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INTRODUCTION

Millionaires and Everyday People on Common Ground

*There is plenty to go around,
but it doesn't adequately go around.*
—David Chandler

NEVER BEFORE HAVE SO MANY been so close to so few. Today the proverbial *Six Degrees of Separation* are more like two or three.

The few to which I'm referring is that class of people commonly known as millionaires, though some are actually billionaires or even trillionaires—in other words, the *uber* wealthy.* At one time, these rich people existed in a world utterly foreign to and remote from the one inhabited by “everyday people.” For much of history, there was no real way for ordinary people to gain entry into the lives of this elite group; the average person never expected to come into contact with them. If by chance someone did, it was a big deal, i.e., “*Guess who I saw getting into a taxi this morning?!*”

* The primary term used to refer to the wealthy throughout this book is “millionaires.” It includes not only millionaires, but also those who are billionaires.

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All this has changed. Today, anyone with access to a computer is just a click or two away from meeting, socializing, networking, forming friendships, dating, or even becoming intimate with millionaires. This change has come about partly from the equalization that naturally occurs in democracies, in which people are less rigidly limited by the class or social strata into which they were born or the amount of money they manage to earn. Although a smaller number of Americans possess a larger share of the nation's wealth than ever before, they don't live isolated and aloof from the rest of us. Movement between different groups in a democracy tends to be fluid, and generates easier access to one another across economic lines.

More significant, however, is the meteoric rise of technology. The Internet has turned out to be a tool of democratization, playing a major role in social movements ranging from elections to revolutions. "Springtime in the Middle East" refers to recent citizen uprisings in Tunisia, Egypt, Syria, and several other countries. It is the latest example of a movement that caught fire and spread rapidly via the Internet, as activists communicated with each other and the rest of the world on Twitter, Facebook, Tumblr, and other sites.

The Internet is democratizing society in more subtle ways, as well. What with personal computers, smart phones, the ubiquitous television, and all the other communication devices—more are being invented even as I write—most people have at least glimpsed the world of the wealthy. Technology has provided a window through which we can peek into the business and social lives of rich people. We can take virtual tours of their lavish homes, eavesdrop on their intimate relationships, follow the machinations of their business dealings, and see how they spend their vacations.

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Sometimes we even vacation at the very same hot spots (think Las Vegas or Disneyland)!

It's always been a mark of status to personally know or be romantically linked to a famous wealthy person; as it becomes more common, it loses some of its glamour. Still, having or being around great wealth will never completely lose its luster; even the most down-to-earth people indulge in name-dropping from time to time. Admit it: wouldn't you love to throw a party for your friends and surprise them with the appearance of a rock star or tycoon? Wouldn't that be a thrilling coup?

It can happen. Cultivating friendships with rich and famous people is no longer a far-flung fantasy. If you want to conduct business with, work for, or party with actors, politicians, musicians, professional athletes, or movie producers, you can do it. Once you see how easy it is to connect with these people, you'll be on your way into their world. Once you get there, it's not so difficult to accomplish whatever it is you're looking for, be it money, glamour, adventure, or love.

Most of us have, at some point in our lives, dreamt of being millionaires. This doesn't mean we're greedy and materialistic; there's no reason to be ashamed or embarrassed by a desire for wealth. In a world where money buys so much—power, access, freedom, security, pleasures large and small, personal pampering, even good health and good looks—it's only natural, even sensible, to aspire to great wealth, or to know the people who can show us how to get it. We each have our own financial agenda: for some, it's driving a Ferrari simply for the thrill of it; for others, it might be to attract respect and admiration. A loner might yearn for seclusion, and even solitude can be purchased: Johnny Depp actually *owns* an island. A social butterfly, on the other hand,

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might be hot on the trail of exclusive party invitations. Businessmen and women might want to become key players in high-powered deals. Some of us don't even have specifics in mind – we're simply drawn to the mystique of a world in which money flows lavishly. To those who've never experienced the high life, it can have an almost magnetic pull. Imagine doing or buying anything you desire, without so much as a pause to consider the cost. Although many wealthy people are penny-pinchers who don't freely spend their money, it's just knowing they have the freedom to do so that gives them a rock-solid sense of security. Security and freedom are probably money's biggest attraction. Who *wouldn't* want it?

Wanting and having are, of course, entirely separate. Most of us not *to the manor born* have absorbed society's message that it isn't our right or our karma to be around great wealth, that rich people are, like the gods on Mount Olympus, unapproachable. It's almost as if they're saying money itself is off limits to everyday people.

Technology has rendered that message obsolete!

Becoming a millionaire, or connecting to one, is no longer a stretch. Never before in history has the opportunity and the playing field been so accessible. Whether you want to marry a millionaire or tap into the mindset that creates great wealth, the path is just a click or two away. At this moment in time, it's possible to meet and connect with the rich and famous – and even get invited into their living rooms.

While the population of everyday people outnumbers that of millionaires, the latter group is not, in relative terms, a rare species. In fact, there are millions of millionaires – and that's not just a figure of speech. I'm not only talking about high-profile celebrities whose faces appear on the covers of

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People and the *Wall Street Journal*, but the greater number of millionaires that keep a low profile, that most of us have never even heard of. By 2004, the richest one percent of Americans were earning a combined total of about \$1.35 trillion a year, more than the national incomes of France, Italy or Canada. Not all millionaires are famous, but they're real—and they're approachable.

When I was in college, I set a personal goal of earning my first million by the time I turned 30. Intrigued by millionaires, I became a big fan of the *Forbes's 400 Richest Men of the Year* issues. I still love stories like the one about a New York cabbie who worked his way up to billionaire, or biographies of people like Bill Gates and Tyler Perry who, from humble beginnings, created personal empires. Early on, I sensed that by learning their secrets I, too, would be able to achieve mega-success.

Through hard work, persistence, numerous failures, and a huge personal fiasco that led me to accumulate more than \$100,000 in credit card debt, eventually I made it to millionaire status by my thirty-sixth birthday with the successful launch of *SeekingArrangement.com*, which was followed by *SeekingMillionaire.com*, and, most recently, *WhatsYourPrice.com*.

YOU CAN DO IT

For those readers who, like me, are aiming for success at the level of a seven-digit net worth, this book will help you find millionaire mentors to guide you—and more. *Connecting with the In Crowd* is an introduction to the world of those who have attained great wealth, and how to make it your own. In the following pages, you will learn the most effective ways to connect with millionaires: how to attract

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them, and how to put yourself in a position where *they* will want to connect with *you*.

Does it surprise you to hear that millionaires might actually want to know you? It shouldn't: after all, these are people who breathe the same air, who feel, taste, and touch in more or less the same way as you and me and every other person on the planet. We share the essential human condition, and, therefore, we can understand one another. Further, by knowing each other, we can all benefit in many ways. While this potential has always existed, the lines between our separate worlds kept us from exploring the possibilities. Now those barriers have fallen. Now we share common ground.

The Internet makes possible what was previously impossible, including meeting one another. It is a virtual living room in which we can get to know the rich and/or the famous. Here's your opportunity to chat with, work for, do business with, socialize, and even romance your desired connection.

This tool of democratization, this technology that brings us together as equals, is still evolving, and will continue to do so, revealing a multitude of new uses. Its ultimate promise is a society in which everyone—at *last!*—gets to operate on the same level playing field. Anyone, from any background, can use it for personal advancement. We can use and are using it to create wealth and to spread that wealth around. Thus, as we pursue our personal goals, we are engaging in a process of resource redistribution!

No tool, however, is fully effective unless you know how to use it properly. So what are you waiting for? Read on to find out how to meet millionaires online, and get clicking!