Oscar stops the lawnmower and wipes the sweat from his forehead. “Thanks, Mrs. Torrans, I sure am thirsty,” he says as he reaches for the glass she’s filled and swallows it in a couple of big gulps. “But I can’t rest for long. I’ve got two more yards to mow today, and then Mr. Miller wants me to help him clear out his attic.”

“You’re quite the little businessman,” the kindly, older woman says. “When you get time, I’d also like you to mow my backyard too.”

“Wow! Do you think there’s a law against mowing at night?” Oscar asks, and he’s not kidding.

“I think it would be hard to see the grass,” his neighbor says, smiling. “But I’m in no hurry. I’ll let

you get back to work. Just leave the pitcher and glass on my porch if I'm not in when you get through."

"Thanks, Mrs. Torrans," Oscar says. "I'll be in touch."

The boy squared his shoulders confidently as he walked back to restart the lawnmower. Here he was just a kid, and a grownup had called him a businessman. Wow! The compliment got Oscar thinking. By the time he'd finished edging the lawn he was working on, the little businessman had hatched a plan.

Back at home.... "Oscar, don't eat so fast. You'll get an upset stomach," his mother tells him as he wolfs down his chicken casserole and salad.

"But I have things to do, Mom," he pleads. "I had a great idea while I was mowing today, and I want to go out and put my idea into action before it gets dark."

Two weeks later, while waiting for Oscar at the *Palace*, Roy nearly spills his coffee as he looks out the window. Totally amazed, he sees Oscar—riding a shiny new bike. "Oh my gosh!" Roy excitedly says to himself, as he watches Oscar pedaling like there's no tomorrow.

The boy races into the parking lot, jams on the brakes, jumps off the seat, and sets the lock. "I did it!" he announces as he runs into the *Palace*.

"You sure did, young man. And two months ahead of schedule," the businessman says warmly.

"It was just like you said, I set my mind on it and EVERYTHING fell into place. I got so many jobs on my street that it gave me a great idea. See what you

think,” the boy goes on breathlessly. “I kept getting more and more offers to cut the neighbors’ yards and do other odd jobs. It was fantastic. One neighbor saw me working on somebody else’s yard, and then he said he wanted his done that day! But I could only mow so much.”

“That’s what’s known as a high-class problem,” the man interrupts, chuckling.

“The way I figured it,” Oscar continues excitedly, “I could either not take the job and lose the money, or come up with a plan to be able to take on more work.”

“So, what did you do?” the advisor asks.

“That’s the BEST part! All the other kids were jealous that I was making all this extra money and getting my bike now. They’d all have to wait ’til Christmas—if they were lucky, that is. I figured that if the neighbors each paid me \$8 to do their yards, I’d hire the other kids and give each one \$4 to do the work.”

“Oh my,” the businessman says, laughing. “Keep going.”

“Okay. The way I see it, I got the work by coming up with the idea for the flyer. Well, actually YOU did, but THEY didn’t know that,” says the boy, with a grin. “So, I said if I was going to do all the hard work and GET the jobs for them, the least they could do was mow the simple lawns. They loved it, and so did the neighbors. Everybody started calling me ‘bossman.’ With this system, I made the money I needed in half the time, doing less work.”

“That, my son, is what’s referred to as working SMART. You’re leveraging your efforts with others by having them duplicate what you do. Which reminds me, I found this in an old briefcase of mine,” he continues, as he hands Oscar a tattered, dog-eared card. “It reminds me of this whole lesson, and I want you to have it.”

As the boy reads the message, it all comes clear to him, summing up the experience he’s just had.

