

Secret #9

Protect Your Reputation

SECRET #9 It takes years to build a reputation but only minutes to ruin it.

The next secret is all about what other people think about you.

One of the best things a business can do for success is gain a good reputation. Managers of businesses spend a lot of time winning over customers, employees, owners, and the community. They realize that a good business reputation is something that takes years to build—but they also know it can also be ruined in a minute!



Building a good reputation is important in life as well. The best thing you can do for yourself is to build a reputation for being kind, generous, and thoughtful to others. Make sure that you act as if everything you say, the things you do, and how you treat others could be posted on the Internet for the whole world to see.

So remember: A good reputation is the greatest thing to build over your lifetime—and make sure to never do anything to harm it in any way.



The secret about one's reputation made a big impression on the *Secret Millionaires Club* kids when they traveled to Scotland to help the owners of an old hotel, MCALLISTER CASTLE. The owners were losing customers because rumors had spread that a ghost was haunting the castle!

The ghost stories got started because of strange sounds and sightings at the castle. Fortunately, Radley, Starty, Lisa, Jones, and Elena weren't afraid to investigate, so they spent a night in the hotel.



After a few funny scares, our heroes realized there was a simple, logical explanation for every scary sight and sound at the castle. But when they showed our proof to the neighbors and unhappy hotel customers, they weren't convinced.



So to solve the hotel's financial problem, and attract a different set of customers, *Secret Millionaires Club* came up with the idea to advertise the castle as a creepy old place. In other words, they decided to play up the hotel's *reputation*.

Well, their idea worked, and new customers came from all over the world to spend time in a scary old castle—proving the power of one's reputation!



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

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