

Jeff Kreisler's

# Get Rich Cheating



NO ETHICS NECESSARY!

RECESSION-PROOF SCAMS!

FUN WITH FRAUD!

THE CROOKED PATH  
TO EASY STREET

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# Get Rich Cheating



THE *CR<sup>0</sup>OKED* PATH TO EASY STREET

Jeff Kreisler

 HarperCollins e-books

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*To money, the root of all good*

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## Introduction

**Y**ou are poor. No matter what you do, where you live, whom you love, or even how much money you have, you are poor. Very poor. Poor, poor, *poor*.

You've lost your home, your 401k, your pension, your thirty-five-inch high-def plasma TV-Xbox-iPhone-SUV, and your will to live. You need more money. You *want* more money. Badly. *Now*.

But we're in a "financial crisis," a "recession," a "serious bummer." Things are bad: markets have collapsed, banks have folded, and Britney's staged another comeback. *Mercy!* How can you possibly get all the money you want in these tough times?

You need help. You need hope. You need to cheat.

Even now, there are tons of cheaters making gigantic fortunes. *Million-dollar* contracts! *Billion-dollar* bonuses! *Trillion-dollar* bailouts! Some get suspended, fired, or arrested and *still* pull down six, seven, eight figures while awaiting trial in their Manhattan penthouses. How do they do it? They cheat. Look at inspiring examples like Barry Bonds, Paris Hilton, Rod Blagojevich, and corporate cheaters like Ken Lay, Bernie Madoff, Fannie Mae, AIG, and the omni-businesswoman extraor-

dinaire, your friend and mine, the iconic Caucasian American female entrepreneur, Martha Stewart, a.k.a. White Oprah!

Until now, you thought of people like them as “corporate criminals,” “juiced athletes,” “spoiled stars,” or “scumbag politicians.” From this moment forward, you’ll revere them as “Great Cheaters.” Don’t you want to be like them? To have their money, respect, and power? They Got Rich Cheating. You can too. This book will show you how.

*Get Rich Cheating* offers practical advice for the aspiring cheat. In the pages that follow, you’ll uncover the secret methods of the Great Cheaters. By the end, you’ll have gathered all their proven wealth-creation techniques. There will be facts, figures, exaggerations, examples, suggestions, and a few pretty pictures. You’ll learn, you’ll laugh, you’ll cry, you’ll gasp in horror, but most of all you *will* Get Rich Cheating.

By just picking up this book, you’ve already done more than most people dare. Congratulations, my new friend. This moment will change your life. Embrace it, savor it, and inhale deeply the musk of your impending wealth.

Let’s Get Rich Cheating.

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## How to Use This Book

Part I, *Why Cheat?*, introduces the idea of cheating for wealth, its history, its benefits, and why this is the perfect time and the perfect place to be a cheater.

Part II, *How to Cheat*, presents awesome ideas from the Great Cheaters, as well as examples, commentary, suggestions, and scenarios. Learn from them and copy them. The Feds would never think you'd be that dumb.

Part III, *What If You're Caught?*, explains that even if you follow the advice in Part II—well, *especially* if you follow that advice—there's a slight chance you might get caught. What then? How do you prepare, whom do you bribe, what do you wear? If worse comes to worst, there's always faking death and vacationing with Elvis and Jimmy Hoffa.

It's tragic when a CEO, ballplayer, politician, or starlet simply retires without controversy, when companies remain solvent, communities happy, investors satisfied, and the Feds unconcerned. Opportunity has been wasted. Great Cheaters avoid this waste and turn circumstance into fortune. You'll read about their experiences, in their own distorted words, in a series of *Succes\$tories*, *In\$pirations*, and *Le\$\$ons*. Go ahead, write those down. They're trademarked, so every time you use them, you owe me a dollar.



*What this book is not:* It's not another get-rich-quick scam. If you're looking for an elusive, impossible, overnight fortune, look elsewhere. The techniques in this book will require months, even *weeks*, to pay off.

*Get Rich Cheating* will provide ideas; the execution is up to you. Fortune awaits—if you're serious about cheating. It's impossible for you to fail.\* So hitch your wagon to the Get Rich Cheating money train. Destination: You.

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\* Not a guarantee.

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## Part I

# Why Cheat?





## Why Not?

### And Why Not *You*?

Are the Great Cheaters better than you? *Of course not.* They just know one thing you don't: Cheating is the quickest, surest, most glorious path to everlasting wealth.

Have you ever cheated? On your expense report, your golf score, your wife? *Of course you have.* Why not get rich doing it?

Despite the "recession," there are still trillions of dollars flowing through the global economy. You can have some, but only if you take action. Ed McMahon's not going to show up at your door with a van full of balloons and a giant \$200 million novelty check. You've got to get off the couch, get yourself together, and Get Rich Cheating.

What are your current plans for building wealth? A job? Investments? The lottery? Waiting for Grandma to die? Stocks give you, maybe, a 10 percent return. A career? *Yeah, like anyone ever bought a yacht off a salary.* Even get-rich-quick real es-

tate schemes only promise, like, \$1 million in five years. *That's "rich" "quick"?* You might as well beg for change on the corner of Loser Street and Failure Lane.

Most of those schemes involve research, time, and effort. Get Rich Cheating is quicker, easier, and more fun. Instead of \$1 million in five years, how about \$500 million in *one* year, \$25 million to make a movie, or \$210 million to hit baseballs? With cheating, you'll get a 300 percent, 40,000 percent, 50 million percent return on your investment. *Guaranteed.\**

Why not cheat? Everyone's doing it: athletes, entertainers, politicians, and big-business executives. They use steroids, plastic surgery, lip-synching, accounting scams, backdoor deals, computerized voting machines, and more. They've all gone down the proven path of deceit, lies, and treachery that leads to money, fame, and glory. You can, too, and you can do it better than them. I'll help.



## CHEAT CHAT

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"Who are you?"

I get that a lot. Not long ago, I was just like you, an average guy, your neighborhood "Joe the Plumber," trying to make it big. I had all the prerequisites to acquire

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\* Not a guarantee.

wealth through a traditional career: I went to Princeton, I had a law degree (so when I say, “Trust me, I’m a lawyer,” you really should trust me . . . because I’m a lawyer), I had a friend who knew a guy at this place that did some stuff. I also lacked a desire to work hard, an ability to sacrifice, and any concept of morality or ethics. Fortunately, I needed none of those to Get Rich Cheating.

I diligently studied the exploits of the Great Cheaters. I learned how they made their millions: without skill, without grace, without integrity, and, above all, without anything but a simple desire to make themselves as wealthy as possible, and to do so before anyone realized what they’d done.

So who am I? I am a man who knows the way of the Great Cheater, and I will impart my knowledge to you. I am your teacher, guide, guru, and sensei, your cheerleader, champion, and number one fan. I am here to help you. Trust me, I’m a lawyer.

Cheating is defined by poor-people dictionaries as “deception by trickery, fraud, and dishonesty.” Not here. This is a safe place, without judgments or preconceived notions of “right” and “wrong.” Cheating is broadly defined by the Cheaters English Dictionary (CED) as “Awesome personal gain by means that are illegal, immoral, and fun.”

*“But Jeff, cheating seems wrong.”*

Does it, friend? Well, it's not wrong, nor is it "bad," nor will it send you to Hell. *It won't*. Wipe that idea right out of your head. That's just hippie talk, programmed into you by a weak culture that doesn't want *you* to succeed. Let me tell you, cheating is *great*, and doing it well will make you a *Great* Cheater. Sure, some Great Cheaters went to jail, but that's just a speed bump on the road to riches.

Let me dispel a myth right now: We're *not* "all in this together." There's no "we" in "rich." A rising tide may lift all boats, but only an inch or two. A geyser of focused cheating can blast *you* and *your* expensive boat to unimagined heights of ecstasy and wealth.

Why cheat? Simple: Money. Money. *Money*.

This is why you do it, why you're in the game. The minimum wage is \$6.55. *Per hour!* Do you realize how many hours you'd have to "work" to get as much money as you can cheat in a single day? A lot! Probably more than ten!

Work? *No, thank you.*

Cheat? *Yes, please.*

As you think about how much you should be earning, it's important to consider what the other cheaters around you earn. Your cash starts at their baseline because of a simple word that will change your life: "benchmark." Comparing earnings within your industry to establish your own pay. With benchmarking, your income doesn't have to do with competence or ability; it just has to do with what your peers get. For instance, the franchise tag in the NFL means a player gets the

average salary of the top five players at his position, MLB arbitration hearings compare similar players, and on and on. Who sets your pay? *Your peers*. Who sets their pay? *Their peers*. Who are their peers? *You*. Who sets your pay? *Your peers*. Like Elton John sang in *The Lion King*: It's the Circle of Wealth.



## CHEAT CHAT

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On benchmarking: Be jealous. If someone's making \$6 million, you should make \$7 million; you make \$7 million, they'll want \$8 million; they make \$8 million, you'll demand \$9 million; and so on, et cetera, *ad infinitum*. Call it "The Free Market" . . . because that sounds better than "Incestuous Self-Bidding."

Since it just takes one to set the standard, it's already pretty high. How high? Consider the take of some Great Cheaters in some cheating industries.

## Bidne\$\$

In the three years before Enron collapsed, twenty-nine executives made more than \$1 billion in stock sales. In 2007, the *average* CEO of an S&P 500 company made \$14.2 million



per year in total compensation. You're not average, you're a cheater. CEOs at companies *under investigation* earned 70 percent more than other CEOs.\* Considering what you're about to do, an "investigative raise" is guaranteed.

Remember that \$6.55 minimum wage? Henry Kravis of Kohlberg Kravis Roberts made \$450 million in 2006—that's \$1.3 million per day, over \$51,000 per hour. Richard Fuld earned \$45 million in 2007 while destroying Lehman Brothers. That's \$17,000 per hour. *Ahem. Which is better, minimum wage or cheating wage? Hmmm.*

If you've still got cold feet, look at this mostly true chart:

#### CEO TO AVERAGE WORKER SALARY RATIO

1980 — 42:1  
1990 — 85:1  
2000 — 531:1  
2050 — 140,000,000:1 (projected)

You don't want to be another worker bee. You want to be the queen bee, buzzing around a hive full of money.

#### \$ports

Barry Bonds has career earnings—from salary alone—of about \$188 million. Roger Clemens: around \$133 million. Mark McGwire: in the neighborhood of \$75 million. That's

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\* That was back in 2001. I'm *so totally sure* it's even better now.

a nice neighborhood, despite all the guys with gigantic heads.

If you just cheat into the big leagues, you'll do okay, too. The average salary of an NFL player is just over \$2 million. The *minimum* is between \$285,000 and \$820,000, depending on how long you've cheated, a.k.a. "been in the pros." The MLB minimum is \$400,000, and the *average* salary is over \$3 million. The NBA minimum ranges from \$400,000 to \$1.3 million, and the average in Hoopsville is \$5.8 million. That's a lot of palimony checks.

College sports pay well, too . . . *for coaches*. College football: \$950,000 plus perks. Basketball: \$800,000 and up. Oklahoma's Mike Stoops got \$6 million in one year. Considering he's following in the Great Cheater footsteps of Barry Switzer, I'm sure he's earned every penny . . . the Get Rich Cheating way. All that money, just to coach "football," or what the British call "sweet racket!"

The best thing about getting rich college-coach style is that your players do all the work for you. You get loaded off of their blood, sweat, and years. They get nothing—no back-end deals, performance bonuses, or speaker fees. They have to show up and work every day for free because they're getting a "university degree." *Ha!* When was the last time someone bought tickets on a Russian spaceship with a "degree?" Coaches 1, Athletes 0.

## Show Bu\$iness

Entertainers make money hand over fist over fake boob over casting couch. There's the endorsement bonanza, from Celine Dion's fourteen million Chrysler dollars to Catherine Zeta-Jones's \$20 million from T-Mobile to the guy who played Screech on *Saved by the Bell* getting fifty bucks from me to please, please go away.

Then there's the "regular" pay a cheater makes in showbiz. Lindsay Lohan has a \$7.5 million salary; Paris Hilton makes upwards of \$15 million for TV, movies, modeling, and personal appearances; Britney Spears made tens of millions on tour; the cast of *Friends* pulled in \$1 million per drivel-filled episode; Paul McCartney is worth about \$1 billion; and stars from Tom Cruise to Julia Roberts to George Clooney make \$15, \$20, and \$25 million just to appear in a single movie.

Keep in mind that while, technically, these folks are "working," their "jobs" entail very little—*smile, repeat these words, don't get hit by a truck*—and so get filed under cheating. The question you should be asking is not, "*Why do we call these celebrities cheaters?*" but "*Why don't I have a head shot?*"

## Politic\$

Becoming an elected official gets you not just decent pay, but great retirement benefits, consulting and speaker fees, and the right of *prima noctis* in much of the South. George W. Bush got himself \$400,000 a year in salary while "working" as president. Once out of office, he joined the likes of Bill Clinton and the elder Bush in pulling in million-dollar tax-

payer-funded retirement payments, even though most former presidents were rich before they came into office. The rich get richer, the cheats get cheater.

Bill and Hillary Clinton earned \$109 million in 2007, mostly from books, speaker fees, and the residual payments from that “vast right-wing conspiracy.” Rudy Giuliani, the former mayor of New York, made \$9.2 million on a speaking tour in 2006 and 2007. Speaking about what? Who cares? The man’s getting paid big bucks to flap his gums for forty minutes. Need I say more?

That’s just a few elected officials. We haven’t even touched upon the money earned by lobbyists, contractors, call girls, and others connected to cheating politicians. There’s so much money to cheat in politics, they even have a name for it: the Federal Budget.



Still not sold on the idea that cheating is the right path for you? Just remember that money buys everything. It’s still a gilded age, with VIP lounges, admirals’ clubs, first class, bottle service, and gated communities on every corner. Possession is nine-tenths of the law, and, according to TV, *possessions* are nine-tenths of our value as human beings. Your worth is tied to your wealth, your being based upon your bling. Whoever dies with the most stuff wins.

When you Get Rich Cheating, your material possessions have extra value. They’ll be infused with an element of dan-

ger because of the risks you took to get them. That bearskin rug you bought with proceeds from your steroid-aided, gold-medal-winning breakfast cereal sponsorship . . . *it could have killed you*. You're a cheater breaking the rules, a rebel living on the edge. You deserve the best. Don't think of your possessions as "things." Think of them as "loot," or "booty," or "*ill-gotten* booty" from your pirate adventures on deceitful seas.

Frankly, when you Get Rich Cheating, you have a *duty* to flaunt your success, an obligation to those who adore you. The Little Leaguers, five-year-old beauty queens, high school class presidents, and momma's-basement-bound day traders with a precarious grasp on hope. Great Cheaters are their heroes, the rock stars of the twenty-first century. When you Get Rich Cheating, your devotees will follow your financial expenditures the way fans in days gone by followed the box scores of Mantle and Mays. Your admirers will even make excuses *for you*, like San Franciscans do for Barry Bonds. You'll be their star, and you'll have to live up to that every day. Excess will be your burden.

**In\$piration:** *"It's the type of lifestyle that's difficult to turn on and off like a spigot."*

—Ken Lay, testifying before a jury\*

Think about your fans, the little kids who spend hours in front of a mirror, pretending to inject a needle into their buttocks, stuffing their bra, taking bribes from their siblings,

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\* Really.

practicing their “who me?” face, and dreaming of initiating a mass layoff. Keep your eyes on the prize: money and the things it will buy. Smother yourself in stuff.

Previous cheaters have done plenty with their money. *I bet you can do better.*

- **Dennis Kozlowski:** A \$6,000 shower curtain? *Amateur. For you, a \$6,000 loofah.*
- **Same guy:** A \$2 million birthday party for his wife on Sardinia. *You can spend that much on the invitations.*
- **Still Koz:** \$15,000 on an umbrella stand shaped like a French poodle. *Couldn't he afford to train real poodles to hold his rainwear?*
- **P. Diddy** has a million-dollar watch. *If he were really rich, he wouldn't have to be on time.*
- **Conrad Black** spent \$9 million of Hollinger's funds to purchase FDR's presidential papers, *because he didn't have the nerve to buy Truman's.*
- **Lil' Kim** has a coat made of squirrel and chinchilla. *Because "Lil'" refers to her spending imagination: She couldn't find an endangered species to relieve of its heavy winter jacket?*
- **Stephen Hilbert** of Conseco built a replica of Indiana University's Assembly Hall basketball court. *Hello? What about cloning the school's best players to re-create exciting games?*

You've probably got your own ideas about what you need,

what you want, what you might get. Here's a short list of suggested purchases, inspired by the Great Cheaters:

Houses. Everywhere.  
Servants with British accents  
The love of a good woman  
The love of several mediocre women  
The NYC mayor's office  
The Sharper Image catalog, pages 2–74  
Yes-men  
Yes-women  
Yes, the band  
Dodo-bird filet  
Fabergé Egg omelets  
White rhino soufflé  
Statues, plaques, honorary degrees  
Adjunct professorships  
Oral Roberts University  
The Oakland Raiders  
A pony

As you can see, money has its upside. It's not just for rent and food and alimony anymore. Sometimes it's for fun. So go on already—Get Rich Cheating. If you cheat yourself enough money, you'll live forever. Just ask Ted Turner.

## A Brief History of Cheating

### From Eve to Enron

There is a grand, historic tradition of cheating for riches. After all, the “oldest profession” is based upon man’s desire to cheat on one woman, and another woman’s desire to profit from that infidelity. Seems like a fair trade.

From the dawn of time to the instant we’re engulfed by the flames of an angry sun, cheating has and will provide mankind with everything it needs. Do not fear, aspiring cheat. Your actions are not without precedent, and you are not without guidance. As you embark upon your noble quest to Get Rich Cheating, remember that you “stand on the shoulders of giants.” *If you just bend down, you can steal their ideas.*

Date	Great Moment in Cheating
<b>DARKNESS</b>	The Lord creates Heaven and Earth. Works six days, submits invoice for seven.
<b>THURSDAY, BC</b>	Serpent removes Adam and Eve from the board of Eden Industries with apple-based poison pill.



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