

*The*  
**SECRET** *to*  
**REAL WEALTH**



How a Career in Plumbing Can  
Change Your Life and Allow You  
to Retire Wealthy

John Akhoian

# The Secret to Real Wealth

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# Introduction

## The Secret to Real Wealth!

When I was young, my parents wanted me to go to college. They wanted me to be an attorney or a doctor. Going into a trade was probably a Plan D for them. If I wasn't going to make it in school, then I would have to figure out how to make money and do that. Long story short, school never was a good fit for me. I always wanted to be doing something rather than sitting behind a desk listening to a lecture on history or something of that nature.

I'll be honest, though. I used to look at the trades, plumbing in particular, and I would look down on them like they weren't as "worthy" as becoming an attorney. I think a lot of Americans think the same way. They look at a career in the trades as a bad option for their kids. For me, it's become one of the best things that ever happened. I hope, after reading this book, it becomes the best thing that ever happened to you.

Mike Rowe of *Dirty Jobs* fame says, "Don't follow your passion, follow opportunities." There are 5.8 million trade jobs in the United States that nobody is trained to do. This is known as a skills gap, and it's getting bigger every year as millions of college graduates compete for a small number of job openings in fields such as medicine, law, and computer programming. By contrast, there

are tons of jobs with great pay and benefits waiting for people in the trades.

I'm passionate about this topic because I see too many kids getting into huge amounts of debt, trying to find a career, only to be disenchanted when they are stuck behind a computer screen all day. I'm here to tell you that you don't have to go into debt to create real wealth. I'm seeing young adults getting out of college and university, not even practicing their career, and changing jobs seven or eight times before they find something they like doing. All that money on schooling then goes to waste, but the debt still has to be paid.

The truth is that most kids today don't want to sit behind a desk all day long. They want to be contributing; they want to be their own boss. When you work in the trades, you get to be your own boss. You get to get out there and earn as much as you want. The better you get at what you do the more money you can make, which isn't always the case when you take a more traditional route in the corporate world. Plus, you have the freedom of working out in the field instead of sitting inside a cubicle or behind a desk. You will love the freedom you will have.

Enjoy the book!

I hope this book inspires you to realize that, even though you don't have a college education, you too can retire wealthy... as long as you are willing to put in the effort and hard work to learn a new trade and help rebuild America.

To Your Bigger Future!

*John Akhoian*

## **Why a Lot of People Struggle with Creating Wealth for their Family**

A lot of people struggle to create wealth for their family. There are a number of reasons for this. If you look at some current statistics, they show very clearly that kids today are leaving school with unprecedented amounts of student loan debt. Some will go into high-paying jobs and be able to pay off those debts, but for a lot of people, it means having a big shackle around their neck, which can be hard to get rid of. The interest keeps coming, month after month. Link that with the fact that many people don't end up getting jobs in the field they studied in school.

Take attorneys, for example. Sometimes they leave law school with six-digit student loan debt, but almost half of the attorneys who have a law degree aren't practicing law. That's a really huge number. It shows that young adults have a lot of confusion in walking down the career path they probably won't practice or eventually like.

Our country has a huge problem with school debt. A trillion dollars in debt is a lot of debt for young Americans to carry. Most often, it's setting them back. They can't qualify for a home because their student loans are so high. Oftentimes, the kinds of careers they thought they would get out of college, and make a lot of money with, are paying entry-level wages. It's becoming very difficult for anybody to create wealth by first

starting in the red or the negative, owing a lot of money.

Many students start off with very simple school loans. They think, "Oh, I'll just get a few thousand here and there." Then it builds, and they need more, and then they need still more. They're paying interest even while they're in school, and it takes six years to get through school sometimes. That \$4,500 amount you borrowed in the first year grows to \$6,300 just for one year. It just compounds from there. Then they get out into the real world and they can't get the job they thought they would, or it's not paying what they were hoping, and their whole life is now burdened by those student loans.

That being said, there are certain students who need to go to school, who do well academically. They're very focused. Because they really know their passion, a degree and student loans might make sense for them. When I was going to high school, we had auto mechanics and we had a shop class. With budget cuts and cutting out these classes from the high school curriculum, this has left only one route for kids. Either they go to college or get out and be confused without knowing what they want to do. They don't realize, because they aren't being exposed to it, that there are options other than going to college. It's why I wanted to write the book: to help educate these kids that there are options for creating a great future which doesn't include a four-year degree.

I think we're sending far too many kids to college. I think colleges and universities are doing a great job at recruiting. As parents, we all want our kids to do well. We're sending them and starting to pile debt onto kids who probably never should have had debt to begin with because it wasn't the career path they should have followed. At the very least, they should know all their options so they can make the best decision for themselves.

When you look at the statistics, it's estimated that just 27% of college graduates have a job closely related to their major. That means 75% of people who go to college end up in a field unrelated to their major. Before you go down that path and end up with a lot of debt related to a major you aren't passionate about, check out the trades.

## **The Secret to Real Wealth!**

I think starting early in a career that you enjoy, without debt, will put you on the path of creating true wealth. In fact, to make the point, I would like to share some stories of people who have done just that while bypassing college altogether.

Let's take the case of Christopher G., who grew up in the barrios of Los Angeles. "I hated school," Christopher says. "The only thing I liked about school was recess and lunch." Chris got into trouble as a youth, and his career path was heading down a dead-end street. He had no real education, but he had a strong back and a determination to make a life for himself.

"I was eating government cheese, and I had no career goals," he said. "One day, I got a call from my buddy, John. His uncle was a plumber, and he needed help, so John and I learned to plumb the hard way. We dug trenches and carried pipe. We crawled under houses until we learned the business, and then we learned to love the business."

Today, Christopher is part-owner of a multi-million-dollar plumbing operation in California. He makes a six-figure income and owns his own house. Christopher drives a new car and has managed all of this without a college education.

"I was never cut out for college, and I'm not exaggerating when I tell you my life could have ended up in a jail cell." Christopher's biggest

payoff is that he gets to help others reach their full potential.

“I make more money than a lot of professionals burdened with student loans. I thank my lucky stars that John asked me to help him dig a trench that day and that I agreed. I am also grateful to Rooter Hero Plumbing for the chance to make a great living and for helping me get what I want in life.”

Now Christopher is providing a good life for his family. He’s on a path to creating true wealth for his family, not just bringing home a pay check. That’s the difference plumbing can make for someone. It’s not just a job. It’s a career path where there is truly no limit to how much income you can make if you are passionate about it.

Here’s another story. Charlie C. was a seventeen-year-old high school senior with a girlfriend and a newborn baby. Charlie had no time to dream of a career. He was responsible for this child, and he immediately went to work at the first place that would hire him.

“I ended up at Party World, blowing up balloons for a year and a half,” Charlie said. “I was nineteen, stuck in a dead-end job making minimum wage, and wasn’t able to see the light at the end of the tunnel.”

At a family barbecue, he spoke with a family friend who promised to get him a job at the

plumbing company where he worked. The friend promised to train him and teach him plumbing.

Monday morning, Charlie awoke at 5 a.m. It was his first day, and he had an hour-long drive to work. He started each morning at 6:30, and for the next six months, Charlie did nothing but sweep the warehouse and fix machines.

“They promised to train me,” Charlie said, “but for six months, I did nothing that had to do with plumbing. And then, to make things worse, my friend moved to another company.”

Charlie was frustrated and asked the general manager to train him so he could earn more money. The GM told him, “No.” The office secretary overheard the conversation. She marched into her boss’s office and told him he needed to train Charlie, or he was going to lose him.

The next day, Charlie trained with the nastiest, meanest plumber in the company. “I don’t know if they were trying to make me quit or what,” Charlie said. “This guy would make me do all the grunt work, and then he would embarrass me in front of our customers. It was the best and worst experience I ever had. It was the best because I learned the trade and I learned never to repeat mistakes. After six months of this treatment, I got my first van, and I’ve never looked back.”

Charlie started in March of that year and earned \$75,000 in his first nine months. The following

year, they promoted him into sales, where he doubled his income. Today, Charlie works for us and makes more than \$200,000 a year. Not bad for a guy who was blowing up balloons and had no career prospects. Fortunately, our company doesn't use those tactics, but Charlie is happy now, as you can imagine.

Tom W. was a laborer earning minimum wage with no college education. Tom considered himself lucky to have a job. College was never a consideration for Tom, who was doing what he could to feed his family. But Tom did have one specific talent. He was likable, and he enjoyed being around other people.

Tom's manager noticed Tom's likability and encouraged him to become a drain cleaner. Becoming a drain cleaner was a big step for Tom. He took a leap of faith and found he could make a lot more money as a plumber than as a laborer.

After a few years, Tom's manager asked him to move up and become a field supervisor. Field supervisor was a high-paying job, but it carried the added responsibility of managing and motivating other employees. Tom hesitated to make this move since he didn't consider himself a salesperson. His manager convinced him there was no selling involved. As his manager put it, "All you have to do is educate your client and provide her with repair options. That's all you have to do."

Today, Tom is a Field Supervisor (Channel manager) and will earn more than \$350,000 this year. "I never thought in my wildest dreams I could make more money than a doctor," Tom said. "I used to stand around the office waiting for my paycheck, so I could cash it and buy food for my family. Today, my wife and kids are living a dream life, and I invest my paycheck instead of cashing it. I want my kids to go to college. But if it turns out they are not cut out for higher education, I'm glad to know they have another way to make a great living."

I have hundreds of these stories. Take Cory H. Cory is one of those rare individuals who went to college and followed his passion. Cory's dream job was to be a high school teacher.

Cory's first break came at a private high school in Los Angeles, California. "I love teaching high school," Cory said, "but you can't buy a house and two cars and support a family on a teacher's pay, so I was working three jobs for seven days a week. I was teaching Monday through Friday, working as a nightclub manager three nights a week, and framing houses on the weekends. I did this for six years, and there was little time for my family.

"When my framing job got slow, I went to work as a laborer for John Akhoian at Rooter Hero Plumbing. John taught me what he knew about plumbing, and nine days later, I was in a

company van going to customers' homes to help them out.

"I did this during summer break and doubled my teacher's salary. I eventually left the teaching profession, bought into a plumbing company, and moved my family to Tucson, Arizona where my business continues to thrive.

"Mike Rowe of *Dirty Jobs* says, 'Don't follow your passion, follow opportunity.' I did both, and I can tell you this: if I could make \$200,000 a year as a teacher, I would do it in a minute, but I can't, so I think I'll stick with plumbing."

Cory's advice to young people, who might be confused as to what career path to follow, is to set a financial goal and then look for the opportunity that can help you get there. For Cory, that opportunity was a career in plumbing.

Joe S. had wanted to be a professional football player since he was a little kid. Joe was fast and strong and smart, and he excelled in high school sports. As a high school senior, he was drafted by Oregon State. Four years later, he was picked in the seventh round by the Jacksonville Jaguars.

Joe thought he was on his way to fame and fortune, but the Jaguars released him, and he went on to play in Europe and Canada. He later came back to the United States to play for the San Francisco 49ers. This back-and-forth travelling went on for years. At one point, Joe found himself playing football in Japan. He played for part of

the year and taught English to Japanese students during the other part of the year.

Joe eventually realized there was more to life than football. He loved teaching English to his students and resolved to help other people. Joe made this his life's mission. Joe's brother-in-law was making good money working at Rooter Hero Plumbing. Joe saw that he was training others and helping them make more money. He saw him helping his customers by solving their plumbing problems.

Joe saw a path that could help him make a good living while also helping people. He learned the business and set a five-year goal of managing his own shop. He accomplished that goal in three years and has never looked back.

Today, Joe manages a Rooter Hero division in the Bay Area. He is a fitness coach and delivers motivational speeches to high school students and youth organizations. His advice is simple to those who don't know what to do with their lives: "Set a goal, make a plan on how to achieve it, and don't be afraid to ask for help along the way."

I love these success stories. They really show you the different backgrounds people come from. They show you how a career in plumbing can appeal to all sorts of different people and their backgrounds. There isn't just one type of person fitted for this work. Rather, there are many

different facets to making great money in plumbing. You just have to get started!

Cory C. is another success story at Rooter Hero Plumbing. He says, "Success is a difficult word to define because its meaning is different for everyone. The dictionary's definition is the accomplishment of an aim or purpose. So, the very definition of success depends on what you are aiming for or what your purpose is in life."

For myself, I set goals early in life. My goal was to become a millionaire by age 45. I wanted to own a large home and be able to afford a lifestyle for my wife and children where they wanted for nothing. I also wanted to invest my money so I could retire without worry.

I set these goals at the age of twenty, and I established a time frame to make it happen within twenty-five years. But how would I do this? I knew I couldn't do it alone. At San Diego State, I learned that successful people build teams around them. If the team is successful, then the leader will be successful.

As you read this, you might be thinking, "If he's college-educated, why did he get involved in plumbing?" For 13 years, I looked for a company that shared my vision and encouraged its employees to grow and make money. That's when I found Rooter Hero Plumbing. The owners understood that a company's greatest asset was its people.

At Rooter Hero, I was able to help countless team members achieve financial security. They have been able to buy houses and nice cars, go on lavish vacations, and invest in their future.

Rooter Hero has made me a millionaire at the age of forty-one instead of forty-five. I have my dream home, two wonderful children, and an amazing wife. I am on pace to retire earlier than any of my peers, and I will continue to enjoy my current lifestyle throughout my retirement.

How am I able to do this? It's simple. I make sure the people around me make as much money as possible. If my team makes money, I make money. If I make money, Rooter Hero makes money. Many of my team members earn six figures per year, and a few of them have the potential to more than triple that income with this company. At Rooter Hero, we have the opportunity to make more money than most college graduates ever will!

So, there's your answer. Opportunity is why I am in the plumbing industry. It's better than sitting in a cubicle managing someone else's business. Am I a success story? You bet. But it's only because I helped the people around me make money. I am fortunate because I found an organization to help me do it.

Are you a success story? Have you found the right team to support you? If your answer is NO or NOT YET, then you should ask yourself what

you are “AIMING” for. You’ll never hit the target if you don’t aim.

They are all great guys. They have a lot of passion for what they do. We are blessed to have the best people working for us and it makes going into work something to look forward to rather than dread.

## **Secret #1: Find a Career that is Technology-Proof**

Now I will share about my secrets to creating real wealth.

The first secret is to find a career that's technology-proof. I was recently reading an article ("The Future of Employment and how Automation Could Wipe Out Millions of Jobs") that described 50 careers which would probably soon be disrupted by technology. One of the careers mentioned by the article is transportation. Of course, with self-driving cars, this isn't a great surprise.

I wasn't surprised at all that trade wasn't on the list because our field won't be taken over by robotics anytime soon. Our plumbers have a relationship with homeowners, so technology isn't going to disrupt what we're doing, at least not for the next 50 years.

One of the first jobs listed by the article is the retail sales person. It looks like some robots are being put inside retail stores. I remember walking into a store recently and there was a robot attendant, telling me what aisle I was looking for by just punching a few buttons right on the big screen. I recently heard that fast food restaurants would be adding robots to take orders. I was at a conference in early January where some of these robots were roaming around in the conference. More and more

robotics is being used now, and I think that will eventually wipe out the retail salesperson.

Other job types susceptible to loss via technology include fast-food counter workers, laborers, and material movers. A cashier is another type of job that can be lost. Truck drivers and Uber drivers will surely experience disruption. We are already seeing it on a small scale, but with self-driving cars, most drivers will eventually lose their jobs. I could see that happening in the next 10 years. I wouldn't bet my family's future on a career as a taxi driver.

What makes the trades more resistant to takeover is that robotics are not capable of performing the trade at this point. We do have technology assisting us in the trades. For example, we have things called trenchless pipers. With a lot of laborers, we used to make large trenches to replace pipes. Today, we're sending a crew, a couple of plumbers, to do what we were doing with 10 laborers in the past, because the low-level jobs are going first. The trades are not being affected because somebody still needs to do the work, especially in our industry.

The big reason we aren't at risk is we're such a relationship-based industry. We go into people's homes; our plumbers have relationships with people in the house. That's really hard to replace with robotics or automation, or any other technology. There is also a level of intellectual diagnostics and troubleshooting that must be

done which isn't easily programmed into a computer.

There are a few other dynamics happening as well. For one, there are so many available plumbing and trade jobs out there. The numbers are approaching 5.6 million available jobs right now. A large part of that has to do with our infrastructure getting a lot older in this country. The need to rebuild the infrastructure is growing. We also don't have as many people getting into the trade as we did in the past. I think that's another opportunity for somebody who wants to get in it now, who knows that robotics or technology will not replace their job.

*"I very frequently get the question: 'What's going to change in the next 10 years?' And that is a very interesting question; it's a very common one. I almost never get the question: 'What's not going to change in the next 10 years?' And I submit to you that that second question is actually the more important of the two, because you can build a business strategy around the things that are stable in time." —Jeff Bezos, Amazon CEO*

That advice is dead on. Mike Rowe says, "As long as Americans remain addicted to affordable electricity, smooth roads, indoor plumbing, and climate control, the opportunities in the skilled trades will never go away. They'll never be outsourced."

Before you commit yourself to a career path, make sure the career will still be growing and providing opportunities for you in 10, 20, and 50 years from now.

## **Secret #2: You Don't Have to Go into Great Debt to Make a Good Living**

I'm very passionate about this next secret. I alluded to it in earlier chapters, but the truth is that you do not need to go into great debt to make a great living.

When you look at debt, you have to consider how you begin. School debt used to make sense when somebody would get out of school and get a high-paying job they could use to pay down their school debt, but because so many are leaving school nowadays with large debt, some of the fields are overpopulated. Because of that, they are coming in at entry-level pay, making just a little over minimum wage, while carrying a large school debt.

You don't need that in the plumbing trade, or even with trade schools. If somebody goes into trade school, they will incur debt as well because a trade school costs money. In our organization, we pay the person we're training throughout their training. We give them 100% job placement that will allow them to make up to \$80,000 the first year. That is, in my opinion, a lot more promising. Then they can move on to making more as they become better at it. If you're thinking about creating long-term wealth, starting early with no debt will always help.

Working with our organization means they are not getting into any debt. In fact, there are no out-of-pocket costs at all. We pay for the training and we pay the person throughout training. We even give them hand tools to get started. We put them right into a job a day out of graduation. No, there's no out-of-pocket cost at all.

That's amazing compared to other industries where you have to pay to get trained and then go find your own clients.

That happens in a lot of trades as well, but because our company is really passionate about what we do, and because we're very forward-minded and growth-oriented, we're offering to do the training ourselves. We're offering job placement.

Not every company offers paid training. Obviously there is a cost in doing that. Each student costs us over \$10,000 in teacher fees plus the costs for the training, but we're willing to just write that off if the person agrees to work for us for a year and a half. All that cost just goes away. They don't pay for any of that. It just disappears.

When you go to college, they don't really train you for any particular job. It's more of an overarching education. That's why I'm so passionate about spreading the word that people can start a career in plumbing. You get the education and the guaranteed career path you are looking for.

## **Secret #3: Look for a Career, Not a Job**

Speaking of careers, let's talk about secret number three. Look for a career, not a job. Most people think of trades as a job, but that's the thing. The trades are not a job. It's a career because the better you get at the trades, the more money you're able to make. It becomes a very good career that can be very lucrative, which can really help somebody get ahead in life and provide for their family.

The difference that dictates a career over a job is the ability to advance and make more money. In our training program, we bring the guys in as P1 level technicians. We call them Plumber Level One. In this entry-level position, somebody could make up to \$80,000 in their first year, but the income doesn't stay there. When they move up to becoming a P2, and then a senior technician, they have the ability to move from \$80,000 to \$120,000 to \$150,000. Some of our high-level plumbing advisers are actually making more than \$300,000.

There is a very distinct career path a person can take as a plumber. Once the plumber becomes a senior-level technician, then he (or she) can start becoming a plumbing adviser. Whenever homeowners have reoccurring problems, plumbers go out there and encourage the homeowners to do the repair or replacement,

giving them options. Those guys make more than \$300,000 a year. A couple of our guys make close to \$400,000 a year.

There is a huge amount of money somebody could make in a plumbing career. Some of these guys are making this much money just three years into their career. I don't know of any job or career you can get to make that kind of money within three years of leaving school. It takes about five or six years to become a doctor and establish your practice. I really believe in our product, and I believe people could make a really good living if they advance and get better in their career.

## **Secret #4: Be Open to Growing**

That's the perfect segue for secret number four. Be open to growing in every area.

In the prior chapter, we mentioned bringing in people at entry-level plumbing positions, offering a six- to eight-week training program; we assign them a truck and give them equipment, and start helping them to make money in the industry. Now we're looking for people who are growth-minded, meaning they want to better their lives.

In addition to that, besides continuous education in plumbing, we teach people a lot of different life skills. We teach them how to get out of debt. We also teach them leadership skills, and we prepare them for life.

These are all things school doesn't teach you about how to manage your money, how to live below your means, the percentage of your income that should be dedicated to savings, and the percentage that should go towards living expenses. We help everybody budget their life and get them on the right track.

We offer all this other training through classes. We call it The PEP. The PEP is a Partner Enhancement Program in which we spend time going through the program and just talking about the seven habits of highly effective people. We review the habits that are necessary, and we take our plumbers through a class to educate

them on how to manage money, because most people never get formal training or understand how to manage their money.

I think that is one of the biggest problems. That's why America is in so much debt, because people don't have the skills necessary to become wealthy. In our company, we teach those skills to our P1, P2, and senior technicians at every level.

We have classes on these topics every single month to help people actually figure out how to set and then execute their goals. We create active goal planning as a part of our classes. We believe in helping people beyond just plumbing and making them good contributors to society.

All of our classes, from our PEP to our TNT and other programs, include a gist of leadership training which covers their life skills. In the material, we talk about the positive habits to build on a daily basis that create a great life. The type of leadership training we give them is something that's ingrained in all our training, which is taking responsibility and creating accountability for their own life. First they take care of themselves and manage their own life, and also they help others in the community, like giving back.

We have a Hero's Help Program where some of our plumbers go out there and do good deeds for nonprofit organizations. We do it just to help out, just to help the community.

All of this contributes to our partners' ability to become better people, making them better partners and better fathers and husbands. It runs the gamut.

We call all of the people we work with "partners" because we truly believe we're in a partnership type of business. The Enhancement Program is enhancing their lives by teaching them the necessary skills. You don't get this type of training with a four-year college degree.

We try to go above and beyond and do more for the people here because we really want them to have a better life. Our goal is to improve every person who comes into the organization. That way, they help our customers. That's how we just put to good use what we're doing out there.

## **Secret #5: Pick a Respectable Career That You Can Be Proud Of**

Secret number five is to pick a respectable career that you can be proud of.

We have an inside joke, or a joke in the industry, where plumbers are known to have butt cracks, but that's really not the case in our company. First and foremost, our guys are dressed professionally, and they wear great uniforms. Plumbing is more than just an exposed butt crack that most people think about when they think of plumbers.

I don't know if you know this, but the plumbing industry has actually invested more into helping people than medical science itself, because indoor bathrooms have improved people's health dramatically since they first started, compared with outhouses and other places. We see ourselves as helping the community by removing the waste from the house and keeping people in a clean environment.

I know I've described this as a great career for making lots of money, but I think it goes beyond money. We feel like we're helping people because most people who have plumbing emergencies want somebody to get there quickly; they want their problem fixed fast. In most cases, they have sewage water in their house, or they have some disgusting odor coming out of the drain, or a toilet overflowing.

These are just bad sanitary conditions that we go and help people to remove. We're considered heroes by our clients. When we go out, we have a lot of happy customers who are glad we are there to take care of some of their problems, which they are incapable of fixing themselves.

Think about it. Plumbers help society when it comes to staying healthy. Indoor bathrooms have actually made a bigger difference in people's health than anything else in modern society. We take it for granted, but modern plumbing has helped people live longer and stay healthier. It's a very respectable industry that just gets better and better all the time.

## **Secret #6: Exponential Opportunities**

There is so much opportunity for someone going into this field.

As I mentioned before, a recent article from Mike Rowe says that there are 5.6 million jobs out there in the trades. We have a huge opportunity because our infrastructure, America's infrastructure, is aging. The older it gets, the more it needs upgrading, and it needs people to upgrade it. One example is that we're building our West Coast hub, which will be our main office on the West Coast where we're going to do our training and everything. This is backed up right into an easement with a 48-inch waterline that was installed back in the 1930s.

We met a few representatives of the Metropolitan Water District (MWD), the owner of the waterline. This organization is completely concerned about this 48-inch waterline that's been there since the 1930s. They know that one day, it might burst. I asked them, "Why aren't you guys replacing it?" They replied, "We don't have the resources or the people to do it right now. We have so many other projects and just not enough people to do it. It's just sitting there."

Due to frequent drought conditions and aging infrastructure, Los Angeles has experienced numerous water main breaks. This is also happening because we don't have the people

power to get things done. That's a huge opportunity for somebody who wants to get into the trade because there will be more work than people. As demand rises, you know what happens, so does their pain.

As our next generation grows up with what I call an "easy button" for everything, there will always be a huge demand for people who can fix things. For example, when I was growing up, my dad and I used to work under the hood of a car together all the time. We changed the oil ourselves. I had many opportunities to learn a lot of those types of skills. But because technology has kicked in today, and so many kids are spending time on video games and computers, they're not out doing this hands-on stuff like they were before.

I read a book about the problem of Millennials spending way too much time in front of screens than actually doing things with adults, like what I did with my dad, working on engines and other things. That problem is increasing as we move forward.

On top of that, the Baby Boomers are also retiring. As the Baby Boomers are retiring, who used to be our blue-collar tradespeople, we're not filling the backend exit gap because the front-end workers are retiring in droves. More people are coming out of the trades than coming into the trades right now, so the opportunities

have never been greater than they are right now to get into the field.

Factor in schools removing any shop classes from their curriculum, and we have a perfect storm of not enough people to fill the demand. This has created the shortage, not only in the trades, but also in auto mechanics and any other kind of skilled mechanical work that people do with their hands because school budget cuts resulted in a removal of those resources from our high schools. When I went to high school, I was learning how to work with my hands and I was having fun in the shop classes.

But now, we're pushing books in front of everybody all the time or, more to the point, screens. The shortage in this industry, because of all these factors, won't change anytime soon. We're herding everyone toward universities and colleges and adding debt on top, and some people just don't need that. There's a disconnect between what schools are teaching and the demand out there. I hope to help overcome that problem.

## **Secret #7: Pick a Career that Provides a “Stick-to-It-ness”**

Here’s what I mean by picking a career that provides a stick-to-it-ness. In a recent Forbes article, I read that young adults between 20 and 29 change jobs an average of seven times looking for a better career. I got into plumbing when I was 17 years old, and I just stuck to it. I think this confusion about finding something better or finding their calling (or something like that) has become a misconception because far too many people are looking for something that isn’t there.

Changing careers is like hitting the reset button. By the time you’re learning something and you’re figuring out, “I don’t like this, and I want to start doing something else,” so much time has been wasted. What I’m saying is that you have to find something with a good payoff. You have to find the love for what you do, start doing it, and just stick to it. Become the best at what you do instead of trying to find something you will be happy doing, because happiness comes from within. Something external is not going to change our happiness.

When I was just starting my plumbing career, I was reading a book. Though I never really liked school, I have always loved learning. I don’t know what it was about school. I just didn’t like it, but I was hungry for knowledge.

I remember reading this book that was talking about working on your strengths. It was a really old book, and it referred to an organization called the Johnson O'Connor Foundation, which no longer exists. I remember signing up for a three-day program at the Johnson O'Connor Foundation and I wanted to know something. "Look, I'm 23 years old. I've been doing plumbing for five years. I wonder if this is my strength. I wonder if this is what I'm supposed to be doing." I was always questioning myself, and I know a lot of young adults do that; they question themselves. They want to make sure they're not going too far into a career path that they won't be passionate about.

In this three-day program, I went from getting some tweezers to putting little microscopic needles into little holes, to reading and writing, and building blocks, and doing stuff like that. People timed me to see how fast I could do these tasks.

When I was done, the counselor sat with me and asked, "What career are you in?" I told him, "I'm in plumbing. This is what I'm doing. I'm managing a plumbing company." They said, "Look, if you were trying to become a brain surgeon or a doctor, that's not for you because you'll probably kill somebody. You're not good with tweezers and you're not good with this little stuff." They said, "Keep doing what you're doing because you're right in there with your strength." That made me feel good.

I think, a lot of times, we question ourselves to see if the thing we're doing is really what we enjoy doing and if this is something we're naturally good at doing. In my opinion, you become naturally good at something that you stick to, and you get better and better at it. That only happens over time. It only happens by sticking to it, being committed to becoming the best at your art. If that's in the trades, then you become the best tradesman there is. If that's plumbing, you become the best plumber around. You stick to it, because that's where you will get the best payoff at the end.

## **How to Jumpstart a Career in Plumbing Which Will Allow You to Retire Wealthy**

Many people have a fairly narrow vision of plumbers, and I hope this opens your eyes. If someone is interested in working with us and starting at our firm, here is the process we'll take them through.

We believe in doing something called the "culture index". For everybody who wants to work in our company, we have them work through this quick 15-minute index, where they answer a level of questions. There is no right or wrong response in this test, by the way, but it does tell us which area of plumbing they will be good at, and where their strengths lie. We have a lot of openings in our company. It will tell us their strength zone.

Let's say the skill level goes to the P1 plumbing side. Once they go through the culture index, we bring them in for an interview, and we go through a background check. Everybody who goes into our training program needs to agree to the background check; also, they need to have an active driver's license because they will be operating a vehicle until the self-driving vans actually take over. At that point, we'll probably take that one away, but for now, we need a driver's license.

Then we put them through a six- to eight-week training schedule. This is the way the training

works. During the week, we do two days in the field and three days in the classroom; half of the time is spent in the classroom and half of the time on a plumbing mock-up. This means they're working on light fixtures inside a built-up plumbing format. We want trainees to start practicing in a setting where they can actually make mistakes without flooding homes or creating damage for customers.

They go through that cycle for about five weeks. They spend two days in the field with an actual plumber, doing a ride-along and seeing how it works inside a live home, and then three days in a classroom and on a mock-up.

As a part of the training, we do a two-day safety training course. Everybody who goes through our training gets CPR-certified, first aid training, CPR training, and safety training. We also go through competent excavation training so the trainees are able to identify the different type of soils and dirt and other things, because safety is really important to us.

After the safety training is done, then we go through the PEP training mentioned before. We start working on creating those positive habits. We teach them how to manage money. In the past, we didn't teach our people how to manage money. We decided to add that because you could make a lot of money in this career pretty fast, but you might not know how to manage it. We have seen far too many people who are

making a lot of money but not creating wealth. That's not our goal for our people. We want them to start putting money away, starting to plan for their retirement, and do it early in the training.

After that, they go through a TNT training, which is more like instruction in communication methods with customers, meaning how they speak to customers and what they say. There's a positive relationship-building aspect we have in our customers' homes.

After that, we do a little bit of digital training because all of our technicians use technology in the house. We use iPads and tablets to interact with customers. The trainees learn how to use the electronics. We assign them their hand tools and all their necessary tools. We go through a graduation. At the end of graduation, we give them a brand-new vehicle with all the plumbing equipment they need, and now they're ready to start their career. Some of the successful ones get out there and make up the \$80,000 their first year.

To get started, the exact place to go is **[www.RooterHero.com/careers](http://www.RooterHero.com/careers)**. The website will allow them to click on the career path they want to take. Then it will lead them into the culture index. It takes about 15 or 20 minutes. They fill out some forms, answer some questions, and then one of our recruiters will get back to them. If they want to, there's a phone number on the website for them to follow up.

There's also an email they can use to just check in and find out if they're qualified to get started.

We have classes starting every eight weeks. Right now, we're enrolling for our next class. We take up to about 15 people in a class. We encourage anybody who's interested in working in the career of plumbing to please visit our website and get started.

We're located in the northern part of Los Angeles. We do have offices located up and down the State of California, and in Nevada and Arizona as well. Whether you are living around any of the service centers, or maybe you're living outside of the areas we serve, if you qualify, we will put you into one of our training classes. We have classes in Orange County and in Los Angeles, but we will also relocate people or put them through some housing during the weeks they're getting trained. That's all covered as well.

This is an exciting, often overlooked opportunity that a lot of young people today just aren't exposed to. I hope to see this book in the hands of a lot of potential future wealthy individuals, who will embrace what I've shared, who are willing to go to the website and get started.

I want to be another resource for young people because I truly believe that going to college isn't for everybody. I want them to know that you can provide a pretty good life and retire early without having to go to college. I mean I always thought that the choice was one or the other, but

now I believe that there's more than one way to become successful and have a great life. I wouldn't change anything about my life. I love it and I want others to love theirs just as much.

## Here's How to Jumpstart on a Career in Plumbing and Retire Wealthy

Why incur \$100,000 in school debt only to find out you aren't that passionate about your major? Why struggle in a dead-end job when you can secure a great future? Don't waste eight years of school when you can do it in eight weeks. Don't spend another day earning minimum wage when you can get paid to learn a new career. The perfect opportunity is out there waiting for you.

That's where Rooter Hero comes in. We help young people like you get a jumpstart in a career in plumbing. A job at Rooter Hero will allow you to make a significant income so you can retire wealthy.

**Step 1:** Go to [www.RooterHero.com/careers](http://www.RooterHero.com/careers) and take our Cultural Index. This online program will highlight your strong suits and tell us what career fits you best.

**Step 2:** We will do a thorough background check, and have you take a driving test and physical. These tests will determine whether our insurance company will accept you.

**Step 3:** If all goes well, we'll hire you and get you started in the very next training class. You will get paid to train with some of the best people in the industry. You will gain invaluable hands-on

experience. And you will learn to solve your client's plumbing issues with confidence.

So, get a jumpstart on a career that will provide you with the security and lifestyle you've always wanted. Go to **[www.RooterHero.com/careers](http://www.RooterHero.com/careers)** and take our Cultural Index and we'll take it from there.

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