

2012 CATALOG

RICH  DAD™
ADVISORS



PRESENTING

THE RICH DAD ADVISORS SERIES OF BOOKS



BZKPRESS.COM

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ABOUT BZK PRESS

BZK PRESS

Exclusive Worldwide Publisher of the Rich Dad Advisor Series of Books

RICH DAD ADVISOR SERIES

The World's #1 'How-To' Series for Business and Investing Success

... with over 2 Million Copies Sold Worldwide

Welcome... to the 2012 BZK Press Catalog in which we present the new titles that will become part of the Rich Dad Advisor Series in the coming year – as well as showcase the strong and enduring backlist titles that will be updated and re-released.

This catalog is available in electronic format and can be found on our website: BZKPress.com

The BZK Press site will also include updated publicity schedules as well as event schedules for all of the authors.

BZK Press is the exclusive publisher of the **Rich Dad** Advisor series of books and the licensor of International Rights to the series.

Rich Dad Poor Dad represents the most successful book on personal finance in our generation. Over the last 15 years, its messages have inspired millions of people and impacted tens of millions of lives in over 100 countries around the world. The Rich Dad books have continued to top international bestseller lists because their messages continue to resonate with readers of all ages. *Rich Dad Poor Dad* has succeeded in lifting the veil of confusion, fear, and futility around money and replacing it with clarity, truth, and hope for every person who is willing to commit to its content.

In order to make good on the promise of financial literacy and ultimate freedom, **Robert Kiyosaki** assembled his own team of personal and trusted advisors, proven experts in their respective fields, to deliver the only complete 'how-to' follow up series of books and programs that take the messages of Rich Dad to the streets of the world and give each reader the step-by-step processes to achieve wealth and income in business, investing, and entrepreneurship.

BZK Press is driven by several of Kiyosaki's actual Advisors who have committed to take the message of Rich Dad, convert it to practical application and make sure those processes are put in the hands of those who seek financial literacy and freedom around the world. The series gives practical, proven processes to succeed in the areas of finance, tax, entrepreneurship, investing, property, debt, sales, wealth management and both business and personal development. **Three of these trusted and accomplished Advisors – Blair Singer, Garrett Sutton, and Ken McElroy – are the driving forces behind BZK Press.**

BZK Press is proud to assume the role of publisher of the **Rich Dad Advisor series** and perpetuate a series of books that has sold over 2 million copies worldwide. Under their leadership, BZK Press will present new titles and fresh content to the marketplace as well as re-release updated and revised editions of the books that have led the Rich Dad Advisor series in creating its legacy.

To ensure sustainability and market penetration, BZK Press reserves a sizeable percentage of each Advisor book sold for on-going marketing and sales support. Based upon an impressive sales history, we expect this marketing fund to represent a huge asset to booksellers and promoters around the world as we welcome and pursue co-op promotions, PR, special displays and all other strategies to drive book sales.

In addition, the BZK Press Calendar hosts an incredible schedule of Rich Dad Advisor events around the world to further drive the brand awareness, the **Rich Dad and Rich Dad Advisors** message and its education initiatives. BZK is excited to partner with Perseus Distribution and booksellers everywhere to drive sales into worldwide markets.



SPRING 2012

NEW RELEASES | RE-RELEASES

RICH  DAD™
ADVISORS



The ABCs of Real Estate Investing

by Ken McElroy

UPDATED!

Trade Paper • 6x9 • 192 pages

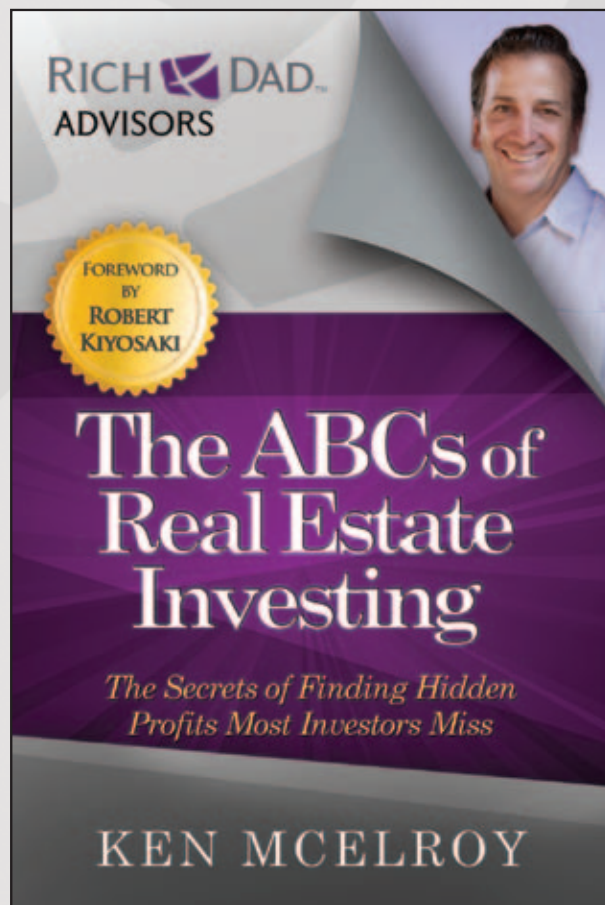
On-Sale Date: February 21, 2012

ISBN: 978-1-937832-03-2

US \$17.95 | CAN \$ 19.95

The ABCs of Real Estate Investing teaches how to:

- Achieve wealth and cash flow through real estate
- Find property with real potential
- Show you how to unlock the myths that are holding you back
- Negotiating the deal based on the numbers
- Evaluate property and purchase price
- Increase your income through proven property management tools



About the Author

Ken McElroy, principal and co-partner of MC Companies, best-selling author and one of Robert Kiyosaki's Rich Dad Advisors, has over 26 years of experience in multifamily asset acquisition and property management. MC Companies currently owns and manages over 8,000 units totaling \$400 million in real estate. Ken oversees the company's asset portfolio as well as day-to-day financial and operating analysis, investor relations, and business development. An industry veteran, Ken has served in various national leadership roles in multi-family asset and property management for more than two decades. He is also an expert in development, project/construction management, investment analysis and acquisitions/dispositions. Ken is the author of two additional Rich Dad Advisor books on real estate as well as *The Sleeping Giant*, published in 2011.

About Rich Dad Advisors

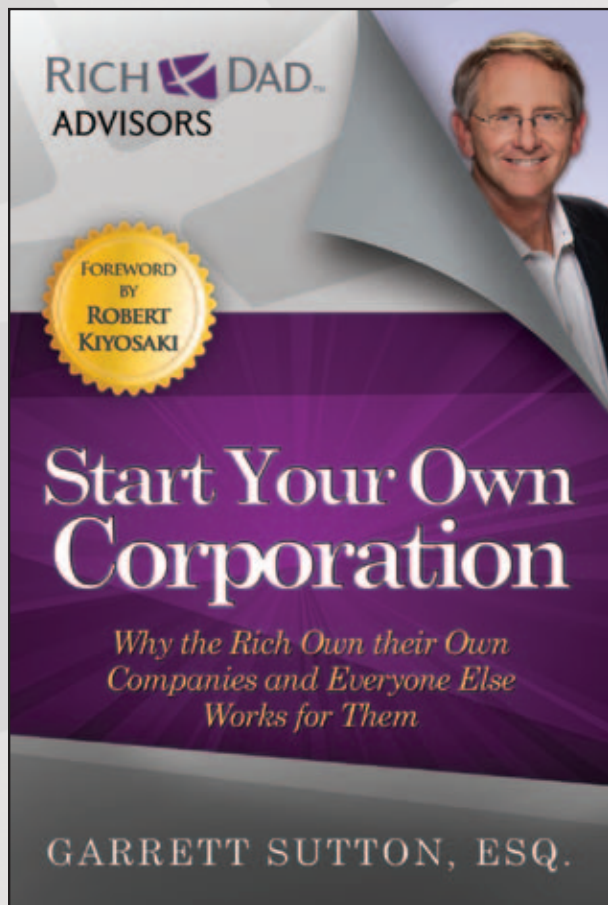
The Rich Dad Advisor series is the comprehensive, 'how-to' companion series to Robert Kiyosaki's international blockbuster *Rich Dad Poor Dad* which is recognized as the #1 Personal Finance book of all time. The Rich Dad Advisor series, which has sold over 2 million copies globally, are timely and accessible books written by legal, tax and business experts selected by Kiyosaki as his Advisors.

Marketing and Publicity

- Co-op Marketing Fund
- \$100k Marketing and Sales Promotion budget
- PR campaign
- Trade Advertising
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- Interactive Website
- Online Advertising
- Social Media Campaigns



BZKPress.com



Start Your Own Corporation by Garrett Sutton, Esq.

UPDATED!

Trade Paper • 6x9 • 304 pages

On-Sale Date: February 28, 2012

ISBN: 978-1-937832-00-1

US \$18.95 | CAN \$ 20.95

We live in a highly litigious world. As you live your life you must keep your guard up. As you grow your wealth you must protect it. For those who don't, predators await, and their attorneys will use every trick in the toolbox to get at your unprotected assets.

Start Your Own Corporation educates you on an action plan to protect your life's gains. Corporate attorney and best selling author Garrett Sutton clearly explains the all too common risks of failing to protect yourself and the strategies for limiting your liability going forward. The information is timely, accessible and applicable to every citizen in every situation.

Garrett Sutton has spent the last thirty years protecting clients' assets and implementing corporate structures to limit liability. This significant experience shines through in a very readable book on the why to's and how to's for achieving asset protection. *Start Your Own Corporation* teaches how to select between corporations and LLCs and how to use Nevada and Wyoming entities to your maximum advantage. This non-technical and easy to understand book also educates on the importance of following corporate formalities, using business tax deductions and building business credit.

About the Author

Garrett Sutton is an attorney, best selling author and one of Robert Kiyosaki's Rich Dad Advisors. A clear and engaging writer, Garrett demystifies legal topics and presents them in a very understandable and accessible manner. He has over thirty years experience in assisting individuals and businesses to limit their liability, protect their assets, implement advantageous corporate structures and advance their financial goals.

Garrett is the author of *Start Your Own Corporation*, *Writing Winning Business Plans*, *Buying and Selling a Business* and *The ABC's of Getting Out of Debt* among other titles.

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Sales Dogs by Blair Singer

RE-RELEASE!

Trade Paper • 6x9 • 240 pages

On-Sale Date: March 6, 2012

ISBN: 978-1-937832-02-5

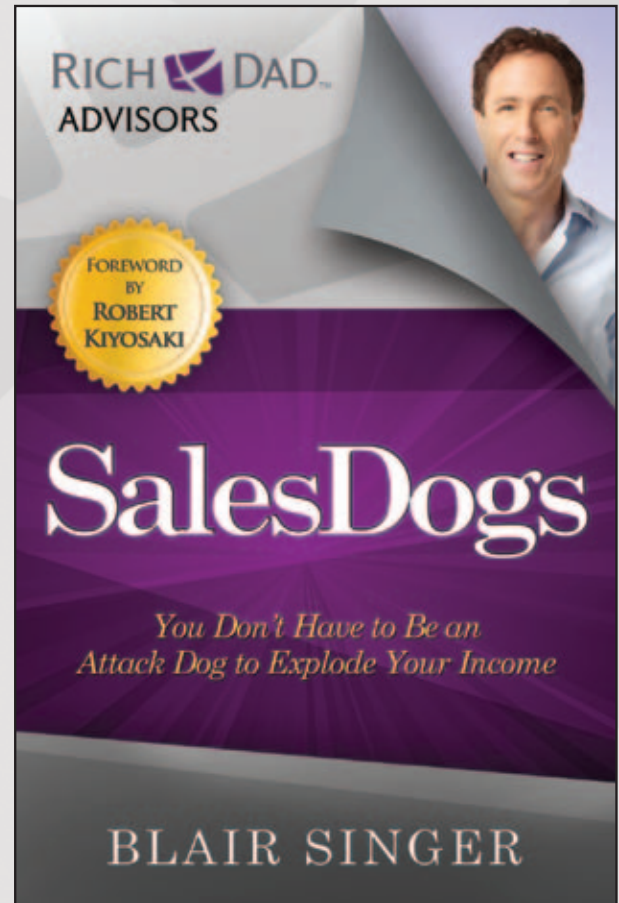
US \$17.95 | CAN \$ 19.95

The number one skill for any entrepreneur or business owner is the ability to sell. Why? Because sales = income. Yet, many fail financially not because they do not have great ideas or even good work ethic, but typically because they don't know how to, refuse to, are afraid to, or don't think it is important to know how to sell.

SalesDogs was written as the very first of the *Rich Dad Poor Dad* "how-to" Advisor series to teach in a very fun and impactful way how to overcome the fears, the myths, and the obstacles to selling your products, services or yourself. It teaches a simple, time-proven process of selling that will generate great income in most any business. The reader will learn to master the five most important selling skills, how to overcome any objection, manage a territory and much more.

The book quickly de-bunks the idea that you have to be an overly aggressive "attack dog" to be successful. It uses the metaphor of "man's best friend" to say that a great sales person is like a loyal, persistent and lovable canine. It stipulates that there are five different "breeds" or personalities of *SalesDogs* that can each make a lot of money by playing to its strength. You will learn how to identify, maximize and train to that strength and also how to teach others on your team to do the same.

Great for those who are new to sales, those uncomfortable with selling, and those who want to get better fast.



About the Author

For more than two decades, Blair Singer has empowered people to go beyond their ordinary selves and reach peak performance – and earned a worldwide reputation as an expert in sales, business, and personal growth.

A dynamic, in-demand speaker, trainer, and coach, Singer's work spans 20 countries and his clients range from Fortune 100 companies to small business owners, entrepreneurs, sales teams and public forums.

As one of the original Rich Dad Advisors, Singer delivers on two of the most critical skills for success: being able to sell your idea, dream, or concept and to build a great team to deliver it. His unique slant is in overcoming limitations and obstacles.

About Rich Dad Advisors

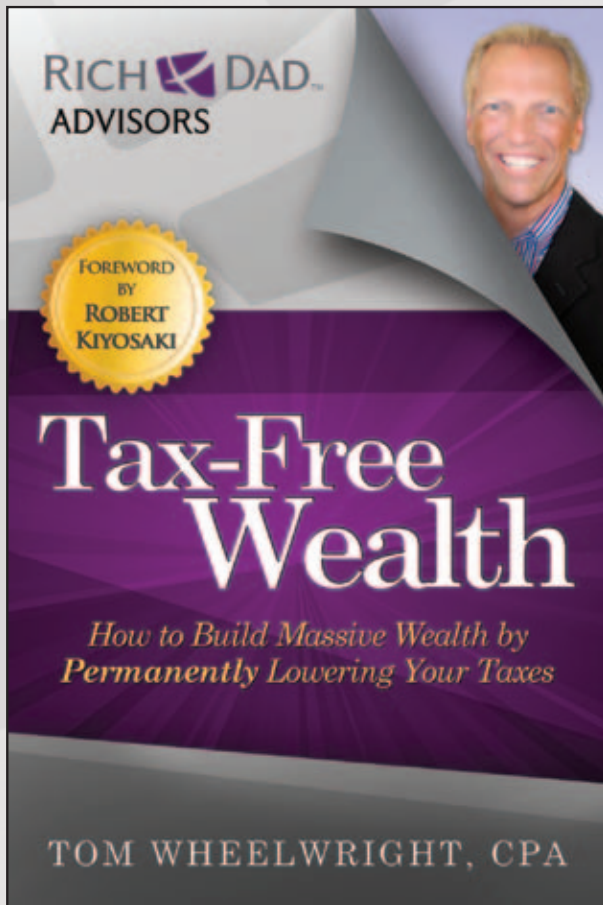
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Tax-Free Wealth

by Tom Wheelwright, CPA

NEW!

Trade Paper • 6x9 • 240 pages

On-Sale Date: March 20, 2012

ISBN: 978-1-937832-05-6

US \$17.95 | CAN \$ 19.95

Tax-Free Wealth is about tax planning concepts and how to use tax laws to your benefit. Tom explains how the tax laws work and how they are designed to reduce your taxes – not to increase them. The book explains how to use the tax laws to your advantage and in ways that will support business owners' vision and growth plans for their companies.

Once readers understand the basic principles of tax reduction, they can begin, immediately, reducing their taxes to the point where, eventually, they may even be able to legally eliminate income taxes and drastically reduce other taxes.

About the Author

Tom Wheelwright, CPA, is the creative force behind ProVision, a strategic CPA firm, and one of Robert Kiyosaki's team of Rich Dad Advisors. For more than 30 years, Tom has devised innovative tax, business, and wealth strategies for sophisticated investors and business owners in the manufacturing, real estate and high tech fields.

Tom's background includes a variety of professional experience ranging from Big 4 accounting, where he managed the professional training for thousands of CPAs at Ernst & Young's National Tax Department, to in-house tax advisor for a Fortune 1000 company.

About Rich Dad Advisors

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- PR campaign
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- Social Media Campaigns

Writing Winning Business Plans

by Garrett Sutton, Esq.

UPDATED!

Trade Paper • 6x9 • 240 pages

On-Sale Date: March 27, 2012

ISBN: 978-1-937832-01-8

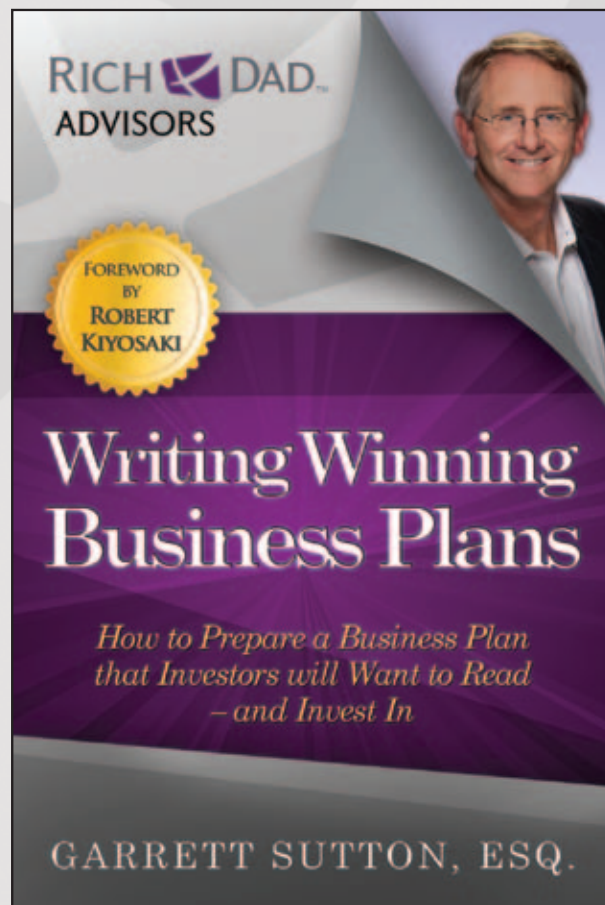
US \$17.95 | CAN \$ 19.95

To win in business requires a winning business plan. To write a winning business plan requires reading Garrett Sutton's dynamic book on the topic. *Writing Winning Business Plans* provides the insights and the direction on how to do it well and do it right.

Rich Dad/Poor Dad author Robert Kiyosaki says, "The first step in business is a great business plan. It must be a page turner that hooks and holds a potential investor. Garrett Sutton's *Writing Winning Business Plans* is THE book for key strategies on preparing winning plans for both business and real estate ventures."

Crisply written and featuring real life illustrative stories, *Writing Winning Business Plans* discusses all the key elements for a successful plan. Topics include focusing your business vision, understanding your financials and analyzing your competition. Also covered are how to really use your business plan as a tool and how to attract funding for your new or existing businesses.

As business plan competitions become more popular around the world *Writing Winning Business Plans* also discusses how to enter and how to win these ever more lucrative contests.



About the Author

Garrett Sutton is an attorney, best selling author and one of Robert Kiyosaki's Rich Dad Advisors. A clear and engaging writer, Garrett demystifies legal topics and presents them in a very understandable and accessible manner. He has over thirty years experience in assisting individuals and businesses to limit their liability, protect their assets, implement advantageous corporate structures and advance their financial goals.

Garrett is the author of *Start Your Own Corporation*, *Writing Winning Business Plans*, *Buying and Selling a Business* and *The ABC's of Getting Out of Debt* among other titles.

About Rich Dad Advisors

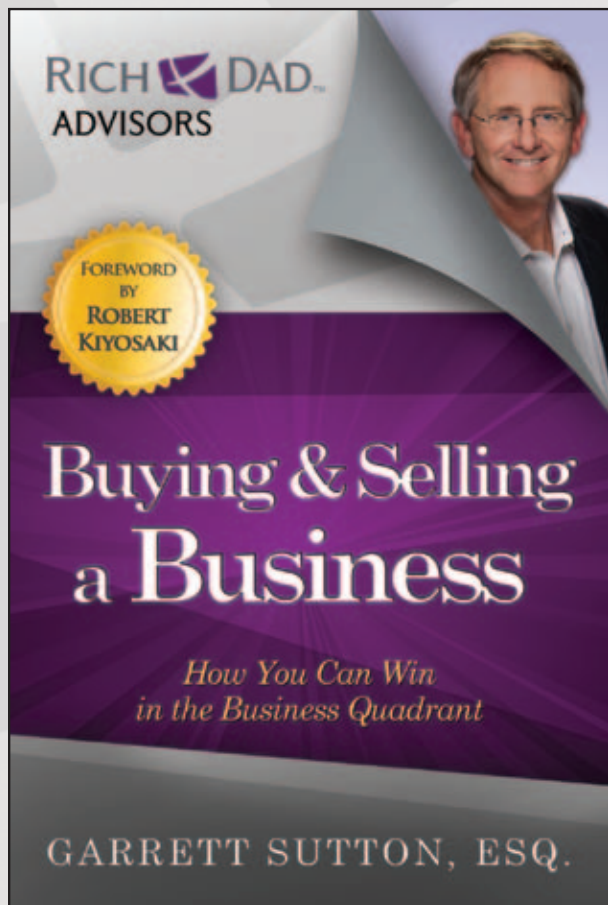
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Buying and Selling a Business by Garrett Sutton, Esq.

RE-RELEASE!

Trade Paper • 6x9 • 240 pages

On-Sale Date: April 10, 2012

ISBN: 978-1-937832-04-9

US \$17.95 | CAN \$ 19.95

Buying and Selling a Business reveals key strategies to sell and acquire business investments. Garrett Sutton, Esq. is a best selling author of numerous law for the layman books, and he guides the reader clearly through all of the obstacles to be faced before completing a winning transaction.

Buying and Selling a Business uses real life stories to illustrate how to prepare your business for sale, analyze acquisition candidates and assemble the right team of experts. The book also clearly identifies how to understand the tax issues of a business sale, how to use confidentiality agreements to your benefit and how to negotiate your way to a positive result.

Robert Kiyosaki, the best selling author of *Rich Dad Poor Dad* has this to say about *Buying and Selling a Business*, "Garrett Sutton's information is priceless for anyone who wants to increase his or her knowledge of the often secret world of the rich, what the rich invest in, and some of the reasons why the rich get richer."

About the Author

Garrett Sutton is an attorney, best selling author and one of Robert Kiyosaki's Rich Dad Advisors. A clear and engaging writer, Garrett demystifies legal topics and presents them in a very understandable and accessible manner. He has over thirty years experience in assisting individuals and businesses to limit their liability, protect their assets, implement advantageous corporate structures and advance their financial goals.

Garrett is the author of *Start Your Own Corporation*, *Writing Winning Business Plans*, *Buying and Selling a Business* and *The ABC's of Getting Out of Debt* among other titles.

About Rich Dad Advisors

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The ABCs of Getting Out of Debt

by Garrett Sutton, Esq.

UPDATED!

Trade Paper • 6x9 • 240 pages

On-Sale Date: April 24, 2012

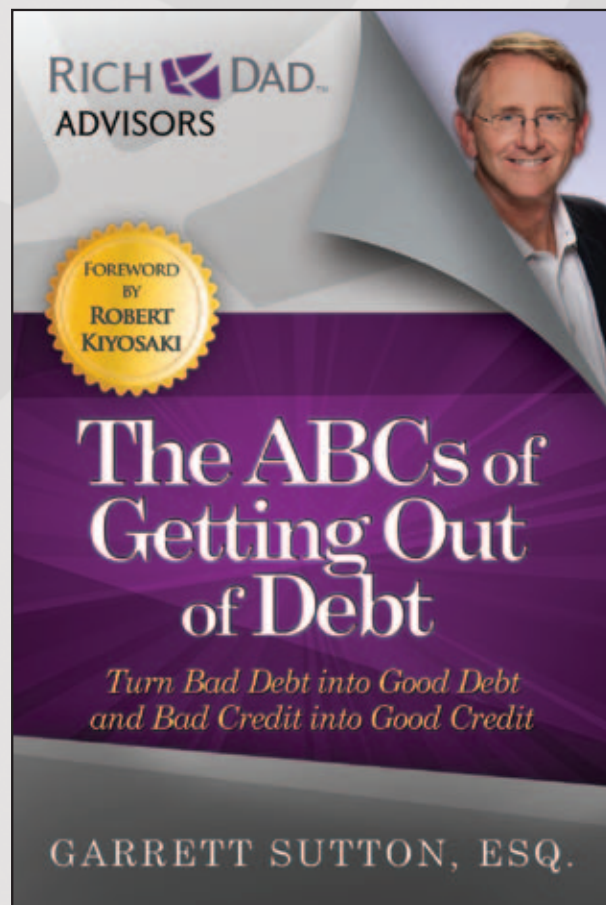
ISBN: 978-1-937832-07-0

US \$17.95 | CAN \$ 19.95

In difficult times, debt can be a matter of life and death, happiness and despair. Controlling your debt can bring order and calm. Mastering debt can bring wealth and success. As bestselling *Rich Dad Poor Dad* author Robert Kiyosaki says, "Good debt makes you rich and bad debt makes you poor."

The ABCs of Getting Out of Debt provides the necessary knowledge to navigate through a very challenging credit environment. A Rich Dad Advisor and best selling author of numerous business books, Garrett Sutton, Esq. and contributor Gerri Detweiler, clearly write on the key strategies readers must follow to get out of debt. Unlike other superficial offerings, Sutton explores the psychology and health effects of debt. From there, the reader learns how to beat the lenders at their own game, and how to understand and repair your own credit. Using real life illustrative stories, Sutton shares how to deal with debt collectors, avoid credit scams, and win with good credit.

The times call for a book that offers hope and education on mastering credit and getting out of debt.



About the Author

Garrett Sutton is an attorney, best selling author and one of Robert Kiyosaki's Rich Dad Advisors. A clear and engaging writer, Garrett demystifies legal topics and presents them in a very understandable and accessible manner. He has over thirty years experience in assisting individuals and businesses to limit their liability, protect their assets, implement advantageous corporate structures and advance their financial goals.

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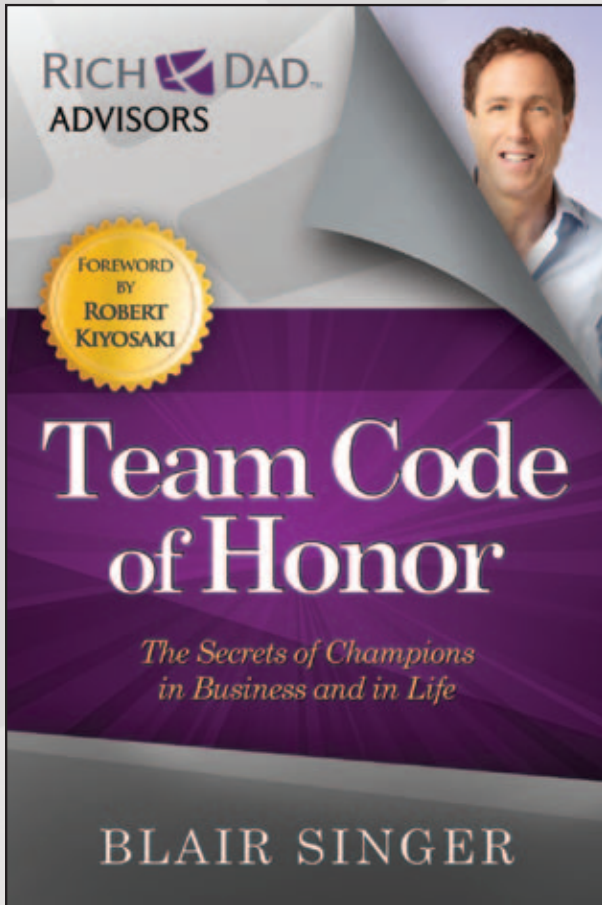
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BZKPress.com



Team Code of Honor by Blair Singer

UPDATED!

Trade Paper • 6x9 • 240 pages

On-Sale Date: May 15, 2012

ISBN: 978-1-937832-12-4

US \$17.95 | CAN \$ 19.95

Every great team, culture, society, religion, or business that has endured time, adversity, and challenge has always had one thing in common: a set of simple but powerful rules that govern the internal behaviors and expectations of that group. It is called The Code of Honor. We hear of these Codes when we think of things like The Ten Commandments, the Marine Corps, or the Constitution.

And if sales is the number one skill in business, number two has to be the ability to bring ordinary people together to build a championship team. This does not happen by chance or by the simple accumulation of talent. The Code is the core ingredient to creating winning organizations.

The book is a step-by-step guide for any individual, group, or company to actually create a Code of Honor specific to their team. The Rich Dad Advisor series was designed as a “how-to” series to empower individuals to succeed in the world of business and finance. *Team Code of Honor* is critical to this series because its processes bridge all facets of business, investment, entrepreneurship, and even personal life. The book explains through graphic examples, stories, and numerous case studies how a Code or set of rules is created, maintained, enforced and used for rapid and controlled growth of any entity.

About the Author

For more than two decades, Blair Singer has empowered people to go beyond their ordinary selves and reach peak performance – and earned a worldwide reputation as an expert in sales, business, and personal growth.

A dynamic, in-demand speaker, trainer, and coach, Singer’s work spans 20 countries and his clients range from Fortune 100 companies to small business owners, entrepreneurs, sales teams and public forums.

As one of the original Rich Dad Advisors, Singer delivers on two of the most critical skills for success: being able to sell your idea, dream, or concept and to build a great team to deliver it. His unique slant is in overcoming limitations and obstacles.

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Marketing and Publicity



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Stock Market Cash Flow by Andy Tanner

NEW!

Trade Paper • 6x9 • 240 pages

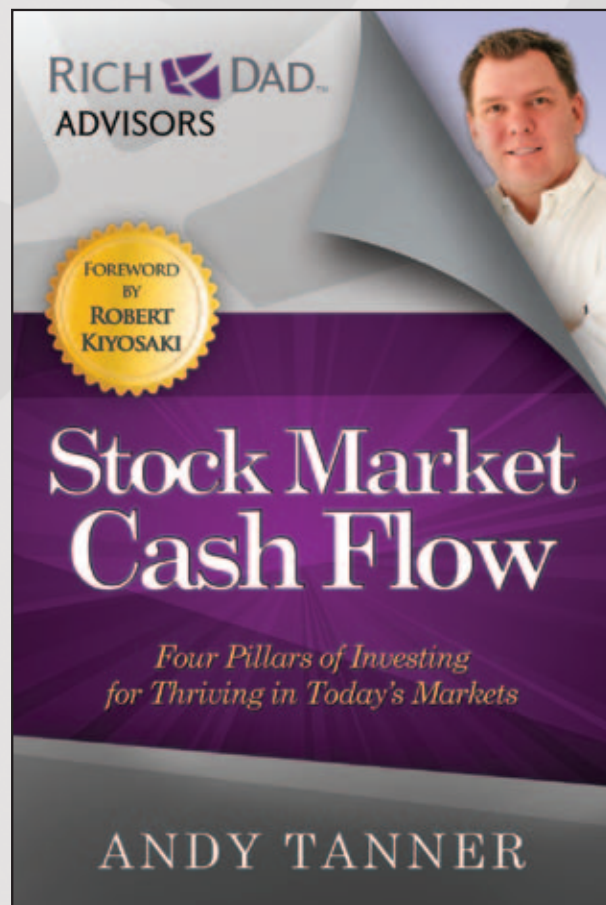
On-Sale Date: May 29, 2012

ISBN: 978-1-937832-06-3

US \$17.95 | CAN \$ 19.95

The book addresses many of the challenges facing stock market investors and the ways many investors use the stock market to achieve their financial and investing goals. The book teaches the principles of the author's "four pillars of stock market income" and effectively simplifies these concepts to help investors harness their power and potential.

Stock Market Cash Flow also includes valuable discussion on where paper assets fit (and don't fit) in the context of Rich Dad principles and its place among the other assets classes: real estate, business, and commodities. The book concludes with individual action plans that support the goals of the individual investor.



About the Author

Andy is a well-respected paper assets expert, investor, and successful business owner – and gifted teacher of key techniques for stock options investing. He serves as the Rich Dad Advisor for Paper Assets and as a coach to the trainers for Rich Dad's Stock Success System, a system of advanced technical trading techniques for profiting from bull and bear markets. He was also instrumental in developing and launching that program.

A sought-after educator, Andy has taught tens of thousands of investors and entrepreneurs about where paper assets fit into the Rich Dad system of investing.

About Rich Dad Advisors

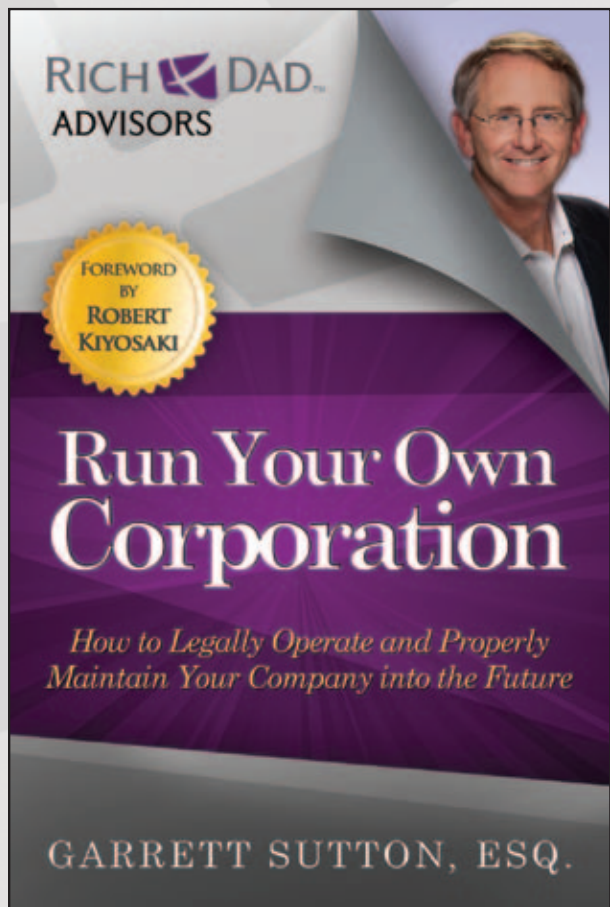
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BZKPress.com



Run Your Own Corporation by Garrett Sutton, Esq.

NEW!

Trade Paper • 6x9 • 240 pages

On-Sale Date: June 12, 2012

ISBN: 978-1-937832-10-0

US \$17.95 | CAN \$ 19.95

“I’ve set up my corporation. Now what do I do?”

All too often business owners and real estate investors are asking this question. They have formed their protective entity – be it a corporation, LLC or LP – and don’t know what to do next.

Run Your Own Corporation provides the solution to this very common dilemma. Breaking down the requirements chronologically (i.e. the first day, first quarter, first year) the book sets forth all the tax and corporate and legal matters new business owners must comply with. Written by a Rich Dad Advisor Garrett Sutton, Esq., who also authored the companion edition *Start Your Own Corporation*, the book clearly identifies what must be done to properly maintain and operate your corporation entity.

From the first day, when employer identification numbers must be obtained in order to open up a bank account, to the fifth year when trademark renewals must be filed, and all the requirements in between, *Run Your Own Corporation* is a unique resource that all business owners and investors must have.

About the Author

Garrett Sutton is an attorney, best selling author and one of Robert Kiyosaki’s Rich Dad Advisors. A clear and engaging writer, Garrett demystifies legal topics and presents them in a very understandable and accessible manner. He has over thirty years experience in assisting individuals and businesses to limit their liability, protect their assets, implement advantageous corporate structures and advance their financial goals.

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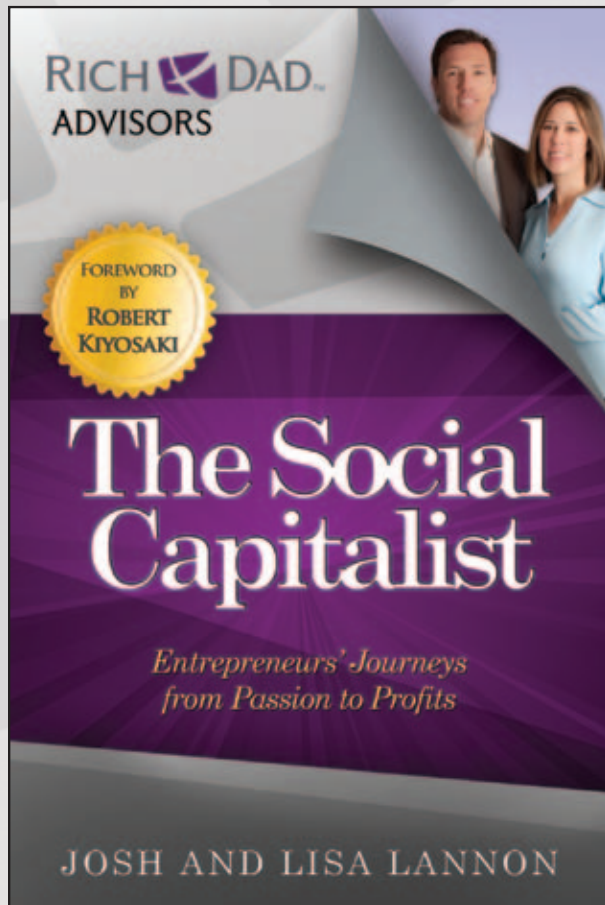
Marketing and Publicity

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FALL 2012 NEW RELEASES

RICH  DAD™
ADVISORS



The Social Capitalist

by Josh and Lisa Lannon

NEW!

Trade Paper • 6x9 • 240 pages

On-Sale Date: September 18, 2012

ISBN: 978-1-937832-08-7

US \$17.95 | CAN \$ 19.95

The Social Capitalist is a book about how two ordinary people turn a huge social problem into a solution — not only for themselves, but for thousands of others. From nightclub owner (Josh) and law enforcement officer (Lisa) to social entrepreneurs and founders of Journey Healing Centers (accredited private drug and also treatment centers)... they turned their lives around and, using the core principles of the Rich Dad philosophy, are building businesses that bring families back together.

As business missions reflect a higher purpose, the Lannons share “why we do what we do.” And like movements across the world (and in our own backyards) they address the growing need for purpose in our lives and the opportunities that can be found in addressing the needs and challenges we see in our global society. Their story will strike a chord with millions as Social Entrepreneurship emerges as the next *Mega Trend* of a social movement.

About the Authors

Josh and Lisa Lannon are social entrepreneurs and founders of Journey Healing Centers, private drug and alcohol treatment centers in the United States. They have dedicated themselves to building a social enterprise focused on giving back to the community by taking a social problem and providing solutions. Journey Healing Centers has assisted thousands of individuals in recovering from addiction with dignity and respect while reuniting families.

Their company has been featured on MTV's *Gone Too Far*, *USA Today*, *Psychology Today*, *People Magazine*, and NPR as well as Fox News, PBS, and CBS Radio Nightly News.

About Rich Dad Advisors

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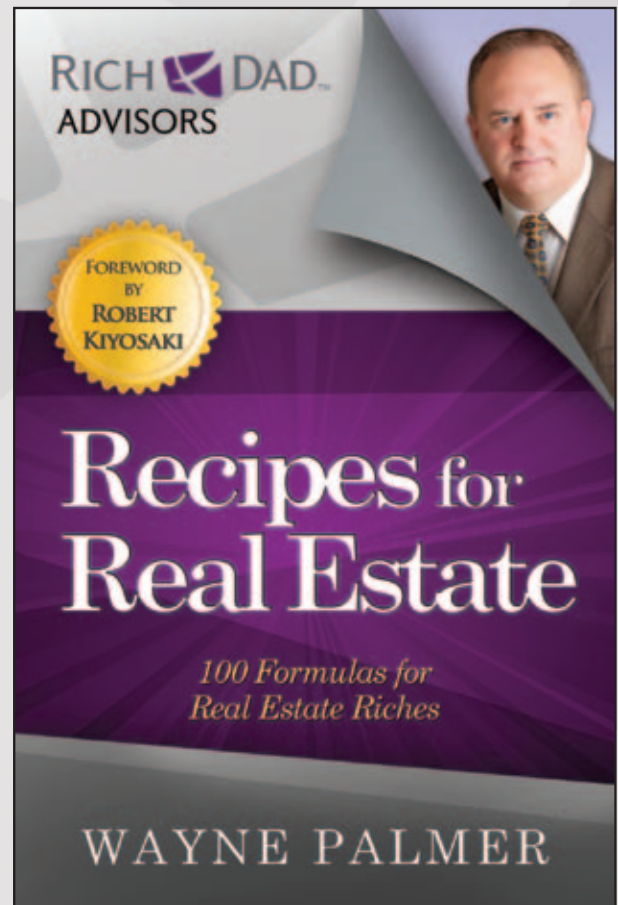
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About the Author

From his roots on the family farm as a boy to his 34 years as an investor, developer and financier, Wayne has built a worldwide reputation as a master of “Notes” and “Exchanging.” Robert Kiyosaki has described him as having a brilliant and creative mind when it comes to financing.

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