

THE EMIGRANT EDGE

PREFACE

Successful immigrants think and work differently than the average American. They have a survivor mentality. Many of them have already risked everything they have to start a new life, so a few setbacks on the road to starting and growing a business aren't going to stop them. They are pragmatic rather than idealistic about what it takes to succeed. They know all too well that the world doesn't owe them a living and that each individual is responsible for his or her success. They manage to do a lot with very little, not only because they're resourceful self-starters, but because they don't have a safety net if they fall. Above all, they're willing to pay the price required to succeed. A relentless work ethic, drive, and can-do attitude means they're prepared to start from scratch, work the hours needed, and invest in themselves and their business. They don't see this as a disadvantage, but as a fact—a reality. They can adapt to whatever life throws at them because they're realistic about the challenges they know will come, and they're prepared for overcoming them. They duck and dive and go with the flow or create a new way to overcome if necessary—whatever it takes to defeat the odds—because they're clear about what they want, they're willing to work hard for it, and they never give up. If only every business owner could tap into this mind-set, maybe we could reverse the current trend where approximately 50 percent of small businesses fail within the first five years.

I'm not, for a minute, saying that all immigrants are successful. However, I have become a student of success, and I've seen a consistent pattern amongst America's most successful immigrants. I've broken down what they do, and I've also analyzed my own journey.

All successful immigrants share seven main characteristics or traits. These are the differentiators between success and failure, winning and losing, a life of prosperity, or one of quiet despair or status quo. The good news is these seven traits—the Emigrant Edge—are 100 percent transferable and adaptable, no matter where a person is born, or what his or her circumstances are. If you imitate these seven traits, you can tap into the DNA of who you are: You'll be better able to access the Emigrant Edge spirit in your own heart, mind, and bloodline so you can attain the same level of achievement that so many newcomers to this country experience.

The truth is, many people living here have no idea how hard it is to succeed in other countries where entrepreneurship, free markets, freedom of speech, and freedom of religion and expression are not even permitted. Life, liberty, and the pursuit of happiness are still promised in America. So while it's not simple to succeed here, it is easier than in many other places you could go. You just need to harness the Emigrant Edge in your life.

To have an Emigrant Edge, you don't have to move far away from home—you don't even have to move up the street. You just have to learn by example—study the traits of those who have this edge—and then move outside of your comfortable, old way of doing things and apply these traits to your own life. Think and behave like a newcomer and you can achieve whatever you desire. If you can rediscover and reconnect with the mind-set of previous generations, you will experience phenomenal success, just as many millions have before you.