

BEST-SELLING AUTHOR
DAN THE MAN LOK



F.U. MONEY

How I Make As Much Money As I Want
And Live My Life As I Please

F.U. MONEY

**Make As Much Money
As You Damn Well Want
And Live Your Life
As You Damn Well Please!**

**DAN THE
MAN LOK**

INTRODUCTION

F.U. MONEY

INTRODUCTION

You have never read a book like mine.

I am going to make some assumptions here. You are holding this book in your hands because you know where you want to be financially, but you're not there yet.

You're sick and tired of your job, you're frustrated with your financial situation, or you don't have enough cash flowing into your business for you to retire and/or make you rich.

One thing I am sure is that you're reading this book because you want MORE...

MORE money... MORE stuff ... MORE satisfaction... MORE time... MORE happiness... MORE sex... MORE fun... MORE love... MORE pleasure... MORE of SOMETHING!

...and that's fucking awesome.

Life is all about wanting more and making more. That's the reality of things, and there's not a damn thing wrong with it. So I'm working on the assumption that you want more and you don't feel guilty about it.

If you do feel guilty about it, realize your guilt is part of the problem. It's a big reason that you don't have more. GET OVER IT.

If you go to the business section of bookstores and libraries, the shelves are packed with all kinds of business and success books—endless rows of personal development and self-help books. Most of these books are a complete waste of your time and money.

The first set of books is the touchy-feely, new age, prosperity-type stuff in the self-help section. The thing is, if you were to actually meet and get to know these so-called "prosperity gurus" in person, you

F.U. MONEY

INTRODUCTION

would find out they have no money—they're poor. They don't have a pot to piss in or a window to throw it out of.

So how the hell can they teach you about prosperity when they have no prosperity themselves? Oh, you might say, "Dan, they're rich spiritually." Yeah, right. That's nothing but a lame ass excuse for the prosperity gurus to justify their lack of wealth.

To me, true prosperity means being rich in ALL areas of your life. This includes your home, love life, family, health, friends, fun, and yes, money. Lots of money.

The second set of books is the motivational psycho-babble. These looney-toons tell you that if you recite daily affirmations... think positively enough... if you meditate and visualize... lock yourself in a room with purple candles and some hippy-smelling incense... that somehow money will fall into your lap.

These motivational gurus tell you if you feel good about yourself, you'll make money. I say if you make a ton of money, then you'll feel pretty damn good about yourself.

The third set of books is the business books written by authors who have no real world business experience whatsoever. I particularly can't stand these posers.

These are the business school professors and "paper gurus" who pose as business experts yet have never even started a business in their entire miserable lives.

While their theories might sound good, they're of no help at all because the authors have never been in the trenches. They don't know what it's like to miss a payroll. They don't know what it's like to sell

F.U. MONEY

INTRODUCTION

their car, mortgage their house, and live on rice and beans to keep their business alive.

Yet here they are doing “research” and feeding you all this non-sensical data and making it all so complicated that in the end you’re so confused that you never implement a damn thing.

Then you have the fourth group of books that attempt to walk you through the step-by-step mechanics of starting, growing, and, ultimately, selling a business.

Stuff like raising capital, marketing, selling, management, leadership, those types of books. Some are great, some are not so good, and some are downright dangerous. But NONE of these books will tell you how to prepare your mind and adjust your perspective for making your F.U. Money.

Lastly, you have the financial books—work hard, save money, live below your means, invest in mutual funds, let compound interest work its magic, and then ONE DAY you’ll be able to retire in comfort (not even rich) if you’re lucky.

Of course, that is if you have the self-discipline to put away the money, not blow everything you make at the end of every month, and get a high return on your investments for a LOOOONG period of time.

I don’t know about you, but I think the idea of working your entire life, as hard as you can, usually at a job you hate, so you can retire and enjoy life, is ludicrous.

Why wait until you’re old and gray to retire? Why wait until retirement to start enjoying your life? Why not do it now?

By the way, do you know who most of these financial experts and

F.U. MONEY

INTRODUCTION

authors work for? The mutual fund companies! Why do you think these mutual fund companies advertise their retirement plans like crazy? Cause they have your best interest at heart, or cause they make an obscene fortune in fees?

I think you already know the answer.

THE ONLY KINDS OF BOOKS THAT ARE WORTH YOUR TIME

There are a group of books written by people who have achieved a high level of success in business, such as the autobiographies of Richard Branson, Steve Jobs, Bill Gates, Warren Buffet, etc. I love those books. You learn from the successes and failures of people who have been there, done that. Those are the books you should read.

WHY THE HELL SHOULD YOU EVEN LISTEN TO ME?

I came to North America years ago with no money, no connections, and not a word of the English language on my lips. In fact, I still speak with a thick accent. I wasn't born with a silver spoon in my mouth. I started from scratch and made lots and lots of mistakes. I've been screwed over by many people.

I've worked for minimum wage in a supermarket as a grocery bagger. I've been up and down multiple times, at one point \$150,000 in debt, and, yet, I made it all back. I became a self-made multi-millionaire NOT because I inherited it when my rich uncle died or somebody gave

F.U. MONEY

INTRODUCTION

it to me, but because I made it from scratch, with my sweat and tears... through the cutthroat world of business.

I can retire today if I want to. If I want to hop on a plane tomorrow and go spend a month at a resort in the Caribbean, I can do it—and I have done it.

I am free to do what I want, when I want, where I want, with whomever I want for as long as I want without having to worry about money. And, yes, I can say fuck you to anyone I don't like, anywhere, without consequence because I've made my F.U. Money.



F.U. MONEY

INTRODUCTION



F.U. MONEY

INTRODUCTION

WARNING: PLEASE DO NOT READ THIS BOOK IF YOU'RE EASILY OFFENDED BY STRONG IDEAS OR LANGUAGE

In case you didn't notice, the language in this book is not politically correct. This book is definitely not for the easily-offended or the faint of heart.

In other words, I didn't take the time to edit out all the "shits," "fucks," and other offensive terms. I write the way I talk. No bullshit, no fluff, and no sugar coating. And I think the bad language adds a bit of spice to some of these messages and makes them easier to read.

I know the title of "F.U. Money" alone will offend a lot of people. However, I believe I'm only as effective to the degree that I am willing to offend. It's better to be hated than ignored. During my business career, I've always had critics and people who don't like me.

So before we dive in, I want to make three things perfectly clear:

I. I didn't invent the ideas or strategies. I simply spell them out in a book. Nothing in this book is original. Anything I've been able to accomplish today has been a direct result of what others have taught me, supported me through, and even challenged me to do.

I think originality is highly overrated. You can always tell the pioneers because they're the ones laying in the sand with arrows in

LOKISM #1

Sugarcoating is meant for cereal.

F.U. MONEY

INTRODUCTION

their backs! In fact, most of my fortunes are made by altering existing ideas, not creating something new.

2. You won't find ALL the answers in this book. You'll find some of the answers, but not all of them.

The purpose of this book is NOT to teach you everything there is to know about making your F.U. Money. My goal is to expand your horizons, shift your paradigm, and open your mind to a whole new world of opportunity. As Oliver Wendell Holmes Jr. said, *"Man's mind stretched to a new idea never goes back to its original dimensions."*

This book is also not a magic pill or silver bullet for the people who are simply wishing and dreaming that money will suddenly "manifest" itself into their lives.

If you believe in that shit, then you shouldn't be reading this book anyway. This book is for serious people who are dedicated to building a business that can give them freedom and prosperity beyond their wildest dreams. But in order to do so, work is involved.

3. I am not asking you to agree with me. In fact, it is perfectly okay to disagree with me—I couldn't care less. There are many ways to be right. What I'm going to share with you are the ways that have proven to be right for me. That doesn't make them right or wrong—it just makes it my experience. And that's the only place I can come from—my experience.

Take my suggestions cafeteria-style if you want. Take one or two ideas and try them out. If they work for you, great—keep them. If they don't work for you, kick them to the curb. No hard feelings whatsoever.

F.U. MONEY

INTRODUCTION

THE SURE-FIRE WAY TO FAILURE

I don't know the sure-fire way to success. But I sure as hell know the sure-fire way to failure, and that is to try to please everybody.

I got rich and happy by not giving a damn what people think. I don't try to please everybody at this point in my life because I've made my F.U. Money.

So FUCK the critics! Those who can't do, criticize. It's easier to sit back and criticize the people who are actually doing something. Here's my message to the critics: "If you're so damn smart, why aren't you rich?"

If you have no critics, you likely have no success. Anyone in the world who is making an impact WILL be criticized—period.

I guarantee that when you start going after your dream and working towards your F.U. Money, you will encounter criticism. So you might as well develop an alligator skin and get used to it.

The key is not to internalize it. Don't take it personally. Critics are losers—so who cares?

Just because you exist in the world, somebody somewhere will be offended. Those people are NOT going to give you money or have anything to do with you anyway. So who gives a shit what they think?

F.U. MONEY

INTRODUCTION

WHAT IS THIS BOOK REALLY ABOUT?

So what is this book really about? This book is about making you a lot of money, about making you believe in yourself like you never have before, about forcing you to take massive action to do whatever the hell it takes to make your F.U. Money.

This is not some touchy-feely, happy-slappy, feel-good book. As you can already see, I am not here for you to like me. If you want a friend, buy a dog.

I am here to show you how to think differently. I am here to change the way you think about business and about making a lot of money. I am here to make you grow. I am here to challenge you. I am here to give you a dose of reality.

There's just no other way. My job is not to make you like me; my job is to get you off your butt to do something.

And I don't care if I have to slap, kick, punch, or drag you to the finish line, that's what I'm prepared to do. I WILL make you feel uncomfortable. I WILL make you feel uneasy. I WILL be in your face.

I am here to tell you what you don't want to hear, but need to hear. You might be put-off by my brutal honesty but you just have to realize that it's "tough love."

F.U. MONEY

INTRODUCTION

One last thing: as you go through this book, ask yourself two questions:

- How does this apply to me?
- How do I take direct action?

To get the maximum value and results from this book, use the “F.U.M.A.—F.U. Money Assignments” throughout different chapters to write down your notes/answers as you go.

Don’t just read this book, use this book. Grab a pen and a highlighter, feel free to write on it, tear it apart, make a mess of it, whatever you want to do—just as long as you use the damn thing!

Are you ready? Very good. Let’s get started...

