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Leading Wealth Advisor

Christenson Wealth Management

Jeff Christenson, President

“Did the devil make me do it?”

By Jeff Christenson

A once-secret manuscript by Napoleon Hill, author of international blockbuster *Think and Grow Rich* (70 million books sold around the world), has been published more than 70 years after it was written. Sharon Lechter, co-author of *Rich Dad Poor Dad*, and a dear friend of mine, annotated and edited this work by Hill, titled *Outwitting the Devil: the Secret to Freedom and Success*. She gave me the book, and I called her immediately with a one-word review, “Wow!”

I asked her to share a few insights.

Christenson: The book, considered too controversial in 1938, is an ongoing conversation between Hill and the devil. Is that why it wasn't published until now?

Lechter: Yes. Hill wrote the book and intended it to be the sequel to *Think and Grow Rich*. While *Think and Grow Rich* outlines the principles of success, *Outwitting the Devil* reveals what may still stand in your way to achieving the success you deserve. But Hill's wife feared it was too provocative.

Christenson: Provocative because Hill takes on subjects like education, religion, politics and sex?

Lechter: (Smiling) Yes. The devil shares how he uses fear in all of these areas to thwart our potential and create those self-limiting beliefs that become obstacles in our pathway to success.

Christenson: Why release it now?

Lechter: It is even more relevant today. There are parallels between the Great Depression and our current economic roller coaster, which has created great fear, fear that has paralyzed so many people. *Outwitting the Devil* helps you break through that fear and turn those obstacles into opportunities.

Christenson: Can you share an example?

Lechter: So many people are sitting on the sidelines today not knowing what to do. By being afraid of the markets, they may miss its rebound entirely. Many great companies today were started during the Great Depression. Now is the time to be looking for fundamental investing opportunities that solve problems or serve needs in our society. Those who grab the opportunities today will be at the front of the wave—not overcome by it.

Christenson: Was there anything in this manuscript that surprised you?

Lechter: As an avid student of Hill, I found everything I had hoped for: inspiration, habits to set and break, and specific action steps to rid myself of negativity. Even though we think of Hill as this great philosopher of success, he also gets very personal and shares his own deep, dark moments of fear and stress when he felt like a failure (e.g., he was in hiding from the Mafia in fear of his life for a year.) Using the principles in *Outwitting the Devil* he overcame his failures and created a legacy of success principles that will continue to benefit generations to come. 🍷

A CHALLENGE TO READERS

Times of adversity can yield amazing things, but we must all act. For that reason, I challenge the readers of this piece, as well as the writer, to do one or more of the following:

- If you can, hire someone. If you cannot, mentor someone. You are reading this because you are a successful person. Share your genius.
- Ask your neighbor if you can help with anything.
- Invent, improve, innovate something.
- Find something of value that you own that would be of much greater value to someone else, and give it to that person. Help someone less fortunate.
- Stop complaining about the government and start doing something about it. You might start by visiting this website: <http://purpleletter.org>.
- Treasure things money cannot buy.

And finally, stay positive. Despite all the bad news, some great things are coming your way.

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“Times of adversity can yield amazing things, but we must all act.”

– Jeff Christenson

How to reach Jeff Christenson

Worth readers may schedule a complimentary consultation by calling 602.808.5580.

THE LAST BOOK I READ WAS...

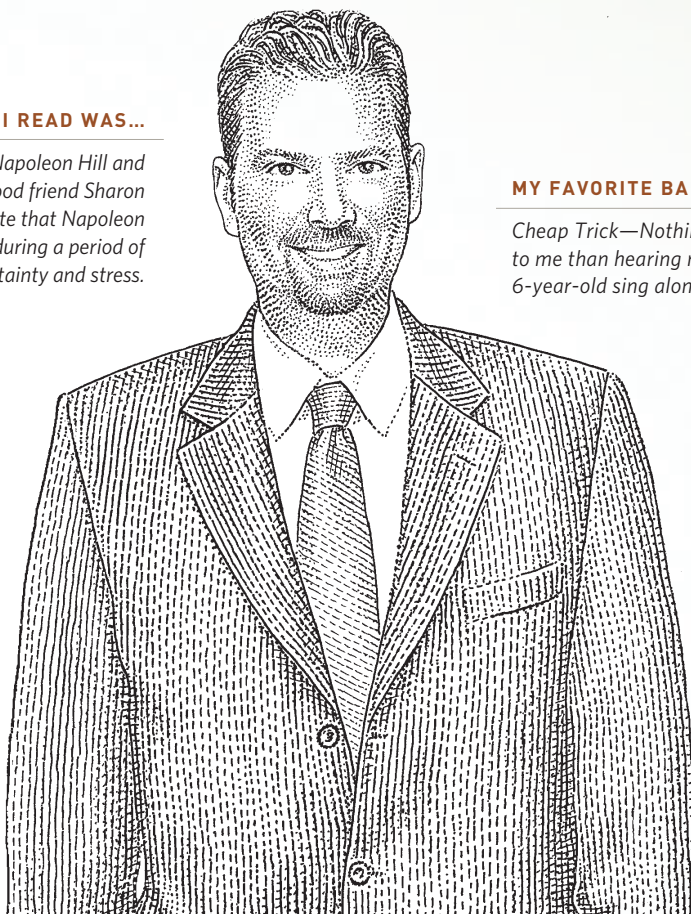
Outwitting the Devil, by Napoleon Hill and annotated by my very good friend Sharon Lechter. It is interesting to note that Napoleon Hill wrote this book in 1938, during a period of economic uncertainty and stress.

MY FAVORITE BAND IS....

Cheap Trick—Nothing sounds sweeter to me than hearing my 3-year-old and 6-year-old sing along to “Surrender.”

MY FAVORITE VACATION SPOT IS...

I spend the summers in Maui with my family to escape the Phoenix heat, and it turns out to be an excellent place to meet with clients!



About Jeff Christenson

Jeff Christenson is a Phoenix-based financial advisor with more than 17 years of high-level industry experience. He is the president and founder of Christenson Wealth Management, a private wealth management firm that deals exclusively with high net worth individuals and families. His clients primarily include successful business owners, entrepreneurs, entertainers and real estate professionals. Mr. Christenson is also the president and founder of The Vault, a wealth preservation strategy that he details in *Worth's* Oct/Nov 2009 issue. Mr. Christenson and his wife, Sharon, live in Paradise Valley, Ariz., with their two small children.

Minimum Fee for Initial Meeting
None required

Minimum Net Worth Requirement
\$1 million

Largest Client Net Worth
\$400 million

Financial Services Provided
Planning, investment advisory and money management

Compensation Method
Asset-based fees and commissions (investment and insurance products)

Primary Custodian for Investor Assets
Pershing LLC

Financial Services Experience
18 years

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