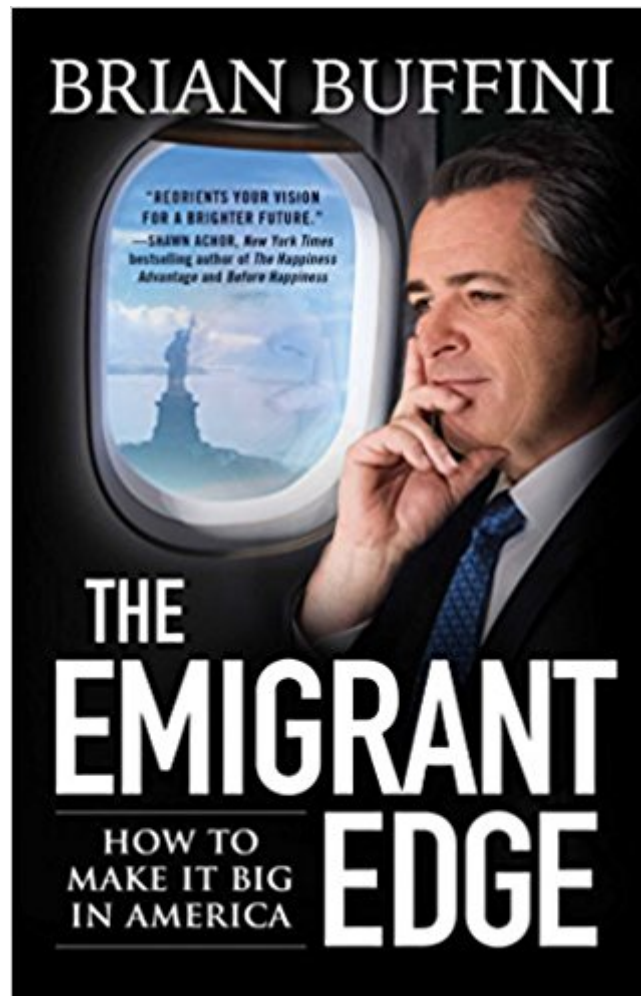




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The Emigrant Edge: How To Make It Big In America



Synopsis

New York Times bestseller! Brian Buffini, an Irish immigrant who went from rags to riches, shares his strategies for anyone who wants to achieve the American dream. Born and raised in Dublin, Ireland, Brian Buffini immigrated to San Diego, California at the age of nineteen with only ninety-two dollars in his pocket. Since then, he has become a classic American rags-to-riches story. After discovering real estate, he quickly became one of the nation's top real estate moguls and founder of the largest business training company, Buffini & Co., in North America. But Brian isn't alone in his success: immigrants compose thirteen percent of the American population and are responsible for a quarter of all new businesses. In fact, Forbes magazine boasts that immigrants dominate most of the Forbes 400 list. So what are the secrets? In *The Emigrant Edge*, Brian shares seven characteristics that he and other successful immigrants have in common that can help anyone reach a higher level of achievement, no matter their vocation. He then challenges readers to leave the comfort of their current work conditions to apply these secrets and achieve the success of their dreams.

Book Information

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Customer Reviews

Born and raised in Dublin, Ireland, Brian immigrated to San Diego, California and became the classic American rags-to-riches story. He is one of the nation's top business experts and founder of Buffini & Company, an organization dedicated to sharing his powerful lead-generation systems with others. Based in Carlsbad, California, Buffini & Company is the largest

business coaching and training company in North America, and has trained three million business professionals in thirty-seven countries. Buffini & Company currently coaches more than ten thousand business people across North America. Today, Brian travels the world sharing a message of encouragement about how to “live the good life.” His wit, wisdom, and motivational style make him a dynamic speaker adept at helping people tap into their full potential and achieve their dreams. He is the author of *The Emigrant Edge*.

One of the best books I read lately.

Success is available to those who want it! Think about what your ancestors would have done with your opportunities? Read *The Emigrant Edge* to learn about how to change your mindset! Brian Buffini shares his happy humble beginnings and thru his stories he will teach you and guide you to success! Success is not only financial but in all areas of your life. Brian Buffini is a master of learning and a strong reader. His mantra is the phrase “ancora imparo” which means “I am still learning.” Brian has gone down the path with open eyes, sharp ears and his Irish wit to filter thru the clutter. Read and learn from *The Emigrant Edge*!

You don’t need to do much searching to find plenty of stories of immigrants doing a better job of achieving the American Dream than many who were born here. Is there such a thing as *The Emigrant Edge*? And if emigrants really do have an edge, what is it and how do they get it? Brian Buffini, author of *The Emigrant Edge*, is one of those emigrant mega success stories. In the book, he goes into great detail about the handicaps and hardships most emigrants face once they arrive in America. Then, he covers the advantages they have – the burning desire for a better life, the lack of a “safety net”, no “Plan B”, they are willing to start at the bottom and do whatever it takes to succeed. Whatever it takes does not involve illegal or unfair practices. It is a total commitment to their goal. In this regard, they certainly have an advantage over most Americans who are too comfortable or think they have too much to lose. Next, he delves into the seven traits successful immigrants use to achieve their goals: 1. Openness to continual learning 2. Do whatever it takes 3. Outwork others 4. A spirit of gratitude 5. Boldness to invest – willing to take a risk 6. Willingness to delay gratification 7. Appreciation of where they came from. While Mr. Buffini identifies these as the seven traits of successful immigrants, they can be used by anyone seeking to achieve their goals. This is really a 7 – step process for goal achievement. Unfortunately, as he points

out most people are not "hungry enough" to do what it takes. Mr. Buffini then gives a 21 point challenge that the reader can follow to realize their goals. Mr. Buffini came to America when he was only 19 years old and had a grand total of \$92 dollars. Shortly after arriving, he was in a motorcycle accident and confined to the hospital for a few months and racked up thousands of dollars of debt. But through determination and hard work, he achieved the American dream. His success has been extraordinary. If you want an example of what is possible, this is it. The book is well written in a very conversational style, which makes it easy to read. The chapters are short, the points/lessons are straightforward. At the end of each chapter is a personal story that illuminates the lesson of the chapter. The formula for success is not complex or even difficult to understand. What is necessary is the mindset for success. You will not discover any "success secrets". As Mr. Buffini points out early in the book, "It just takes a committed mind-set and consistent follow through." So, if you want a straight-forward blueprint from a guide who has achieved fantastic success, this is it. Warning: Great insights are provided, you must add the work. I was provided a review copy of this book.

Brian Buffini's has made a serious impact on my life over the past decade and now he is sharing his secrets on how to make it big in America at a time when this message is needed more than ever. Brian's message will help readers understand why so many people immigrate to the United States and achieve greatness. The reader will see the things that we, as Americans, tend to take for granted but foreigners see the same things as huge opportunities. Hopefully after devouring this book, you will be ready to take advantage of these opportunities as well.

A MUST-READ! I have enjoyed Brian Buffini's teaching and writing for over twenty years. I am so glad he's finally crystallized his message into this powerful book. The principles contained in this book are timeless. They work for anyone, immigrant or not. Implementing Brian's Emigrant Edge principles into my own life has brought me greater health, greater wealth, a fuller life and an attitude of gratitude for what I've been given. You'll thank yourself for investing in this great book.

Brian Buffini is a master when it comes to giving your all. He doesn't hold back. This book gave me the motivation to make some really big decisions and move forward with my life plan. Thank you, Brian, for delivering another powerful message to all of us.

This is a wonderful, inspiring book! I am also married to an immigrant so I could completely relate to the immigrant mindset. A must read for everyone.

Way to go Brian! Once again taking your experience and knowledge to change the mindset of so many. It has made me look at what I am doing and appreciate the opportunities I have been given. Readers...you will not be disappointed.

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