

Wealth: The Inside Story

Donald J. Trump

- Personal insights from “the wealth master”
- Tips and tactics for business success
- The view from the top: and how to get there

SPECIAL REPORT



TRUMP
UNIVERSITY

Wealth: The Inside Story

by Donald Trump

Passion is key to wealth

There is an ingredient for success that is often overlooked, maybe because it sounds out of place in business lingo. But I know for a fact that it is absolutely necessary to achieve any kind of long lasting success, and I know this from experience.

That ingredient is passion.

Enthusiasm on a big scale equals passion.

If you don't have passion, everything you do will fizzle out, or be mediocre, at best. You have to love what you're doing in order to make it in a big time way. People with passion never give up, because they'll never have a reason to give up, no matter what their circumstances might be. It's an intangible momentum that can make you indomitable.

Another way to see this clearly is to realize that passion conquers fear. This is an important fact when considering achievement of any sort. Ralph Waldo Emerson said, "every great and commanding movement in the annals of the world is the triumph of enthusiasm. Nothing great was ever achieved without it." I agree. Think about that statement and keep it close to you.

Next, assess your interests. What do you love doing? What is your imagination presenting to you? Can you develop any of these interests into a viable source of income? Can you come up with a personal blueprint? Do you have a foundation in place, or in the works, for this blueprint? Ask yourself these questions, cover your bases, and then move forward. Without momentum, you will simply be daydreaming.

Very often the dividing line between success and failure is a lack of passion. I've known people who have had fantastic ideas who can't seem to get them off the ground because they approach everything passively. They think the idea will somehow get off the ground by itself, or that just coming up with the idea is enough. Let me tell you something—it's not enough. It will never be enough.

You have to put the idea into action.

And if you don't have the motivation or enthusiasm to do it yourself, it's likely your great idea will sit on top of your desk or inside your head for a long time to come.

Passion is a catalyst.

Use it to your advantage and you can start achieving tremendous things. Whatever you do, don't overlook or underestimate this important ingredient for success. It can take you to some amazing places!

Hope to see you there.

Be tenacious. You won't get very far otherwise

Sometimes people think I was born with a Midas touch, that everything I think about or touch just somehow turns to gold. I'll admit, I've been very lucky, and I've also had the good fortune to get a great education from the schools I went to and from my parents. But there might be some things you don't know about me, like how I waited thirty years for one project to get going. That's a long time to wait.

Trump Place is being built along the Hudson River on Manhattan's West Side right now. We're about halfway done, and when it's finished there will be a total of sixteen buildings, making the area a very desirable residential area and the largest development ever approved by the New York City Planning Commission. I bought the land for this project in 1974. Most things don't happen overnight, and this is one example.

You also have to be tough.

Tough is what you are when you refuse to give in or give up. You have to fight the good fight. Very few things of worth are easy achievements. That's just the way it works.

There will always be obstacles and problems along the way. Being tough will enable you to work through them without becoming worn-out or negative. In fact, you should expect problems. That will save you the time wasted on surprise or dismay when they surface.

Never giving up is courage. Courage is the opposite of fear. Do not allow fear to paralyze you.

Mark Twain put it well, "courage is resistance to fear, mastery of fear—not absence of fear."

Being tough and tenacious can help you move forward to achieve what your creativity has presented to you. Sometimes the most talented people fail, and those who are far less talented succeed.

Those who succeed, regardless of their talent, move forward with confidence and know they will never have a good reason to give up. There are some areas where I do not accept excuses, and this is one of them. Keep that in mind.

So, get to work.

Be tough, be tenacious, and win big.

Thinking big will take you places

Don't limit yourself.

In other words, Think BIG.

Thinking small when you can be thinking big is definitely limiting your potential. People are capable of doing great things, but not if they don't envision great things being done.

You don't have to waste time working your way up to the top when you can start there in your mind.

I remember the old saying "It's lonely at the top." I don't agree. It was probably said by someone who didn't want any competition. I'm secure enough in my success to welcome competition, so I don't mind telling you that being at the top is a great feeling. Thinking big can get you there. Here's how:

We all start with small steps. The point is to get us up to the big steps we're all capable of taking.

Would you be satisfied taking baby steps throughout your childhood? Would you be thrilled to be crawling when everyone else is already walking? I don't think so.

We start small, but we move on.

People like challenges. It's our nature. Keep in sync with that basic premise and you will begin moving forward with the momentum necessary for great achievement. Know that it is a natural progression, not some wild scheme from out of nowhere.

We have to learn to walk before we can start sprinting. But that's no reason not to contemplate sprinting even from day one. Apply that to your thoughts, and understand how your mind reveals the future to you.

Do you have big plans or small plans?

If all you can see on your agenda are small plans, ask yourself why. Then begin to expand your horizons. Sometimes we have to recognize our own smallness of mind before we can do anything about it.

Another way to move forward in a big way is to concentrate on managing your future, not your past. I've seen a lot of people waste a lot of time by dwelling on the past. Learn from the past, but don't stay there.

You have to keep the momentum going; keep moving forward, not backwards.

Don't focus on the problem when you should be looking at the solution.

Take the time to think, but don't risk wasting your time. Think Big.

Knowledge is power, unless you choose not to use it

Einstein said imagination is more important than knowledge. Easy for him to say, you might think. What he meant, though, was that without imagination and the ability to visualize possibilities, what would be the point of great knowledge?

Knowledge is the foundation of many great enterprises. Put imagination and knowledge together and in no time you'll have something plenty big in your think big tank.

Ever hear the saying, "I am not young enough to know everything"? Oscar Wilde said it. That's a good one, and something to think about.

Fortunately, I had a father who knew a lot about what he was doing, so I could never fall into the know-it-all category.

Being humbled by superior knowledge and inspired by it can work to your advantage.

You have to strive to catch up from an early age, so there's no chance you'll be sitting on your laurels. That's one secret to success. Keep striving no matter what your age or your accomplishments. That's having a cutting-edge mentality.

When I was waiting to buy 40 Wall Street (home of Trump University), it was advantageous for me to know a lot about the building and the troubles the owners were having with it. I spent time studying the building and the area, and kept informed about the latest developments. When the opportunity finally came to purchase it, I was ready and knew what I was getting into. The tallest building in lower Manhattan, 40 Wall Street is a 1.3 million square foot landmark. I bought it for \$1 million. You can imagine what it's worth now, considering it's hard to find a one-bedroom apartment for under \$1 million these days.

When I say knowledge is power, I mean it. Use it to your advantage.

Another example is how I develop golf courses. I get the best experts in the world, and I ask them literally hundreds of questions. I go over every detail, every tree, every hole, every idea with them. Fortunately they love what they do, so they don't find this tedious. By the time construction is underway, I know everything that's being done and can keep an informed eye on the progress.

There is no reason not to be thorough, whether you are the golf course architect or the developer.

Teamwork really works when both sides put their knowledge together and aim for the best. Because of this approach, my golf courses are spectacular.

When I was in college, I spent my spare time reading about real estate and foreclosures. I didn't feel it was a sacrifice of my time because I was interested in real estate; I wasn't just studying because I had to pass a test. The knowledge I gained on my own was tremendous and led to my first successful investment.

I could not have achieved what I did if I hadn't spent the time studying on my own.

Rudyard Kipling wrote something I read in college and have never forgotten, "I keep six honest serving men, they taught me all I knew—their names are What and Why and When—and How and Where and Who."

Finding the answers to those questions will ensure that your information is comprehensive and correct. There's really no such thing as knowing too much about what you're doing.

An example of this can be seen during the boardroom scenes of *The Apprentice*. Sometimes we go on for hours to get all the information necessary to make a knowledgeable decision, although that time is edited down to fit the one-hour length of the show. If you've noticed, Carolyn, George and I go through the what, why, when, how, where, and who with every contestant before we make our decisions. We gather as much information as possible, and then we move forward. One boardroom meeting lasted for over five hours. We should show that as an example of thoroughness!

Staying well informed is a daily endeavor.

Our world is moving so quickly that it's a challenge to keep up with it, but not to keep up is like agreeing to check out. Don't check out—just plug in and learn everything you can. You never know when it will come in handy. If I hadn't studied foreclosures as a student, I would not have been able to see the great opportunity that led to my first success.

As Emerson said, "there is no knowledge that is not power." I agree.

So, resolve to move forward and to learn as much as you can today and every day.

Experience comes from action and action is synonymous with *doing*

We all know people who are "book smart" but clueless in the real world, and those who are "street smart" but unable to handle any environment other than the one they're used to. Last season The Apprentice was based on this dichotomy, pitting a team of people with higher education against a team whose members had less formal education. When you look closely at both sides of the spectrum, you realize that the key ingredient to success is experience.

Learning by doing comes down to proving yourself.

When I was in school, I worked hard and even studied foreclosures in my spare time. This wouldn't have meant much, though, if I hadn't put my knowledge to the test by actually finding a foreclosure to invest in and then doing it.

I found a 1,200 unit residential development that had 800 vacant apartments. It had become a disaster. The developers had gone under and the government had foreclosed, but I saw it as a great opportunity to learn by doing. I learned a lot, and I made a good profit. Plus, I got the confidence to move forward in my real estate career.

This would not have happened if I hadn't put my knowledge to work for me. It also wouldn't have happened if I hadn't spent time studying and preparing for such an opportunity.

Learning and doing have to work together to be effective.

Knowledge alone isn't enough. You have to act on it, but it's hard to do anything effectively without good information.

Did you ever notice how easy some things look until you try them yourself?

Golf can look effortless and non-athletic until you try to play a decent game. Suddenly, it takes on an entirely new dimension. Don't underestimate anything until you've tried it yourself.

The real pros make extremely difficult maneuvers look easy because they've spent thousands of hours perfecting their technique.

You probably haven't seen them practicing, but they have been. They're not armchair golfers; they've been out there doing it for a long time. It's one thing to prepare, but it's another thing to do!

I think a lot of people are afraid to fail so they don't try.

They talk, but don't do. That's a great formula for failure.

My advice is to take some risks, even if you fail.

There has never been and there will never be an Olympic ice skater that hasn't taken a spill on the ice, no matter how much she knew about ice-skating. He or she's acquired her skill by doing, not by watching.

When I was interested in acquiring the Commodore Hotel near Grand Central years ago, a friend told reporters my idea was like "fighting for a seat on the Titanic." I worked against great odds, but the Hyatt Hotel not only became a huge success, it began the redevelopment of the dilapidated area around Grand Central. I learned by doing, but I was also motivated by all the talkers who just complained about how crummy the area had become. They made me think: Why not do something about it instead?

Apply this thinking to yourself and to your situation. You will not only learn a lot, you will learn how much you didn't know, which is equally important.

So give yourself a challenge, not once in awhile, but every day.

Knowledge requires patience; action requires courage. Put them both together and you'll be a winner.

Another key to winning is knowing where the other side is coming from

Whether you're involved in negotiations, a war, or public speaking, this information can be invaluable. It's also necessary if you hope to connect in any way with other people.

Life is a performance, no matter what field you're in; large parts of life and business involve acting. Acting encompasses people skills, negotiation skills, public relations, salesmanship, and the ability to read your audience, whether that audience consists of the four people in your office or 40,000 people when you're making a speech.

In the performance that is social interaction you need to begin by considering this: Is there a common denominator between you and the audience?

Sometimes, even the weather can be a good starting point. Severe weather can affect all of us, whether we're billionaires or college students.

Though there are some obvious commonalities, others take more time to determine. I remember negotiating with someone I didn't like very much, which put up an invisible wall between us. Then I discovered he was an avid golfer like myself. We suddenly had something to talk about that we both enjoyed, and proceedings went much better after that.

I've heard many stories about people who got terrific jobs, not because of their college grades, but because of their hobbies and endeavors outside of their field. Granted, they had the credentials to begin with, but so do a lot of people. The people in charge of hiring were looking for something else, something extra—a common denominator aside from the obvious requirements.

I know a young lawyer who was hired by a top law firm because, in addition to doing well in law school, he also had a master's degree in music. His music degree mattered because the partner doing the hiring happened to be a musicologist in his private time so he was aware of the amount of discipline a degree in music requires. It would also provide them with a common denominator outside the usual legal environment, which would enhance their daily routine.

Comedians know how to play to their audience. The best public speakers know how to do that, too.

Step number one is to know who your audience is.

Ask yourself, “what do we all have in common?”

I may be a billionaire, but I have bad days just like everyone else. I get stuck in traffic jams, too. Realize that a lot of your experiences can be understood and appreciated by your audience because they've had them, too. Make an effort to find what you have in common and lead with it. If you take the time to think about it, you can create a bond that didn't exist before.

I recently spoke to an audience of about 40,000 people. Afterwards, a member of my staff asked me if such large speaking engagements make me nervous. I said no, because I had finally realized a large part of life is acting, and public speaking is an act. That perspective frees you from nervousness and allows you to focus on and know your audience.

You can save yourself from some unnecessary, and unpleasant learning experiences if you realize that life is like performance art.

Understand that as a performer, you have a responsibility to your audience to perform to the best of your ability.

You also have to have the goods to captivate your audience, no matter how many people are there. Performers prepare for every performance. That's showmanship, and that's life. It's also a way to the top. Learn, know, and show. It's a proven formula. Start putting it to use today.

William Shakespeare once said, “All the world's a stage. And all the men and women merely players. They have their exits and their entrances. And one man in his time plays many parts...” .

What parts are you willing to play in order to succeed?

Negotiation is an essential ingredient to success

Negotiation is something I refer to often because it is an important aspect of business and life.

It's a form of accommodation, adjustment, and diplomacy. It can be a complex procedure, but it doesn't have to be daunting if you take the time to think and apply a little finesse to your technique.

Business people see me as a master negotiator because I usually wind up with what I am aiming to get. In other words, I negotiate to win and then I win. Pretty simple from the outside looking in, but I can tell you that I spend time preparing for any negotiation.

The first step is to know exactly what you want.

You have to be clear about your own goals.

The second step is to know what the other side wants.

Give that some thought. Whether you're in baseball or in business, you've got to know the strengths and weaknesses of your opponents in order to deal with them effectively. No two teams are exactly the same, and no two companies or organizations are exactly the same.

Don't rely on generalizations. Find out for yourself.

When I was hoping to acquire 40 Wall Street, I learned as much as I could about the Hinneberg family, who owned the building. All the prior leaseholders had dealt with the Hinneberg family's agent, but I wanted to know the Hinnebergs' myself to figure out what they wanted. If you want the truth, go to the source. So I flew to Germany and met them. I told them I would turn the property into a first class office building, which I have done. I watched that property carefully for decades, and I took care of the negotiations for it carefully. It has paid off, and we all won.

Which brings us to my basic philosophy of how deals are done.

It's about persuasion, not power.

That's diplomacy at its best because power is the ability to convince people to accept your ideas. Power isn't just about calling all the shots—it's about ability.

You don't want people to accept your ideas because you've bulldozed them into accepting them.

That's a recipe for disaster. Instead, let them think the decision is theirs—it will give them a sense of power and control as well. Present your ideas in a way that will not intimidate them.

I remember a deal I was interested in doing, and the person I was dealing with was from a prominent family. I knew his name, and I had a certain mindset about him before I met him. I had formulated a plan in my mind. When I met the guy, I was surprised to find out how insecure and unassuming he was, not at all a powerhouse type, so I had to immediately change my plan. I had to find a way to bolster his esteem enough to get him into the negotiating arena since I could tell he would be the type to walk away just to avoid confrontation of any sort. I gained his confidence by building up his confidence enough to deal with me.

Sometimes you have to play psychologist, or be a bit of a chameleon to figure out the best approach.

Sometimes you have to be stubborn.

Being stubborn can be a good thing, when it comes to something you want. I waited close to thirty years to see development start on a property I had bought in the 1970's. I watched 40 Wall Street for decades as well. While it appears that I move forward quickly, there's a lot of background work involved that people don't see. You will also find out there are times when you have to change your mind, which can be a positive thing. Don't be confined by your expectations—remain open as well as focused.

There is a duality to negotiating successfully that is as necessary as it is challenging.

You have to balance passion with reason.

Passion gets your adrenalin going, and reason keeps you on track. We all know I'm a firm believer in passion being the crucial factor for great success. Tame it with reason and you will have terrific odds for success in negotiations.

Your instincts are your wealth

We all have instincts. The important thing is to know how to use them.

You may have superb academic credentials, but if you don't use your instincts you might have a hard time getting to the top and staying there.

Knowing how to use your instincts is one of those gray areas that remain an enigma even to those who have finely honed business skills. It's hard to explain how business instincts are acquired. Some of them are inexplicable. Nevertheless, there are signs that can guide you to or away from certain people and certain deals.

For example, within a few seconds of meeting Mark Burnett, the creator of *The Apprentice*, I knew he was one hundred percent solid, both as a person and as a professional. On the other hand, I've met people that I have an aversion to for no particular reason, and while I try not to be judgmental, I have learned by now to trust my gut and be wary of them.

It's also a matter of tuning in.

Have you ever noticed that when you are in a situation, which produces heightened alertness, whether it's a matter of survival or trying to pass an important exam, you are very careful in your responses? Suddenly, everything you say or do matters a lot. That's one situation in which your instincts are there for you. Logic may say one thing - instincts may say another.

Honing both logic and instincts will help you make the best decisions.

I remember when I was acquiring 40 Wall Street, and literally every person I met with recommended that it be turned into residential units. I didn't agree. My gut instincts told me it was a great business location. I trusted my instincts and the building now houses many thriving businesses, including Trump University. It has been a lucrative deal for everyone.

When I first started building golf courses, my instincts told me it was a good business decision. I knew if I combined my passion for golf with my knowledge of the process, I would succeed. I found the best golf course designers in the world and spent many hours working with them. The results have been spectacular because I paired both instinct and logic.

Listen to what your instincts are trying to tell you.

Spend some time with this innate aspect of yourself. Look at handling your instincts as an acquired skill that can give you an edge in many situations, business or otherwise. There are a lot of things we can't see or hear, which is when we use instincts to guide us. I remember someone once asking me whether I'd rather have a guide or a map if I were in a jungle. I'd choose a guide.

Follow your instincts, go with your gut, and you'll have yourself a guide. Good luck!

I like competition. I think it's healthy

trump [trʌmp] n. 1. a. A suit in card games that outranks all other suits for the duration of a hand. b. A card of such a suit. c. A trump card. 2. A key resource to be used at an opportune moment. 3. Informal A reliable or admirable person.

On July 12, 2005 I broke ground on the Trump International Hotel & Tower. Starting a new building is always a big deal, but this one is particularly special. It represents my first real estate foray into Las Vegas, and it's the fulfillment of a dream. Also, this event announces to everyone that within two-and-a-half years, on that very spot the tallest hotel in Las Vegas will stand. It's the beginning of a process that will culminate with my name blazing high atop the neon swirl of the iconic Vegas strip.

Adding to this moment's big-time drama is the fact that it will conjure the image of a soon-to-be Vegas landmark standing right across the road from Wynn Las Vegas. That's the signature property of my one-time nemesis, Steve Wynn. Wynn, of course, is the longtime cock of the walk in Vegas. He reinvented the Strip with such mega resorts as The Mirage, Treasure Island, and the Bellagio. Wynn Las Vegas, though, is the first building that he has put his name on.

Steve Wynn and I go way back. We squared off over the Hilton properties in Atlantic City back in the '80s. Both of us have always built big, and we have the egos to match. With us, it used to be like the old western standoff, "this town's not big enough for the both of us." Now, a lot of years, a lot of buildings (and several wives) later we're good friends. Steve is a great guy and a man after my own heart. He was at my wedding, and I'm no stranger to his social circle. Back in the day, though, the competition was fierce.

More importantly, it has a lot to do with who I am today. My battles have always fired me up; they push me to expand and extend my efforts beyond what I thought was possible. They force me to outdo myself. Ultimately, they have made me bigger.

Las Vegas has a storied past, and it means a lot of things to a lot of people. For me, it's the western frontier and represents the expansion of my eastern gaming interests.

I've already had a huge hand in shaping the landscape of Atlantic City, so Vegas is a major challenge—the sort of larger-than-life canvas I've always been attracted to. I hesitate to say that my arrival in Vegas was somehow cosmic—"in the stars" so to speak— but given that my name is Trump, it was certainly in the cards.

The seeds of learning can grow almost anywhere

I'd be lying if I said I don't think about my legacy.

The values I hold true and the buildings I've put up are intended to carry beyond the here and now; I want them to survive well past my own time on earth. I'm particularly interested in my legacy as an educator, which is part of the reason I started Trump University. I relish the idea that this venture will help to shape future generations of entrepreneurs and business managers.

I believe the knowledge and experience I've acquired after many years in business are applicable beyond my own personal sphere. I've been hugely successful, which means I've learned how to do a lot of things the right way, and I want to share this knowledge with others. When I'm gone, hopefully people will say, "Donald Trump left a legacy of success. Not only did he do well, he set an example for others to follow."

Trump University and my other education-related ventures like The Apprentice are about access for all. In a sense, my approach to education is the opposite of my approach to real estate. The apartments and offices I build aren't cheap, so there's an element of exclusivity there, but Trump University is meant to be inclusive. A contradiction? I don't know, but so what if it is? As Walt Whitman once said, "Do I contradict myself? Very well, then, I contradict myself. I am large, I contain multitudes."

Trump University is making a splash in popular culture

Recently Gary Trudeau spent a week lampooning Trump University in his comic strip Doonesbury. The basic premise of each strip in the series revolved around the disparity between Trump University and a traditional university. It was vaguely funny in the first strip, and less funny in subsequent ones. Trump University has also been mocked in one of Jay Leno's monologues, in the New York Post's Page Six cartoon, and probably in a lot of other places.

As they say, no press is bad press. But seriously, Trump University resonates in a way these comedians seem to have completely missed. While they're just looking at a business learning venture with my name on it, we are seeing a convergence between people eager for success and the deep-rooted belief that knowledge is the way to achieve one's goals. Knowledge is power, and Trump University aims to be a source of that power.

In his comic strip, Gary Trudeau was taking a subtle but unmistakable elitist stance.

Someone who takes a class from Trump University, he implied, is inferior to someone else with a traditional education.

Well, not everyone who wants to get ahead is in a position to drop everything and go to business school.

Not everyone has the time, the money, or the connections to learn business via the standard route.

Does that mean such people should be denied the opportunity to get ahead?

Should education, which is by definition something that is designed to elevate and enrich people, be offered only to the privileged?

I don't think so.

I've always maintained that when you get big, especially when you become a brand, you become a target. It's the kind of thing I'm used to and it's rare that it bothers me. So, if some people want to get a few cheap laughs at the expense of Trump University just because it has my name on it, that's fine.

But to the many people who have already signed up to become part of Trump University and who have started taking our online courses, success—and the education needed to get there—is serious business.

When you're a brand, you are your own best asset

I never planned on becoming a brand name. Nevertheless, my wellspring of ideas, my own personal aesthetic, and a variety of circumstances have resulted in an expanding network of interests. Trump has ultimately become a great brand name due to my rigorous standards of quality. The Trump brand carries a promise that whatever bears the name will be elite.

It all started with Trump Tower. Trump Tower is my signature building, and serves as the model for my idea of branding. From the start, I wanted everything I did to be of the highest quality imaginable and to be associated with luxury and exclusivity.

The Trump name carries with it a price tag: people pay a lot more to live or rent commercial space in my buildings because of the association with me and my ideals. These ideals are constantly put in practice in ways both big and small.

For one thing, I'm an ardent believer in always creating something that's visually striking, like the illuminated seven-story waterfall cascading over finely matched Italian marble in the atrium of Trump Tower. I avoid the commonplace and give tenants and buyers more than they might expect. That's a big part of the Trump brand.

. Becoming your own asset and adopting the mentality of an investor—making decisions and taking or delegating actions now that will bear fruit later—is the key to wealth creation.

For me, being a brand certainly doesn't mean jumping at the best offers and slapping my name on anything I think people might buy that wouldn't embarrass me. I have to believe in whatever I put my name on, and it has to reflect who I truly am. To do otherwise would be a disservice to me, my loyal customers, and prospective customers.

In a nutshell, my branding strategy is "to thine self be true." Like a lot of wisdom, Shakespeare said it first, and I second it here—and everywhere else I put the name Trump.

I respect anyone who makes a serious effort to educate and improve themselves

I have a real passion for learning.

It grew out of my days as a student at the Wharton School and my professional experience. It became obvious to me early in my career that education gives a person an edge in business. People who are more educated—by which I mean not just formal education, but preparation in general—simply have an advantage. It's good common sense that risk—always an essential feature of business—is substantially reduced when you make an effort to learn everything you can about what you're getting yourself into.

My books and seminars have always included a strong educational or lessons learned slant. As I did more books and seminars and then my TV series, *The Apprentice*, I saw that a lot of people really wanted to hear what I had to say.

They wanted to know what made me successful.

The groundswell of popular support really took me by surprise at first. It shouldn't have, though, because the message that has been there from the start is that education, research, knowledge—learning in general—are at the core of my success. So, when people buy my books or show up to hear me speak, they're in effect just doing the same thing I've always done myself.

Trump University grew out of my desire to impart my business knowledge, accumulated over the years, and my realization that there is a huge demand for practical, convenient education that teaches success.

I want the people who go to Trump University to succeed, and I plan to do my part to help them. I'm not just putting my name on this venture; I plan to be an active presence in the curricula. The reason I'm playing such an active role in Trump University is that I truly believe in the power of education and its function as an engine of success.

Simply put, the people who go to Trump University want to be successful, and I'm on their side.

Be sure to listen in to the live Trump Way to Wealth Web Seminar with

Donald Trump: Wealth: The Inside Story

September 13th Tuesday 2:00pm EDT