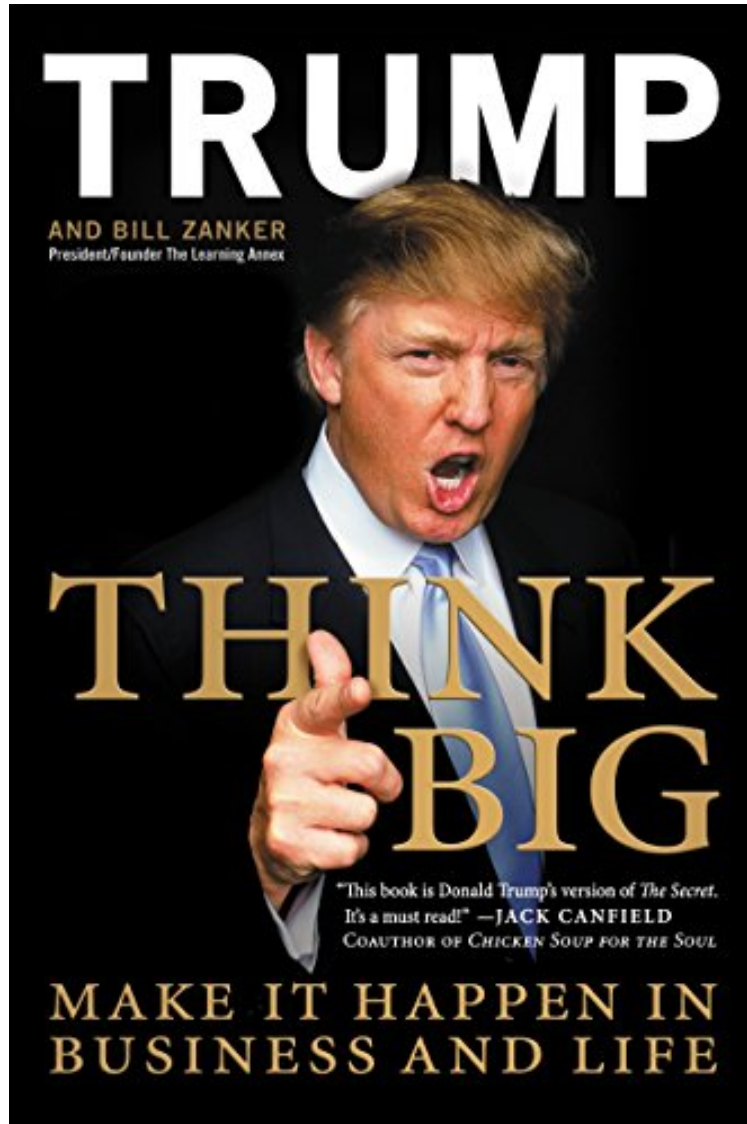


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Think Big: Make It Happen in Business and Life

Donald J. Trump, Bill Zanker

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Donald J. Trump is an icon: the very definition of the American success story. President-elect, reality-television star, and developer of some of the planet's most prestigious real estate, he's also become one of the world's wealthiest men. Trump is a living example of how thinking BIG and knowing when to back up your opinions aggressively—regardless of what your critics or opponents might say—can help you maximize your personal and professional achievements. In his first political campaign, Trump defeated his opponents by rallying voters nationwide to "Make America Great Again." For the first time ever, you too can learn Trump's secrets to thinking BIG and kicking ass! Learn: Momentum: the Big Mo. How to get it and how to get it back. Revenge: how and when to get it (and why it's so sweet). "I love you, now sign this!" Why contracts in business and personal life are so important. Real-life stories from people who've applied the think BIG formula in their own lives. These strategies are proven and attested to by those who've learned to think BIG from Donald Trump and found success in their own lives even when the world seems to be against them. Co-authored with Bill Zanker, an entrepreneur who learned these tactics firsthand from Trump, Think BIG and Kick Ass shows you how to bring a winning attitude to everything you do.

Donald J. Trump is an icon: the very definition of the American success story. The star of The Apprentice and developer of some of the planet's most prestigious real estate, he's been on the bottom and risen to become one of the world's wealthiest men. Bill Zanker started The Learning Annex with \$5,000 and grew it into a \$5 million a year company. That was before he met Donald Trump. Thirty months later, after Zanker learned to think BIG himself, The Learning Annex is generating over \$100 million a year in sales—and still growing. Together, they're living examples of how thinking BIG and knowing when to back up your opinions aggressively—regardless of what your critics or opponents might say—can help you maximize your personal and professional achievements. For the first time ever, you too can learn Trump's secrets to thinking BIG and kicking ass! Learn: Momentum: the Big Mo. How to get it and how to get it back. Revenge: how and when to get it (and why it's so sweet). "I love you, now sign this!" Why contracts in business and personal life are so important. Real-life stories from people who've applied the think BIG formula in their own lives. These strategies are proven and attested to by those who've learned to think BIG from Donald Trump and found success in their own lives. Bill Zanker used Donald's strategies to grow the revenues of The Learning Annex twenty times in under three years. Both of them have been down and out, and know what it's like to feel the whole world's against you—and both have risen to dizzying heights of success by thinking BIG and kicking ass! It is an attitude that can be easily learned. Questions for Donald Trump: Was there ever a time when you didn't think big enough? Trump: I don't think so. I always had big plans, even when I was very young. I would build skyscrapers with my building blocks. What was your first impression of your co-author Bill Zanker when you started doing business with the Learning Annex? Trump: Bill Zanker had tremendous enthusiasm and focus, and he still does. I knew he'd succeed in a big way, and the success of The Learning Annex proves that I was right. What has becoming a television star on The Apprentice meant for your business? Trump: My brand became more famous as I became more famous, and more opportunities presented themselves. I was already very well established, so I was well prepared, but things escalated and in a good way. There are stories everywhere that the real estate market is in trouble. How should an investor or an entrepreneur respond to the current market? Trump: This is actually a very good time for entrepreneurs or investors. I would say to be positive and look for the opportunities, because the opportunities are there. You're critical of the "give me" attitude that you see in many young people today. What do you look for in a young person you are bringing into your business? Trump: They have to be eager to learn and willing to work hard. I work hard and I expect the people around me to have a strong work ethic. I need people who can be part of a team and yet be able to think independently. That's one of the qualities I look for on The Apprentice—they have to be capable of both dimensions. Did you really make Lee Iacocca cry? [See Think Big and Kick Ass for more details.] Trump: No, he made himself cry. From the Back Cover RISE TO DIZZYING HEIGHTS OF SUCCESS BY THINKING BIG! DONALD J. TRUMP is an icon: the very definition of the American success story. The star of The Apprentice and developer of some of the planet's most prestigious real estate, he's been on the bottom and risen to become one of the world's wealthiest men. BILL ZANKER started The Learning Annex with \$5,000 and grew it into a \$5 million a year company. That was before he met Donald Trump. Thirty months later, after Zanker learned to think BIG himself, The Learning Annex is generating over \$100 million a year in sales—and still growing. TOGETHER, they're living examples of how thinking BIG and knowing when to back up your opinions aggressively—regardless of what your critics or opponents might say—can help you maximize your personal and professional achievements. For the first time ever, you too can learn Trump's secrets to thinking BIG! Learn: Momentum: the Big Mo. How to get it and how to get it back. Revenge: how and when to get it (and why it's so sweet). "I love you, now sign this!" Why contracts in business and personal life are so important. Real-life stories from people who've applied the think BIG formula in their own lives. About the Author Donald J. Trump is a graduate of the Wharton School of Finance and the developer of some of the most prestigious addresses worldwide, including Trump Tower on Fifth Avenue, Trump Park Avenue, Trump World Tower, 40 Wall Street, The Grand Hyatt Hotel, the historic Mar-a-Lago Club in Palm Beach, the Palm Trump

International Hotel and Tower in Dubai, and numerous award-winning golf courses. His Real Estate and Wealth Expos with The Learning Annex have helped over one million people to think BIG. As the Emmy-nominated star and coproducer of the hit television show The Apprentice and the author of seven bestsellers, he is truly a media giant. This is the first book where Donald reveals his Think BIG attitude. Bill Zanker started The Learning Annex in 1980 with \$5,000 of his own money. The Learning Annex has now spent two consecutive years on the Inc. magazine Fastest Growing Companies list with over \$100 million in annual sales. The growth of his small business stems from Zanker's partnership with and learning from Donald J. Trump's think BIG strategies. Zanker has been featured in Success, Forbes, Fortune, Inc., and Money magazines. He lives in New York City and Park City, Utah.