

An Official Publication of the
NAPOLEON HILL FOUNDATION

HOW
RICH ASIANS
THINK

A THINK & GROW RICH
PUBLICATION

JOHN C. SHIN

Executive Producer of the Movie
Think & Grow Rich: The Legacy

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Published and distributed by:

SOUND WISDOM

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www.soundwisdom.com

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Jacket design by Eileen Rockwell

ISBN 13 TP: 978-1-64095-123-5

ISBN 13 eBook: 978-1-64095-124-2

For Worldwide Distribution, Printed in the U.S.A.

1 2 3 4 5 6 7 8 / 23 22 21 20 19

*May you have the courage to **DREAM BIG**, live
life on your own terms, and follow your heart.*

*Whatever you can conceive and believe,
you can achieve.*

Gallagher, Penney Ooi, Raja Dhaliwal, Ray Parker Jr., Scott Williams, and Steve Aoki. I also wish to thank Dwayne “The Rock” Johnson, Jack Ma, Keanu Reeves, and Lucy Liu, whose valuable insights and examples of leadership help shape the world for the better.

A project of this magnitude requires a team of experts to take raw thoughts and ideas and polish them into gems. I am grateful to David Wildasin and the fine folks at Sound Wisdom Publishing for producing this book and Jonathan Badanguio for his initial creative cover designs. Special thanks to Ken and Michele Budka, the editorial team at Full Sail Publishing, who consistently take my reams of data, raw thoughts, and ideas and turn them into gold. Bravo! And thank you, Lisa Lockwood, for introducing us.

Every success can be traced back to a single, critical step—the first step. Thank you to my dear friends and mentors, Monte and Lisa Holm, who gave me my first copy of *Think and Grow Rich* in 1996. Thank you, Rich and Cindy Thawley, who inspired me to study the book, quoting chapters and paragraphs, solidifying its life-changing messages. Thank you, John Maxwell, for encouraging me to write this book; once I started, there was no turning back. Sharon Lechter and Greg Reid, thank you for coaching me throughout the book-writing process.

Finally, thank you to my loving family, who cheers for me and supports me in everything I do. To my father and mother, Dong and Susan Shin—your work ethic and courage shaped my dedication, commitment, and perseverance in every area of my life. My sister, Dr. Stella Erbes, has always been my greatest supporter, always inspiring us to be all we can be. My children,

Acknowledgments

Matthew, Kayla, Andrew, and Jenna, inspire me and fill my heart with joy every day. Arlene, my partner in business, love, and life—you make life a joyful adventure and everything I do worthwhile. I love you.

—John C. Shin, J.D.

HOW **RICH ASIANS** THINK

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PREFACE

T*hink and Grow Rich* by Napoleon Hill is one of the best-selling books of all time, responsible for influencing and improving the lives of countless individuals, including me.

My mentor, Monte Holm, gave me a copy in 1996 and told me to read it. At the time, most of my reading focused on dry college textbooks about biology and chemistry. *Think and Grow Rich* sparked a huge interest in me because I immediately felt it could change my life.

I felt energized rereading it before I sat down to write this book and have found it reminds me of movies like *The Matrix* and *Inception* where each time you watch them, you pick up new details and nuances of the story. Although *Think and Grow Rich* is a short book, each chapter is packed with movie-worthy content.

The 13 principles of success Napoleon Hill outlines in *Think and Grow Rich* work for everyone and are as relevant today as

they were when the book was first published in 1937, though the world today is a much different place than it was in 1937.

So, why write a version of *Think and Grow Rich* specifically for Asians? Versions of the original book have been created for Latinos, African Americans, and women. Why not Asians? It makes sense that one of the most significant cultures on the planet should be represented.

As an Asian American, I believe it is my responsibility to help other Asian people succeed. As a human being, I'd like to help as many people as I can, period. The success stories and perspectives shared by people from different backgrounds in this book will inspire you and link you to others who are farther down the path you have chosen to follow.

Asian people have encouraged me to create a reference companion to *Think and Grow Rich* that outlines the keys to my success in words and examples that echo their own stories and heritage.

My work has been influenced by the examples of successful Asian authors, mentors, celebrities, and leaders. I am honored to share their perspectives, beliefs, and experiences, illustrating qualities and approaches to challenges that are unique to the Asian culture.

I use the terms "Asian American" and "Asians" a lot in this book. The term "Asian American" was coined by historian Yuji Ichioka when he referred to a new "inter-ethnic-pan-Asian-American self-defining political group" in the late 1960s. Today, it remains one of the most accepted and respected terms to identify the diversity within Asian cultures in America. On a

global scale, I intend to treat all Asian cultures and descendants of them with great respect.

According to the Napoleon Hill Foundation, the original *Think and Grow Rich* sells more copies in Asia than in any other two continents combined! The NOP World Culture Score Index lists the top four reading countries (based on average time spent reading per week) as India, Thailand, China, and the Philippines. Being an Asian American living in the United States, I decided to zero in on a smaller sample, focusing mostly on Asians living in the United States, instead of looking at massive numbers of the Asian community worldwide.

Statistics gathered by the Pew Research Center in 2015 show that the impact of Asian Americans immigrating to the United States can be felt across the board:

DEMOGRAPHICS

- 20 million Asian Americans trace their roots to more than 20 countries in East and Southeast Asia and the Indian subcontinent.¹
- The US Asian population grew 72 percent between 2000 and 2015 (from 11.9 million to 20.4 million), the fastest growth rate of any racial or ethnic group.²
- No single country-of-origin group dominates the US Asian population, but the largest groups are of Chinese, Indian, and Filipino origin, with Chinese being the largest at 4.9 million people.³
- Asians are projected to become the largest immigrant group in the country, surpassing Hispanics in 2055.⁴

My parents immigrated to the United States from South Korea in 1969. For them, everything was about education. They believed what you learned and applied helped you become rich. They also believed in service to mankind. When you combine the two, you have two possible career choices—doctor or lawyer. Saving lives, helping people, making lots of money—those were the goals my parents drilled into me. This is a common theme throughout many Asian families.

My parents instilled three guiding principles in me: respect, humility, and patience. I've mastered respect and patience, though I'm still working on humility.

Following my parents' plan, I became a lawyer, though I had no burning desire to do so. Their definition of success was simple—sending your children to college; watching them go out and get a good job; and most importantly, having them be happy at the end of the day.

Many Asian people who immigrate to America come from a background that may include difficult times, war, struggle, and oppression. My parents had to learn Chinese and Japanese during their lifetime.

Difficult times can fuel a burning desire. People become committed to doing whatever it takes to achieve success, like having to leave what is familiar behind in search of greater opportunity.

Even in the Land of Opportunity, Asians still have to deal with racism and stereotypes. People usually expect me to have an accent because I am obviously Asian. Some people squint while talking to me and assume I own a dry cleaning business, a restaurant, or a liquor store, or that I am a math whiz, a programmer, or a computer tech.

Once I met a woman who asked where I was from. When I told her I am from Los Angeles, she said, “I didn’t realize there was a Los Angeles in China.”

After clarifying I meant Los Angeles, California, and telling her I was originally from South Korea, she went on to say, “Oh, I love Chinese food.”

My children get this too. One of my daughters is in the process of rushing college sororities. The feedback she received from her first choice was, “You will never get in here.” When she asked why not, she was told, “You don’t have blond hair and blue eyes.”

Breaking stereotypes is a complicated process. Change will come as we educate and enlighten people about the impact Asian people have on the world today. Clearly, some of the old stereotypes are not relevant anymore.

EDUCATION

- In 2015, about 54 percent of Asians had a college degree.⁵
- 85.7 percent of Asians in America, age 25 and older, are high school graduates.⁶
- 21.2 percent of Asians in America, age 25 and older, have an advanced degree (e.g., Master’s, PhD, MD, or JD).⁷

ECONOMICS AND EMPLOYMENT

- 49.1 percent of employed Asians 16 and older hold management and professional positions such as

financial managers, engineers, teachers, and registered nurses.⁸

- Of the 87 US startup companies valued at over \$1 billion, 19 were founded by Asian-American immigrants.⁹
- The estimated number of Asian-owned employer firms in the United States in 2015 was 530,406.¹⁰
- Asian American-owned businesses employed a total of 2.8 million people, and their average revenue was \$338,400 per company.¹¹
- In 2015, Asians had an estimated buying power of \$825 billion, which is expected to grow to \$1.1 trillion in 2020, according to the Selig Center for Economic Growth.¹²
- The average household income of Asian Americans is \$74,105.¹³

According to the Pew Research Center, Asian Americans are highly satisfied with their lives and their finances, and they place a high value on marriage, parenthood, hard work, and career success.¹⁴

Every day, I meet people and read stories about individuals who refuse to let racism, stereotypes, and old thinking limit them. Many of them have read and applied the principles of the original *Think and Grow Rich* and gone on to achieve success and improve their lives.

Millions of people share a similar experience or can relate to being driven by fear due to negative past experiences. Think back to a moment when you may have been bullied, excluded, or

made to feel “less than”—a time when you were told you weren’t smart enough or good enough or that you were too heavy, too light, too tall, or too small. Maybe you were the wrong race, color, or creed and were excluded or made the subject of gossip and judgment as a result. These negative seeds can become magnified and amplified during your life until you begin believing them and creating your own self-imposed limitations.

When writing this book, my goal was to discuss Napoleon Hill’s principles of success through the eyes of Asians for the benefit of all readers, regardless of their ethnicity, heritage, or background. I quote Hill along with successful, influential people from the Asian community and cultural knowledge bank. I also include many non-Asian sources who have influenced my life. No one can achieve success without embracing teamwork. Working with people from different backgrounds and cultures elevates us faster and better than working with a group of like-minded people who share our experiences. My general focus, however, will remain on the Asian experience.

It is important to note that the Asian and Asian American experiences are unique and were not specifically addressed in *Think and Grow Rich*.

Reviewing the collected wisdom of others presented in this book will help you understand the principles as you hear them from the perspective of others. At the end of each chapter are quotes from the “Asian Mastermind.” If you find yourself struggling in any particular area, start your day by reading these.

How Rich Asians Think: A Think and Grow Rich Publication will give you the tools to eliminate excuses and overcome your fears so that you can begin to turn your dreams into reality. As

you read, I hope you feel my conviction that you can achieve anything you truly desire.

This book will develop your inner strength so that you can stand up and face your fears and be the person you were meant to be. Stand tall and confront the bullies and the naysayers and the gossips of the world, and let them know you are a force to be reckoned with that will not stop, ever.

How Rich Asians Think follows the chapter outline of the original *Think and Grow Rich*. Each chapter begins with my interpretation of the key points found in the original text written by Napoleon Hill. Then, I share success stories and examples from my interviews with Asian and non-Asian leaders relating to the content found in each chapter. I will connect these stories and examples to Hill's key points in a short summary before leaving you with select inspirational quotes exclusively from notable Asians.

Each chapter concludes with exercises and action steps for you to apply what you have learned. A notepad or a journal is an excellent companion to this book. As you read, write your thoughts and ideas, clarify your goals, and organize your plan.

How Rich Asians Think celebrates the Asian culture and honors trailblazers who have succeeded despite numerous challenges, forging a path for others to follow.

There are Asian people throughout the world who are continually seeking, appreciating, and genuinely valuing every opportunity. The wisdom they have gained and their approaches to obstacles can be found throughout this book.

During the last Winter Olympic Games, I learned a new acronym from Marissa Brandt, one of the members of the 2018 Korean hockey team—TWIG, which stands for “take what is given.”

Marissa recalls that when she got the call to be on the Korean team, she just said yes without taking time to think it over, taking what was given and running with it.


You get to choose. You decide what value to assign. When you are grateful for the opportunity—any opportunity—you win!

Regardless of your background, I believe *How Rich Asians Think* has the power to change your life. Your personal success goes beyond the boundaries of race, ethnicity, and culture. If you follow the 13 success principles taught by Napoleon Hill almost a century ago, you will succeed.

Take what is given and make the most of this gift.

You can do it!

—John Shin



*“Every day, you have
the opportunity to change
your destiny.”*

—JOHN SHIN



Thanks for taking the time to download a portion of my newest book “How Rich Asians Think”.

This has been one of my most exciting projects to date and I’m so excited to hear how it changes lives in local communities and across the globe.

PLEASE VISIT:

HowRichAsiansThink.com to purchase your full copy and begin to live life on your terms!

And if you’re ready to take your life & business to the next level check out THE THINK AND GROW RICH THE LEGACY WORLD TOUR coming to a city near you!

TGRWorldTour.com

Until we meet in person!

John C. Shin