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—Sandy Gallagher, Co-Founder and CEO
Proctor Gallagher Institute



BOB PROCTOR

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RICH**

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AWESOME POTENTIAL**

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Dedicated to Linda



who brought the sun from the south with her and
willingly shared it with Brian, Colleen, and Raymond.

One and Only You

Every single blade of grass,

And every flake of snow,

Is just a wee bit different.

There's no two alike, you know.

From something small, like grains of sand,

To each gigantic star

All were made with THIS in mind:

To be just what they are!

How foolish then, to imitate;

How useless to pretend!

Since each of us comes from a MIND

Whose ideas never end.

There'll only be just ONE of ME

To show what I can do.

And you should likewise feel very proud,

There's only ONE of YOU.

That is where it all starts

With you, a wonderful

unlimited human being.

—JAMES T. MOORE

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THE BEGINNING

FOREWORD

by Doug Wead

Zig Ziglar may be the master motivator; Mark Victor Hansen, of *Chicken Soup for the Soul*, the master storyteller; Anthony Robbins may be the guru of personal development; but Bob Proctor is the master thinker. When it comes to systematizing life, no one else can touch him. He is simply the best. Bob Proctor collects thoughts as Imelda Marcos, wife of the late Ferdinand Marcos, president of the Philippines, used to collect shoes. He strings them together in exquisite arrays, one thought leading logically to the next until a whole method has been constructed.

In *Born Rich*, Bob Proctor has done it again, this time taking you step by step to the surprising discovery that success is not always reaching out for something that you don't have, but rather reaching over and rearranging the pieces already there.

I read with fascination as Bob carefully built his case and found myself instantly applying his conclusions to ongoing projects and relationships.

Therein lies the great value of this book. You can instantly apply the conclusions to your own life. It will begin to impact you long before you reach the last chapter.

Bob often said that he was not really making suggestions that are new: in fact, we already instinctively “know” these truths. He may be a little modest in this regard. He certainly offers nuances that are new to me, and some may make the difference between success and failure. I found that even some of his “obvious” success ideas were dormant and unappreciated in my own life. And the ones that I thought I knew and understood, the ones that I personally subscribed to that were active in my life, were rearranged in an order that made them even easier to put to use.

Practical is the word that comes to mind. The theories in *Born Rich* can work for anyone, anywhere, at anytime.

Bob Proctor is a direct link to the modern science of success stretching back to Andrew Carnegie, the great financier and philanthropist. Carnegie’s secrets inspired and enthused Napoleon Hill, whose book *Think and Grow Rich* inspired a whole genre of success philosophy books that now take up large sections of modern bookstores. Napoleon Hill in turn passed the baton onto Earl Nightingale, who has since placed it in Bob Proctor’s capable hands.

Bob Proctor sat at the feet of these giants at the Nightingale-Conant Company and their whole stable of speakers and writers, growing to love and appreciate their discoveries before ever attempting to build on them himself. But once he began to share his own knowledge of these timeless principles, the flow never stopped. His books, tapes, and Internet messages have inspired millions. (Email insights@bobproctor.com, and ask to be put on his free “thought of the day” program. I start my morning with it.)

When you are tapping into the wisdom of Bob Proctor, you are in for more than a review of the latest success fad. You are tapping into the embodiment of an ongoing study of human nature and success that spans three generations. Bob Proctor is the curator of this science of success, and this powerful book offers a generous display of some of its many treasures. This is a great read!

Doug Wead is former special assistant to the president in the George H. W. Bush White House.

INTRODUCTION

by Sandra Gallagher

What a difference a moment can make.

When Bob wrote *Born Rich* in 1984, he was a rising star. He was coming into his own as a world-renowned speaker and motivational coach. Bob was building an international reputation for getting the very best out of both people and businesses. *Born Rich* became an immediate bestseller and a cornerstone of Bob's success.

In August 2006, I walked into a Proctor event in Vancouver, Washington, curious to see what all the buzz was about. Over the previous two decades, I had established my own highly regarded legal practice, and I had a pretty good sense of what my future held.

Sitting in the audience that day, I found myself in an unexpected moment that changed my life. What I learned from Bob on that stage led me over the next days to shutter my law practice, leave the legal profession and embark on a new career, taking me to heights I could have only dreamed.

"Most people," Bob said as he moved to the edge of the lights and looked out over his large audience, "most people are extras in their own movie." He was looking at me.

It was true. I wasn't the star of my movie at all. I was an extra. Someone else was always the star. I was forever trying to please them, trying to measure up to what I thought their standard was. I was forty-three years old, and had been doing what other people wanted me to do my whole life.

His words were blowing up my thinking. Everything I thought I knew was wrong. I began to imagine what my life might be like if I became what I was capable of becoming. Bob was talking to me, telling me that I had been born rich with possibilities.

And in that moment, I believed him.

Years later, it's hard to write these words without emotion. I was electrified. I understood in that instant that I had been born rich beyond measure, capable of doing anything and having anything I ever might intend. I was the handiwork of an extra-ordinary God.

During the next months, I had the opportunity to develop a deep and personal relationship with Bob. Over time, I moved alongside my friend and mentor as co-founder, CEO, and President of Proctor Gallagher Institute, one of the most important personal coaching communities in the world.

Every breath I take today is a sacred celebration of my moment with Bob so many years ago.

The pages of this new edition of *Born Rich* will change your life. Pay attention. You now have no excuse for a life not well-lived. *Born Rich* is a gospel, good news for your journey ahead.

“Most people are extras in their own movie.”

—Bob Proctor

Bob asked me to join him in this new edition spreading the word of being born rich. This new read is a magnificent experience, a roadmap that will guide you from where you stand right now to the destination of your choice.

Your life is indeed a journey. You'll be confronted ahead by construction sites, detours, and potholes—all life distractions you have come to know so well.

I am speaking from experience. As you begin to imagine your life ahead, keep in mind many of your decisions will seem counterintuitive. It's what happens when we begin to think differently about ourselves and the lives we have been given.

On the Korean Memorial wall in Washington, D.C., in bold letters, the words are engraved, "Freedom is not free."

It's not. If you are willing to think differently about your life, understand the price is high. While it does not come easily, the rewards are phenomenal. It is the gift of understanding only those willing to pursue a life of freedom receive. The words of the sacred scriptures ring ever so true, "Thirst for me and I will let you find me." It is a promise.

Read this book more than once. Read it ten times. Every time you put it down, you will be thinking differently.

*A bell's not a bell 'til you ring it,
A song's not a song 'til you sing it,
Love in your heart wasn't put there to stay,
Love isn't love 'til you give it away*

Rogers and Hammerstein were right. Your life isn't a life at all until you begin to experience the riches you were intended to have.

Bob was always a little bit ahead of us. In 2022, he moved on to our next playground. He left behind many who miss him terribly, but not before giving so many of us moments that changed us forever.

You were born rich. Breathe it in.

Sandy Gallagher
*CEO, Co-founder and President
of Proctor Gallagher Institute*

***Those who know the truth
learn to love it.***

***Those who love the truth
learn to live it.***

ME AND MONEY

In 1923, eight of the world's wealthiest financiers met at the Edgewater Beach Hotel in Chicago. These eight men controlled more money than the United States government at that time. They included:

- The president of the largest independent steel company
- The president of the largest gas company
- The greatest wheat speculator
- The president of the New York Stock Exchange
- A member of the president's cabinet
- The greatest "bear" on Wall Street
- The head of the world's greatest monopoly
- The president of the Bank of International Settlement

Certainly one would have to admit that a group of the world's most successful men was gathered in that place—or at least men who had found the secret of earning money.

Now let's see where these men were twenty-five years later.

- The president of the largest independent steel company, Charles M. Schwab, lived on borrowed money for five years before he died bankrupt.
- The president of North America's largest gas company, Howard Hopson, went insane.
- The greatest wheat speculator, Arthur Cutton, died abroad, insolvent.
- The president of the New York Stock Exchange, Richard Whitney, was sent to Sing Sing Penitentiary.
- A member of the president's cabinet, Albert Fall, was pardoned from prison so he could die at home.
- The greatest "bear" on Wall Street, Jesse Livermore, died a suicide.
- The head of the greatest monopoly, Ivar Kreuger, killed himself.
- The president of the Bank of International Settlement, Leon Fraser, also died a suicide.

Each of these men had well learned the art of earning money, but it would seem that not one of them had ever learned how to live the rich life, which was their birthright.

Stories like this one have caused many well-meaning but ignorant people to say, "See, I told you; it is not good to have a lot of money; it's bad," or, "It just goes to show you that rich people really aren't happy," but of course that is not true. Although these eight men would appear to have slid off the track, many wealthy people are very happy and do a tremendous amount of good with their money; they live healthy, well-balanced lives.

Consider this: money will have a greater influence on your life than almost any other commodity you can think of. Indeed, the sudden loss or acquisition of money will affect your attitude to a tremendous extent. Therefore, you must agree that everyone should have a deep understanding of exactly what money is and of the laws governing its attraction. Yet the sad fact is that not one person in ten does. Ninety-five people out of a hundred settle for whatever they get, wishing they had more all the way from the