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RESEARCH FINDS MILLIONAIRES TURN THEIR ADDRESS BOOKS INTO CHECKBOOKS MORE THAN NON-MILLIONAIRES

Use of Social Networks Dispels Myth that the Rich Go it Alone in Achieving Success 74% of Employed Adults Want to Turn their Profits into Passions

New York, April 26, 2007 -- While the majority of Americans are afraid of starting businesses or otherwise venturing out on their own, new research detailed in the book, *The Millionaire Zone*TM, finds that millionaires leverage their social networks – ranging from the government and their alma maters to friends, spiritual centers and even health clubs – more than non-millionaires to overcome their fears and ultimately achieve financial success.

Author and commentator Jennifer Openshaw commissioned the research by Harris Interactive[®] and The Spectrem Group of over 2,000 Americans – including 1,500 U.S. adults employed full-time or part-time and 500 millionaires -- to determine how millionaires achieve success and what holds back average Americans from achieving the same. Openshaw is host of ABC Radio's Winning Advice, AOL Financial Editor, founder of Women's Financial Network and now founder of TheMillionaireZone.com.

According to the Harris research, 74% of employed adults would like to learn how to turn their passions into profitable ventures. Over half of employed adults (56%) said they would be less fearful about starting their own business if they could learn how to take advantage of the people and organizations to support them. Openshaw offers a solution through her book and new website.

In *The Millionaire Zone*, peppered with real life stories, Openshaw says that well-known billionaires – from Oprah, Nike's Phil Knight, and the founders of YouTube -- to everyday Americans overcame their fears and achieved financial success by using what they are already familiar with – the people, places and resources at their fingertips. Openshaw refers to this network of familiar assets as your "LifeNetTM."

Openshaw also found that, surprisingly, only 3% of millionaires built their wealth by inventing a product. In fact, millionaires achieved success through a multi-pronged approach that overwhelmingly relied on the following four paths:

- Stock market/investments 65%
- Paid employment 58%
- Real estate 54%
- Starting a business 41%

Despite the stereotype that women are more sociable than men, only 41.9% of wealthy women surveyed said they use the people or organizations around them to help overcome fears versus 45% for men. When asked if there was one key to their success, millionaires primarily cited hard work/perseverance.

"History and the media have taught us to believe that only extraordinary people achieve wealth – and that they do it all by themselves," says Openshaw. "But today's billionaires and millionaires are dispelling that myth. By leveraging their networks and tapping into *who* and *what* they already know, they're turning their address books

into exploding checkbooks to secure their future and give back to society. The exciting finding is that each and every American can do the same, by using what I call their LifeNet™.”

What Social Networks Helped Most?

When asked “What had an impact on your financial success,” millionaires cited the following as having “some” or a “significant” impact: business contacts/relationships (50%), family/friends (46.2%), work/co-workers (45.1%) and professional organizations (22.1%) to their alma mater/college (27.9%), physical condition/health club (23.1%), spiritual center (19.3%), a non-profit (15.4%), neighbors (13.5%), health care providers (11.5%), and local government (9.7%).

Openshaw asked how they benefited from these networks. Millionaires said they received information/research (73%), followed by increased confidence/self-esteem (67%), introductions (64%), advice/strategy/support (58%), emotional support (58%), practical support (49%), reduced chances of losing money (46%), business partnerships (39%), and reduced fear (36%). The data further shows that millionaires leveraged these networks more than non-millionaires. These findings form the basis for the creation of www.themillionairezone.com, a social networking site launching in May where Americans can connect with other financially motivated Americans in an effort to build wealth.

Some other surprising facts Openshaw encountered in her research are:

- 62% of millionaires said they had to step outside their Comfort Zones to become a financial success
- 82% said it took them more than 5 years to achieve financial success
- Inheritances did not play a large role as only 28% said they had an inheritance of over \$50,000

In **THE MILLIONAIRE ZONE**, Openshaw’s seven-pronged plan teaches Americans how to redefine their Comfort Zones to overcome the excuses that hold so many of them back and leverage the relationships and resources around them – their LifeNet -- in new ways. Also included in **THE MILLIONAIRE ZONE** is a **30-Day Getting Started Program to turn Passions into Profits** and the **Millionaire Zone Profile**, an online questionnaire that helps readers assess their financial, emotional, and time capacities and puts them on one of Openshaw’s clearly outlined paths to success. A few of Openshaw’s seven keys to success are:

- **Wire Your LifeNet:** Make a list of every person and organization you know and inform them of your new venture. Don’t be afraid to ask for help.
- **Turn Your Passions Into Profits:** Discover those personal passions with the greatest potential for income.
- **Getting By Giving:** Recognize that each individual or situation that enters your life can affect it in one of two ways -- improving your net worth or improving your personal being.
- **Turn Rejection Into Opportunity:** Follow three strategies to turn a “No” into a “Yes.”

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About the Harris Interactive Survey

This survey was conducted online by Harris Interactive on behalf of Openshaw's Family Financial Network between July 19 and July 21, 2006 among 1,524 U.S. adults 18 years of age or older who are employed full time and/or part time but not self-employed. Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

With a pure probability sample of 1,524 one could say with a ninety-five percent probability that the overall results have a sampling error of +/- 4 percentage points. However that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

About the Spectrem Group Survey

The Spectrem Group is a Chicago-based research firm specializing in the affluent. Spectrem conducted surveys of 500 high-net-worth Americans via telephone. The respondents all had investable assets of at least \$500,000. The respondents were then separated to create results for two groups: Those with a net worth of \$1 million or more, excluding the value of their primary residence. The results for that group are primarily reported in *The Millionaire Zone*.