

A close-up photograph of the front of a classic car, likely a Cadillac. The image shows the dual round headlights, the chrome grille with vertical slats, and the chrome bumper. The car's body is a light color, possibly silver or white, and the lighting is warm, highlighting the metallic surfaces.

Modeling Masters: How The Best Made Their First Million

- **Heroes From The Past**
- **Modern Empire Builders**
- **High Tech Gurus**
- **Breaking The Glass Ceiling**
- **Black Moguls**
- **Summary**

Modeling Masters: Playboy, McDonalds, Toys "R" Us – September 25, 2003



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Company of Your Dreams!"

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"The Surest Path To
Success Is Copying The
Winning Strategies Of Other
Successful Entrepreneurs."

- Evan Carmichael

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Hugh Hefner of Playboy Enterprises

- Early Passion - School newspaper, Shudder
- Experienced – Copywriter, Esquire
- Determination - Couldn't get funding, \$600, printer credit, Thumbed nose at restrictions
- Boldness - Naked women, Marilyn!

Ray Kroc of McDonalds

- Hard Work Ethic - Lemonade stand, Red Cross
- Scouted Opportunities – Multimixer, McDonalds, Big Mac, Filet-O-Fish, Egg McMuffin
- Built A System – Franchises, 75 pg. manual, Hamburger U,
- Salesmanship - McDonalds brothers, Chicago showcase, Brand recognition

Charles Lazarus, Founder of Toys "R" Us

- Flexibility - Started from scratch, Jumped into toys
- Branding - Selection & price, Simon discounts
- Risk Taking - Seasonal shopping, TV medium, Restructure post Interstate
- Listen To Customers - WWII → baby shop, Toys with crib, Brand recognition