



RICH MIIND

RICH MAN

**Coert Coetzee**



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*Rich Mind • Rich Man*

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A Poor Man with a Rich Mind  
is richer than a  
Rich Man with a Poor Mind,  
but nobody is richer than a  
Rich Man with a Rich Mind

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## **My biggest supporter**

In 1988 the Higher Power I write about in this book realised that I would never reach my goals if He didn't provide me with the right life partner. That year I met Vanessa and my life went on a spectacular rocket-trip of success. I dedicate this book to her, because even this would not have been possible without her influence in my life. Thank you, my darling, friend and partner!

## **Some help from my friends**

I'm privileged to have one of the largest "friendship circles" in the country. In 2009 it stood at 40,000. Yes, that's the number of members in my investors' club – and by the time you read this there will be a lot more of them. They come from all levels of society, and the collective knowledge of this group of friends is greater than you will find in any library in the world. When I read of how writers have to do years of research and travel thousands and thousands of kilometres before they can write a book, I realise how lucky I am to be able to do my research within my circle of friends. Most of the text that I write is first presented to my friends on my websites [www.lightminded.com](http://www.lightminded.com) and [www.treoc.com](http://www.treoc.com). My friends give me their comments and input there. Sometimes they influence my views and I may even make changes to my text; but sometimes they just give me another perspective, which I appreciate and want to share with you, the readers.

# CHAPTER 1

## IN THE BEGINNING

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Ever since the beginning of man's existence he has sought ways to make his life easier. I'm sure that the first quests were for easy ways to get food and make clothing. Equally important, if not perhaps the most important, was his search for some kind of shelter, such as a cave or a hut – somewhere that he could feel safe, and where he could protect his family against the elements of nature and dangers such as attacks by predators or even by other people.

Very soon there was probably a cave shortage, causing the value of caves to shoot up astronomically. People were prepared to pay for a good cave, but the people with caves couldn't get rid of their caves until they had found alternative housing. So they started building structures like huts and houses for themselves, and began renting out the caves. The "rental" was probably something like food and clothing. They saw that providing housing made their own lives a whole lot more comfortable, and they started to wonder whether people wouldn't perhaps be interested in the kind of huts they were building. A "letting agent" was appointed and he came back with the good news that there was great interest. The houses of those who could build well were most in demand, and never again did they have to find their own food or make their own clothes.

Some people couldn't build good houses, but at the same time they weren't prepared to keep bringing food and clothing for the builders. So

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they bought the builders' houses and made an agreement with them to provide food and clothing for them for 20 years, on condition that in the meantime they could do whatever they wanted with the house and that at the end of 20 years the house would become their property.

And so the property investors were born. Property investors weren't necessarily good builders, but they were clever, very clever, because what they did was to rent the houses to a third party for more food and clothing than they had to pay to the builder. All that the investors actually did was to organise. Very soon the investors had become richer than the poor builders and tenants together. Most builders didn't stop building, and most tenants didn't stop bringing food and clothing, but the investors didn't work at all – or if they did, they only did work that they enjoyed. And that, my dear friends, is what we call Financial Freedom!

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### **Background**

As far back as I can remember I've always wanted to make money. Right from my school days it's always been my burning ambition to be very wealthy, to be a multimillionaire – and these days to be a billionaire, because I've already been a millionaire for many years and that just isn't good enough anymore.

I have tried many things and am still going to try many other things, because I'll never be satisfied with just one method of making money. I want to have a variety of successful methods, and more, and more ... That may sound terribly money-grabbing and capitalistic, but it is the challenge of making money rather than the money itself that drives me, and that's the reason that I will never be satisfied with what I have. I know that may



sound incredibly ungrateful, but that isn't the case at all; I'm tremendously grateful for all the successes that I've achieved and I thank my Creator for them often. I'm satisfied with the success that I've achieved, but not with the quantity. I'm satisfied with the income streams, but not with the quantity!

Now that you know how my mind works, you'll understand as you read this book that property is one of those income streams where I can increase the number of streams every day, just like taps that are being opened. This is the reason that property is my favourite of all my businesses.

I can buy more and more properties on a regular basis, and every property is a micro-business on its own; every property is a new money stream. A number of little streams coming together form a larger stream and a number of large streams form a river and a number of rivers an ocean. That is what property can bring you. An ocean of money!

I'm not unique in my quest for money. On the contrary, most people seek more and more money. That's the reason you bought this book, after all! You don't have to be ashamed of acknowledging that. Once you've acknowledged it to yourself and to the world, you will have taken the first step towards wealth. Some people hate the rich and always make disparaging remarks about them. They also like to tell everyone how satisfied they are with their house, their car, their furniture, and so on, *ad infinitum*. Some even become communistic and start prescribing to other people that they should live like them as well, and that money and possessions are an evil best avoided. What a lot of nonsense!