Book Review: How Rich People Think

In his book “How Rich People Think”1 author Steve Seibold presents broad philosophies and habits of rich people. I picked up a copy of this book as I had read a magazine article with some excerpts from the book that captured my interest. By reading this book, I sought to learn more about how financially successful people behave, think and act with money. Seibold looks between the ears at rich people’s attitude towards money and wealth.

Seibold points out very early that “This book isn’t about Money. It’s about thinking.”. From his 26 years researching and interviewing rich people, Seibold seeks to contrast “Middle Class” attitudes, philosophies and actions verses those who are “World Class”. The author exemplifies this contrast in explaining that Middle Class think about working more hours or earning a pay raise, while World Class think about and seek to solve problems.

Divided into 30 “chapters”, the book seeks to differentiate World Class from the Middle Class. Each “chapter” is no more than one or two paragraphs followed in large print with recommended further reading, a critical thinking question to ask yourself, and an action step that is intended to make you World Class. The book contrasts the ways that the average person thinks about money versus those that are financially highly successful. Boiling it down to one common theme, Seibold points out that the World Class’ attitude towards money is nonlinear.

“The rich get richer because they know the world is overflowing with wealth disguised as problems that need to be solved”. Seibold goes on, “Figuratively speaking, money does grow on trees, and the trees are ideas”. This concept was recycled chapter after chapter in this book. If you can understand this, there is no reason to spend a couple of hours reading this book.

How Rich People Think is an easy and quick read. The author constructs the book in chapters of advice based on his own personal experiences and is presented without factual evidence to back up his claims. Broad ideas are presented based on theory and presented without fact. While I believe the book has no ill intentions and is crafted to truly help Middle Class to be World Class, I found little value and would not recommend spending time with the 125 pages of loosely constructed and repetitive concepts.

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*1 – Published in 2010 by London House Press*