



7 Rules

To Live By

Richard Branson

The CEO of “Virgin”, Sir Richard Branson owns over four hundred companies and is estimated to be worth US\$4.2 billion dollars. Now in his sixties, Branson’s business ventures range from Airlines, Formula One, Cosmetics and Space Exploration just to name a few.



It's plain to see that *Richard Branson* knows a thing or two about achieving the ultimate success. So we have decided to share what can be learned from this widely successful, charismatic and respected entrepreneur. Here are Richard Branson's 7 Success Tips To Live By :



1. Saying “Yes!” is Fun

What makes Sir Richard Branson unique is that he is entertaining. He often defies conventional wisdom, pushes the envelope, and says, “Yes” more than he says, “No”.





Screw It, Let's Do It!!!

This flamboyant attitude towards business is a primary reason he has become a corporate iconoclast and continues to amaze, and overall – create value and make money.

2. If You Are Going to Dream, Dream Big!

Richard Branson knows how to dream big. He has built eight billion-dollar companies and there are no signs of slowing down. Branson's grandest project that is blowing everyone's minds is Virgin Galactic, a ship for suborbital space travel.





If You Are Going to Dream, Dream Big!

Branson continues to dream big with his Virgin Oceanic project which offers deep sea travel. It is in hopes that people can soon see the lowest trenches of the oceans. It's hard to think one can dream much bigger than that.

3. Having Fun is Fun

Richard Branson gets asked what the secret to his success is regularly. He replies that he has no secret. He just works hard, works smart, and above all has fun doing it.



“Have Fun, Work Hard and Money Will Come”

“When it’s Not Fun, Move On” Branson states that as soon as he stops having fun on a project, it’s time to move on. A life is too short to be unhappy.



4. Always Take Risks – Calculated Ones

It seems Richard Branson's lifestyle can be construed as irresponsible and brash. Branson is highly intelligent and while pushing the envelope, the risks he takes are always scrutinized before committing.



“Be bold. Don’t gamble.”



While Branson likes saying, “Yes”, his decisions always come with extreme due diligence which is standard in any business venture or acquisition, especially in the numbers Branson is known for dealing.

5. Live for the Moment

Branson says that even dedicating 80 hours a week to a business still allows for a few hours of fun. Don't forget, people can have fun at work too.



“My general attitude to life is to enjoy every minute of every day. I never do anything with a feeling of, ‘Oh God, I’ve got to do this today.’”



Branson encourages people to still have goals outside business. In 1997, Branson participated in a race around the world in a hot-air balloon.

6. Always Give Respect

In his first meetings with Japanese businessmen in the early 80s, Branson was amazed at the politeness and the respect they gave young Branson despite his shaggy-sweater jean-wearing appearance.



A photograph of Richard Branson and Rihanna smiling and looking at each other. Richard Branson is on the left, wearing a black and red racing jacket with logos like 'QNET' and 'CSC'. Rihanna is on the right, wearing a blue blazer, a gold chain necklace, and sunglasses. The background is a blurred indoor setting, possibly a race track garage.

"Respect is how to treat everyone, not just those you want to impress."

Always treat everyone in your business with respect. Someday you could be doing business with them.

7. Give Back

Many of the largest charity organizations were founded by very successful entrepreneurs who had very humble beginnings. Richard Branson believes the true meaning to life is to help others; to make the world a better place to live for all living creatures.



“There is no greater thing you can do with your life and your work than follow your passions in a way that serves the world and you.”



A photograph of Richard Branson, a man with long, wavy blonde hair and a goatee, smiling and looking upwards. He is wearing a red and white plaid shirt and a red bandana. A red flag with a white star is visible behind him on the left. The background is a clear blue sky.

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To me, business isn't about wearing suits or pleasing stockholders. It's about being true to yourself, your ideas, and focusing on the essentials.

**Thank You Very Much
Sompong Yusoontorn**