

Secret #23

Be Someone in Demand

SECRET #23 Prices are determined by supply and demand.

You're doing a great job following all these secrets! Here's a basic one about business—and life!

Businesses sell—or “supply”—products at prices determined by how many buyers want it—that's called “demand.” If a lot of buyers want to buy the product, the seller can charge more money for it, and that's called “the Law of Supply and Demand.”

In life, we are all subject to the simple law that there are two things that everyone can supply without limitation: knowledge and love. Do your best to share both of these with others—especially your family.

Remember: Share your knowledge freely and be lovable. In other words, *supply* all the positive things in life to others and you will definitely be in *demand*.



Secret Millionaires Club learned about the secret of supply and demand on the day four ordinary-looking black and white puppies wandered into their headquarters.

When the frisky puppies became too much to handle, Radley, Starty, Lisa, Jones, and Elena decided to give them to PETE, the owner of PETE’S PET STORE.

It turned out that the puppies had actually escaped from the pet shop and Pete was delighted to get them back. But try as he might, Pete couldn’t sell a single black and white pup.

The *Secret Millionaires Club* kids tried everything they could think of to help Pete sell the dogs to a good home, but there just weren’t any buyers.

After doing some research, our heroes discovered that there just wasn’t enough demand by buyers for ordinary black and white dogs—and the lack of buyers meant no sales for Pete.



But then Jones found a place that was glad to take the puppies—it was a DOG ASSISTANCE TRAINING CENTER, which trained dogs to help disabled people, people who were blind, those in wheelchairs, and the elderly.

And for such a good cause, Pete decided to supply the puppies for free.

So in the end, Pete’s pups were not only in great demand, but they ended up with loving owners.



As I always like to say, “The more you learn, the more you’ll earn,” so remember:

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