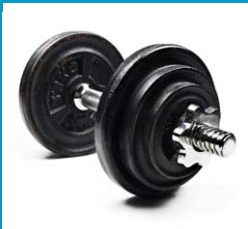


# LESSONS WE CAN LEARN FROM ARNOLD SCHWARZENEGGER

BY JAMIE McINTYRE

THIS BOOK REPRESENTS THE AUTHORS VIEW WITHOUT ANY OFFICIAL CONNECTION TO ARNOLD SCHWARZENEGGER



**LESSONS WE CAN  
LEARN FROM  
ARNOLD  
SCHWARZENEGGER**

By Jamie McIntyre

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## Foreword

I have had the good fortune to study, meet and learn from some amazing individuals in my 20 year search for the answer to an overriding question: Why is it that people can grow up in the same country, have the same opportunities, even the same family, go to similar schools and live in the same economy, yet some individuals can excel and outperform financially, while others, often capable and intelligent people, fail miserably in life?

The search for the answers to this question has led me to seek outstanding role models and find extraordinary mentors that have helped shape my life and enabled me to outperform in many areas of my life including business and investing.

Modelling a billionaire won't exactly guarantee you will become a billionaire, but it could just be enough to make you a millionaire many times over if you so desire.

I've found that true in my own life.

It was this desire to always learn and improve that led me to study and observe Arnold Schwarzenegger, arguably one of the most successful people at achieving the goals they set for themselves.

Arnold's success across business, films and politics has made him one of the world's wealthiest celebrities with a net worth currently close to \$344 million.

With this book, *Lessons We Can Learn From Arnold Schwarzenegger*, my goal has been to empower you to excel to greater heights in whichever area your dreams lie, whether it be investing, entrepreneurship or even celebrity stardom!

These lessons, although at times simplistic, are incredibly powerful. I know these lessons have helped me achieve my goals.

Most importantly, these lessons are proven by the success of Arnold as one of the most well recognised figures in the world.

These lessons are from someone with a Ph.D. in results - not theory. They are real life business and psychology lessons that should be taught at business school and to corporations worldwide. Other bodybuilders may have been almost as good as Arnold, but as he will readily admit, it is his approach to mentally winning that has made all the difference in his life. Arnold always envisioned success and winning as well as achieving his goals.



By developing a simple mindset for success he soon realised that this could be applied to any area of life that he wished.

Many have succeeded in one field say business, sports, or politics, Hollywood or investing. But has anyone ever succeeded in all areas? This is what makes Arnold's achievements stand out from almost anyone else on the planet. He had the audacity to create a master plan that would have him achieve all this well before any of it seemed even a remote possibility. That takes courage, conviction and a willingness to do whatever it takes to make it happen. Something extraordinary, successful people can do but few, if any, have done in so many diversified careers as well as Arnold.

If you have an entrepreneurial streak, then this book is an absolute must. Did you know that Arnold made his first million not from Hollywood but in business? Starting with a foray into bricklaying, Arnold's ventures expanded across fitness, real estate, restaurants, shopping malls and video games.

Ironically Arnold's action figure image is synonymous with his approach to life - he is a man of action both on and off the filmset. In the first few hours, after being elected as California's Governor, he implemented one his key campaign promises to repeal an increase in vehicle registration fees. As a politician he didn't want to get caught up in bureaucracy.

In Arnold's own words, "People ask me all the time, they say to me, 'What is the secret to success?' And I give them the short version, I say, "*Number one, come to America. Number two, work your butt off. And number three, marry a Kennedy.*" On a more serious note, according to Arnold, "*You only need to sleep six hours and then you have 18 hours left, and there are a lot of things you can accomplish. Early to bed, early to rise, work like hell and advertise.*"

Arnold never let a 'knock back' keep him back. Hollywood initially told him that his body was 'too weird', that he had a funny accent and his name was too long! All these things Arnold just turned to his advantage, convincing studio moguls that his physique was 'money in the bank.' He later became Hollywood's biggest star literally and figuratively, commanding \$30 million for *Terminator 3*.

These lessons demonstrate that a positive mindset can achieve great things. A book such as this provides the opportunity to distill the knowledge

## Lessons We Can Learn From Arnold Schwarzenegger

often locked up in the minds of those that achieve great success like Arnold Schwarzenegger.

I trust you will enjoy these lessons from one the world's most iconic, charismatic, hilarious and ambitious millionaires, who has already left an undeniable mark upon the world and created a legend that will outlive the man himself.

Jamie McIntyre, January 2013

**1.**

# **ARNIE'S EARLY LIFE**

“My goals in life were to move to America, become an actor, and marry a Kennedy.”

**Arnold Schwarzenegger**

## Lessons We Can Learn From Arnold Schwarzenegger

Arnold Schwarzenegger (Arnie) epitomizes the boy from a tough and poor background with little education who succeeded beyond his wildest dreams in sport (bodybuilding), movies, business and politics to become a multi-millionaire; at the same time becoming one of the most recognizable and charismatic people on earth.

Literally larger than life with a raw charisma, Arnie is without any doubt one of the biggest stars Hollywood has ever known. He is also the proof that anybody with a dream and a lot of perseverance can achieve incredible success in multiple fields.

At one stage Arnie was, literally and figuratively, the biggest celebrity in the world for a 15 year stretch beginning in 1982. His movies have collectively made over \$4 billion worldwide, which means Arnie has generated more than \$9 million for every word of spoken dialogue he has delivered on film.

He was a leading force in creating mainstream acceptance for bodybuilding contests and the industry that surrounds it.

In 2002 *LA Weekly* claimed Arnie was the most famous immigrant in America, who “overcame a thick Austrian accent and transcended the unlikely background of bodybuilding to become the biggest movie star in the world in the 1990s.”

One interviewer wrote, “His absolute, profound lack of ambivalence, is crucial to his appeal.”

“Arnold’s confidence is not surprising if you consider what he’s accomplished,” says Paul Verhoeven, the director of *Total Recall*. “After all, he did what seemed impossible. He was not a logical choice for fame. But Arnold’s drive and his charm made him different. It made him a star.”

He is an Austrian and American former professional bodybuilder, actor, businessman, investor and politician. He served as the 38th Governor of California from 2003 until 2011.

Arnie began weight training at the age of 15 and he won the Mr. Universe title at age 20, then went on to win the Mr. Olympia contest seven times. He was nicknamed the “Austrian Oak” and the “Styrian Oak” in his bodybuilding days. He has remained a prominent presence in bodybuilding and has written many books and articles on the sport.

Arnie gained worldwide fame as a Hollywood action film icon. Hampered by his impossible name and thick accent, success eluded Arnie for many years. It was not until he found the tailor-made role of *Conan* that he truly came into his own as a performer.

A succession of over-the-top action films made him an international box office star. By alternating violent action films with lighter, comedic fare, he solidified his position as one of the most popular movie stars in the world.

His deadpan, throwaway, line from one his movies, "*I'll be back*", is now part of movie folk lore and most people recognize where the catchphrase originated - his 1984 movie *The Terminator*. He would later say the line, or variants of it, in numerous subsequent films throughout his career.

*The Terminator* became incredibly successful worldwide, and began one of the most profitable film franchises in history.

Arnie has since used the phrase during public speeches as part of his career as the governor of the U.S. state of California.

Arnie is also associated with the catchphrase, "*Hasta la vista, baby*" from his title character in the 1991 science fiction thriller film *Terminator 2: Judgment Day*. The use of the term "*Hasta la vista, baby*" in this movie immortalized it as a worldwide popular catchphrase.

During the 1992 Republican primaries, Pat Buchanan challenged President George H. W. Bush for the nomination. Arnie joined George Bush in New Hampshire and urged voters to send Pat Buchanan a message: "*Hasta la vista, baby.*"

As a result of his movie stardom Arnie has been nicknamed and identified as 'The Terminator' and upon his entry into politics, 'The Governor'.

The Guinness Book of World Records named Arnie, "the most perfectly developed man in the history of the world."

His childhood friends claim Arnie often said his goals in life were to move to America, become an actor and marry a Kennedy. He has accomplished all three with great aplomb and personal success.

Arnie was born on July 30, 1947, in Thal, Austria, a small village bordering the Styrian capital Graz, and was christened Arnold Alois Schwarzenegger.

His parents were the local police chief, Gustav Schwarzenegger (1907–72), and Aurelia (née Jadrny; 1922–1998). Gustav served in World War II, after he voluntarily applied to join the Nazi Party in 1938. Gustav served with the

## Lessons We Can Learn From Arnold Schwarzenegger

German Army as a *Hauptfeldwebel* of the *Feldgendarmarie* and was discharged in 1943 after contracting malaria.

They were married on October 20, 1945 – Gustav was 38, and Aurelia was a 23-year-old widow with a son, Meinhard. According to Arnie, both of his parents were very strict: “Back then in Austria it was a very different world, if we did something bad or we disobeyed our parents, the rod was not spared.” He grew up in a Roman Catholic family who attended Mass every Sunday.

Gustav had a preference for his stepson Meinhard, over his son, Arnold. His favoritism was “strong and blatant,” which stemmed from unfounded suspicion that Arnold was not his biological child.

Arnie says his father had “no patience for listening or understanding your problems.” He apparently had a good relationship with his mother and kept in touch with her until her death.

In later life, Arnie commissioned the Simon Wiesenthal Center to research his father's wartime record, which came up with no evidence of atrocities despite Gustav's membership in the Nazi Party and SA. Arnie's father's background received wide press attention during the 2003 California recall campaign.

At school, Arnie was apparently in the middle but stood out for his “cheerful, good-humored and exuberant” character. Money was a problem in their household; Arnie recalled that one of the highlights of his youth was when the family bought a refrigerator.

As a boy, Arnie played several sports, heavily influenced by his father. Arnie says, “I actually started weight training when I was 15, but I'd been participating in sports, like soccer, for years, so I felt that although I was slim, I was well-developed, at least enough so that I could start going to the gym and start Olympic lifting.”

At 14, he started an intensive training program and studied psychology at 15 to learn more about the power of mind over body. At 17 he officially started his competitive career.

During a speech in 2001, he said, “My own plan formed when I was 14 years old. My father had wanted me to be a police officer like he was. My mother wanted me to go to trade school.”

Arnie became a regular visitor of a gym in Graz, where he also went to the local movie theaters to see his bodybuilding idols such as Reg Park, Steve

Reeves and Johnny Weissmuller on the big screen. "I was inspired by individuals like Reg Park and Steve Reeves."

After he had started lifting weights as a teenager, he noticed that his body was becoming disproportionate. His arms, shoulders and chest were developing nicely, but his calves and lower legs weren't coming along as he wanted.

To motivate himself to work harder on his calves, Arnie cut off all of his trousers at the knee. Walking around like that, people would look at, and maybe even laugh at, the big man with 'chicken' legs. It worked.

When Reeves died in 2000, Arnie fondly remembered him: "As a teenager, I grew up with Steve Reeves. His remarkable accomplishments allowed me a sense of what was possible, when others around me didn't always understand my dreams ... Steve Reeves has been part of everything I've ever been fortunate enough to achieve." In 1961, Arnie met former Mr. Austria Kurt Marnul, who invited him to train at the gym in Graz.

He was so dedicated as a youngster that he broke into the local gym on weekends, when it was usually closed, so that he could train. "It would make me sick to miss a workout ... I knew I couldn't look at myself in the mirror the next morning if I didn't do it."

When Arnie was asked about his first movie experience as a boy, he replied, "I was very young, but I remember my father taking me to the Austrian theaters and seeing some newsreels. The first real movie I saw, that I distinctly remember, was a John Wayne movie."

In 1971, his brother Meinhard died in a car accident. Meinhard had been drinking and was killed instantly. Arnie did not attend his funeral. Meinhard was due to marry Erika Knapp, and the couple had a three-year-old son, Patrick. Arnie paid for Patrick's education and helped him immigrate to the United States. Gustav died the following year from a stroke.

In *Pumping Iron*, Arnie claimed that he did not attend his father's funeral because he was training for a bodybuilding contest.

Later, he and the film's producer said this story was taken from another bodybuilder for the purpose of showing the extremes that some would go to for their sport and to make Arnie's image colder and machine-like in order to fan controversy for the film.

In an interview with *Fortune* in 2004, Arnie told how he suffered what "would now be called child abuse" at the hands of his father: "My hair was

## Lessons We Can Learn From Arnold Schwarzenegger

pulled. I was hit with belts. So was the kid next door. It was just the way it was. Many of the children I've seen were broken by their parents, which was the German-Austrian mentality.

"They didn't want to create an individual. It was all about conforming. I was one who did not conform, and whose will could not be broken. Therefore, I became a rebel. Every time I got hit, and every time someone said, 'you can't do this,' I said, 'this is not going to be for much longer, because I'm going to move out of here. I want to be rich. I want to be somebody.'"

Arnie was born with a bicuspid aortic valve, an aortic valve with only two leaflets (a normal aortic valve has three leaflets). In 1997 he opted for a replacement heart valve made of his own transplanted tissue.

Medical experts predicted he would require heart valve replacement surgery in the following two to eight years as his valve would progressively degrade. Arnie apparently opted against a mechanical valve, the only permanent solution available at the time of his surgery, because it would have sharply limited his physical activity and capacity to exercise.

"Arnie is a social kind of guy," says a friend. "But not in the sense that he's a social climber. He's just outgoing. He likes it when there are lots of people around - that's why he likes the gym and the Shrivvers so much. He's prone to a kind of convivial camaraderie."

Arnie had dreamed of moving to the U.S. since the age of 10, and saw bodybuilding as the avenue through which to do so. He realized his dream by moving to the United States in September 1968 at the age of 21, speaking little English. "Naturally, when I came to this country, my accent was very bad, and my accent was also very strong, which was an obstacle as I began to pursue acting."

Arnie was so obsessed with coming to America, he tried translating his name into English, but it didn't really work. "Black corner" was the nearest he got, although "black plowman," he says, "would be closer."

In his first film, a B movie called Hercules, producers suggested he be billed as Arnold Strong, since no one could pronounce Schwarzenegger and it was too long for the movie poster. His accent was so thick they dubbed over him.

He trained at Gold's Gym in Venice, Los Angeles, California, under Joe Weider. From 1970 to 1974, one of Arnie's weight training partners was Ric Drasin, a professional wrestler.



Arnie also became good friends with professional wrestler "Superstar" Billy Graham. In 1970, at age 23, he captured his first Mr. Olympia title in New York, and would go on to win the title a total of seven times.

## Arnie's Persona

One commentator provided this tongue in cheek description of Arnie's persona.

"Note the Austrian accent. Some syllables are stretched out, and the r sound is generally absent. Hence the Ahhnold sound with the r dropped. When Arnold said his famous line 'I'll be back' in *Terminator*, it sounded more like 'All be bock.'

"Pay attention to the manliness of your voice. You must drop your voice considerably to do a proper Arnold imitation.

"Find a phrase that will stick with your friends, family or whomever you're trying to impress with your Arnold imitation. Arnold is famous for his one-liners, including 'Hasta la vista, baby!' in *Terminator 2*.

"Turn it up. Arnold is not a low-talker. When he speaks, it's more like a roar than a whisper.

"Be able to laugh at yourself. One of Arnie's gifts is the ability to put people at ease with his sense of humor that pokes fun at yourself.

"Flash a confident smile. Look at any picture of Arnold, and you'll notice his pearly whites that take over his face."

## Arnie and Astrology

Arnie is very much a typical Leo – strong and impressive, and someone who likes speculative ventures, lavish living, pageantry, grandeur, children and drama. His father was a policeman and perhaps he got his strength and determination from him.

His chart shows us that not only does he have his Sun (inner character) conjunct determined Saturn/Pluto in dazzling Leo, but this life-force is in dynamic square aspect to his Moon (emotional personality; the public) in ambitious Capricorn.

He has creative, nurturing Cancer rising, so he is at heart a family man, as well as a brilliant performer and canny, ambitious businessman, with a strong political drive.

## Lessons We Can Learn From Arnold Schwarzenegger

The Leo type is the most dominant, spontaneously creative and extrovert of all the zodiac characters.

They are ambitious, courageous, dominant, strong willed, positive, independent and self-confident, there is no such a word as doubt in their vocabularies, as well as being self-controlled. Born leaders, either in support of, or in revolt against, the *status quo*.

They are at their most effective when in a position of command, their personal magnetism and innate courtesy of mind bringing out the best of loyalty from subordinates.

Leos think and act bigger than others would normally dare; the ambitiousness of their schemes and idealism sometimes daunt their followers, their practical hardheadedness and ability to go straight to the heart of any problem reassures those who depend on them. If Leos meet with setbacks they thrive on the adversity.

On the whole Leos are powers for good, as they are strongly idealistic, humane and beneficent. They have powerful intelligence and are of a broad philosophical, sometimes religious, turn of mind.

The faults of Leos can be as large in scale as their virtues, and an excessively negative Leo can be one of the most unpleasant human beings imaginable, displaying extreme arrogance, autocratic pride, haughtiness and excessive hastiness of temper.

Leos have a passion for luxury, a lust for power, unlimited sexual lust and emotional indulgence. From this a character emerges that no one would want to know either in public or private life.

In professional life they do well at any vocation at which there is room at the top. As politicians they are content with nothing less than a powerful position in government. In business they may be the chairman of their company's board, or at least directors or managers.

Leos are excellent organizers and overseers, often laying the groundwork for new projects. If from the artisan ranks of society they will aspire to become the boss, partly because they are ambitious by nature, partly because they dislike manual labor, preferring to take charge of others doing it.

Artistic Leos can become stars of stage or screen (their bent is serious rather than light drama), maestros as musicians where they will gravitate toward the grand instruments or activities, such as the organ or conducting

of orchestras and as painters; anything grand in conception and scale appeals to them. Leo women make exceptionally good welfare workers.

In his or her relations with others the Leo type is open, sincere, genuine and trusting. Outgoing, spontaneously warm hearted and plain spoken, though never lacking in kindness, Leos are more disillusioned than the average if let down by those they trust.

They are not good judges of character and are inclined to favoritism and an exaggerated faith in their followers which too often ends in disappointment.

Leos have a strong sex drive and are so attracted to the opposite sex that they find it hard to be constant; they can be so intensely sexual as to become dissolute. They may have numerous love affairs for their love of pleasure and beauty is liable to drive them from one attractive partner to another. They are very much inclined to deceive.

Their marriages may fail for the same reason, yet they are sincere and generous to their lovers while love lasts, and will remain attached to their homes so long as it is run for their benefit.

## **Marriage**

Arnie met television journalist and niece of President John F. Kennedy Maria Shriver at the Robert F. Kennedy Tennis Tournament in August 1977. He subsequently married her on April 26, 1986, at St. Francis Xavier Catholic Church in Hyannis, Massachusetts.

Wedding guests included Maria's uncle, the late Ted Kennedy, iconic artist Andy Warhol, Diane Sawyer, the late John F. Kennedy, Jr. and his mother, Jacqueline Kennedy Onassis.

They have four children: Katherine, Christina, Patrick and Christopher, while owning vacation homes in Sun Valley, Idaho and Hyannis Port, Massachusetts.

Maria Shriver is a well known TV personality, news co-anchor and producer in her own right. As executive producer of *The Alzheimer's Project*, Shriver earned two Emmy Awards and an Academy of Television Arts & Sciences award for developing a "television show with a conscience".

In May 2011 Shriver and Arnie separated after 25 years of marriage, with Shriver moving out of the couple's 1,000-square-meter home Brentwood mansion. In May 2011, the *Los Angeles Times* revealed that Schwarzenegger had fathered a son more than fourteen years earlier with an employee in their household, Mildred Patricia 'Patty' Baena.

Shriver has purchased a new home nearby so that the children may travel easily between their parents' homes. They will share custody of the two minor children.

Arnie had a well documented love life before and during his marriage which I will refrain from discussing in this book as this book is intended to highlight Arnie's successes and how others can benefit and learn from Arnie.

### **Arnie's Mental Approach**

Arnie had a strong mental approach to life from an early age. He knew that using the mind was very important and that's why he achieved and conquered every obstacle.

The mind is more important than the body; your mind is what puts you on top, "The mind is the limit. As long as the mind can envision the fact that you can do something, you can do it, as long as you really believe 100 percent," Arnie said.

Physiologically speaking, repetitions of positive thinking will overpower the negative thoughts which will impress your subconscious mind and trigger it resulting to action; you must be very strong in keeping a positive mind to reach your goals!

Arnie envisioned his biceps as mountains; he would imagine what his body would look like and then set out to achieve it. He would do whatever it took. Arnie had will power that made him so successful in all his endeavors.

Arnie has always said that it is very important to visualize what you want to look like and then set a goal to achieve it. He cut out photos of his bodybuilding idol Reg Park and hung them in his bedroom.

Then he would visualize his chest becoming like Park's and achieve it, he would do whatever it takes. There is no maybe, you must be willing to reach the goal no matter what obstacles stand in the way.

# 2.

## **THE AUSTRALIAN OAK** **ARNIE AND BODY BUILDING**

“Participating in the competition meant so much to me that I didn’t carefully think through the consequences.”

**Arnold Schwarzenegger**

Arnie served in the Austrian Army in 1965 to fulfill the one year of service required at the time of all 18-year-old Austrian males. During his army service, he won the Junior Mr. Europe body building contest. He went AWOL during basic training so he could take part in the competition and spent a week in military prison: "Participating in the competition meant so much to me that I didn't carefully think through the consequences."

Arnie took his first plane trip in 1966 to attend the NABBA Mr. Universe competition in London, where he placed second, not having the muscle definition of the American winner Chester Yorton.

Charles "Wag" Bennett, one of the judges at the 1966 competition, was impressed with Arnie and he offered to coach him. Arnie had little money, so Bennett invited him to stay in his crowded family home above one of his two gyms in Forest Gate, London.

Yorton's leg definition had been judged superior, and Arnie, under a training program devised by Bennett, concentrated on improving the muscle definition and power in his legs. Staying in the East End of London also helped Arnie improve his rudimentary grasp of the English language.

Around the same time Arnie had the opportunity to meet childhood idol Reg Park, who became his friend and mentor. The training paid off and, in 1967, Arnie won the title for the first time, becoming the youngest ever Mr. Universe at the age of 20.

He would go on to win the title a further three times. Arnie then flew back to Munich, training for four to six hours daily, attending business school and working in a health club (Rolf Putzinger's gym where he worked and trained from 1966–1968), returning in 1968 to London to win his next Mr. Universe title. He frequently told Roger C. Field, a friend in Munich at that time, "I'm going to become the greatest actor!"

"The Mr. Universe title was my ticket to America – the land of opportunity, where I could become a star and get rich."

Until the early 1970's, bodybuilding had been viewed as a rather oddball sport, or even a misunderstood freak show by the general public. However two entrepreneurial Canadian brothers Ben and Joe Weider set about broadening the appeal of pumping iron and earning respect for the sport.

The Weider brothers used several methods to improve the marginal image of bodybuilding and promote their related fitness and supplement business. In 1971 they established the Mr. Olympia contest through the IFBB, using experts to judge bodybuilders' qualifications. At the same time, they discouraged such odd show tactics as demonstrations of bodybuilders biting through metal, which had helped create a bad reputation for bodybuilding.

In Los Angeles Joe Weider and Arnie helped each other. Arnie wrote articles about diet and training in *Muscle Builder*, while Weider reportedly helped the bodybuilder pursue an acting career. Weider also emphasized that women could benefit from bodybuilding. He featured women on the cover of his glossy *Muscle & Fitness* and in 1981 began publishing *Shape* magazine for the female audience.

Founded by Joe Welder, Weider Publications owned seven titles, including *Muscle & Fitness*, *Shape*, *Flex* and *Men's Fitness*. They were strong sellers, especially when Arnie posed for their covers, as he did more than 50 times, mostly for *Muscle & Fitness* and *Flex*.

Arnie also "penned" the Ask Arnold column, though it was no secret that it was written in-house. Although Arnie was not paid for his cover appearances, he was well rewarded by the publicity they bestowed on his gyms and the Arnold Classic bodybuilding competition held each year in Columbus, Ohio.

What better poster boy could the Weider brothers have to lead the charge than the amazing 'Austrian Oak! Over the next decade, beginning in 1970, Arnie dominated the sport of competitive bodybuilding winning five Mr. Universe titles and seven Mr. Olympia titles and, with them, he made himself a major sports icon.

Arnie generated a new international audience for bodybuilding. Gym memberships worldwide swelled by the tens of thousands and the Weider sports business empire flourished beyond belief and reached out to all corners of the globe.

### **Arnie's Winning Ways**

One of the first competitions he won was the Junior Mr. Europe contest in 1965. He won Mr. Europe the following year, at age 19. He would go on to compete in, and win, many bodybuilding contests. His bodybuilding victories included five Mr. Universe (4 – NABBA [England], 1 – IFBB [USA]) wins and

## Lessons We Can Learn From Arnold Schwarzenegger

seven Mr. Olympia wins, a record which would stand until Lee Haney won his eighth consecutive Mr. Olympia title in 1991.

During Arnie's early years in bodybuilding, he also competed in several Olympic weightlifting and powerlifting contests. He won two weightlifting contests in 1964 and 1965, as well as two powerlifting contests in 1966 and 1968.

In 1967, Arnie competed in and won the Munich stone-lifting contest, in which a stone weighing 508 German pounds (254 kg) is lifted between the legs while standing on two foot rests.

Arnie's goal was to become the greatest bodybuilder in the world, which meant becoming Mr. Olympia. His first attempt was in 1969, when he lost to three-time champion Sergio Oliva. Arnie came back in 1970 and won the competition, making him the youngest ever Mr. Olympia at the age of 23, a record he still holds to this day.

He continued his winning streak in the 1971-74 competitions. In 1975, Arnie was once again in top form, and won the title for the sixth consecutive time, beating Franco Columbu. After the 1975 Mr. Olympia contest, Arnie announced his retirement from professional bodybuilding.

Months before the 1975 Mr. Olympia contest, filmmakers George Butler and Robert Fiore persuaded Arnie to compete in order to film his training for the bodybuilding documentary called *Pumping Iron*.

Arnie had only three months to prepare for the competition, after losing significant weight to appear in the film *Stay Hungry* with Jeff Bridges. Lou Ferrigno proved not to be a threat, and a lighter-than-usual Arnie convincingly won the 1975 Mr. Olympia.

Arnie came out of retirement to compete in the 1980 Mr. Olympia. At the time Arnie was training for his role in *Conan*, and he was in such good shape because of the running, horseback riding and sword training that he decided he wanted to win the Mr. Olympia contest one last time. He kept this plan a secret, in the event that a training accident would prevent his entry and cause him to lose face.

Arnie had been hired to provide color commentary for network television, when he announced at the eleventh hour that while he was there: "Why not compete?" Arnie ended up winning the event with only seven weeks of preparation. After being declared Mr. Olympia for a seventh time, Arnie then officially retired from competition.



James Wolcott made these observations about Arnie and body building in 1997: "When he began drawing attention as a bodybuilder in the late 60s and early 70s, the sport couldn't have been more palookaville. Back then, the hunted, haunted look favored by joggers set the Christ-like tone of self-actualization.

"Bodybuilding was considered gross, gauche, and narcissistic, the bicycle-pump inflation of closeted sissy boys and steroid freaks to compensate for feelings of inferiority (i.e., small weenies). Such huge shoulders ... and such tiny briefs.

"Bodybuilding posedowns were held in halls fit for polka parties and bingo tournaments. Yet even in such rinky-dink areas, Schwarzenegger shone. He was a star before anyone knew who, or what, he was. His body-glow charisma suggested a core of radioactive material.

"It was clear from his words and bearing that Schwarzenegger didn't have an inferiority complex. If anything he had a superiority complex. Here was a man secure in his undies. He presented and paraded his structural perfection as his mission statement to mankind."

## **Arnie and Steroids**

Arnie has admitted to using performance-enhancing anabolic steroids while they were legal. In 1977 he wrote, "Steroids were helpful to me in maintaining muscle size while on a strict diet in preparation for a contest. I did not use them for muscle growth, but rather for muscle maintenance when cutting up." He has called the drugs 'tissue building.'

## **Arnie and Muhammad Ali**

According to Arnie, Muhammad Ali, "Challenged me to shove him against the wall if I could." When Arnie did, Ali suddenly understood the benefits of weightlifting. Another time, Ali asked Arnie to do it again, and again he wound up against the wall. "He didn't care about losing a pushing match. He just wanted to show his friends that resistance training worked," says Arnie.

## **Arnie's Legacy**

Arnie is considered among the most important figures in the history of bodybuilding, and his legacy is commemorated in the Arnold Classic annual bodybuilding competition.

He has remained a prominent face in the bodybuilding sport long after his retirement, in part because of his ownership of gyms and fitness magazines, and he has presided over numerous contests and awards shows.

Arnie wrote a monthly column for many years in the bodybuilding magazines *Muscle & Fitness* and *Flex*. Shortly after being elected Governor, he was appointed executive editor of both magazines, in a largely symbolic capacity.

The magazines agreed to donate \$250,000 a year to the Governor's various physical fitness initiatives. The magazine *MuscleMag International* has a monthly two-page article on him, and refers to him as 'The King'.

At his bodybuilding peak his chest was 145 centimeters, waist 86 centimeters, biceps 56 centimeters, thighs 72 centimeters, calves 50 centimeters and his competition weight was 107 kilograms (118 kilograms off-season).

Arnie continues to work out even today. When asked about his personal training during the 2011 Arnold Classic he said that he was still working out half an hour with weights every day.

Arnie has been involved with the Special Olympics for many years after they were founded by his ex-mother-in-law, Eunice Kennedy Shriver. In 2007, Arnie was the official spokesperson for the Special Olympics which were held in Shanghai, China.

He believes that quality school opportunities should be made available to children who might not normally be able to access them.

In 1995, he founded the Inner City Games Foundation (ICG) which provides cultural, educational and community enrichment programming to youth. ICG is active in 15 cities around the country and serves over 250,000 children in over 400 schools countrywide.

He has also been involved with After-School All-Stars (ASAS), and founded the Los Angeles branch in 2002. ASAS is an after school program provider, educating youth about health, fitness and nutrition.

On February 12, 2010, Arnie took part in the Vancouver Olympic Torch relay. He handed off the flame to the next runner, Sebastian Coe.

Arnie's home town of Graz had its soccer stadium named *The Arnold Schwarzenegger Stadium* in his honor. It is the home of both Grazer AK and Sturm Graz. After the Stanley Williams execution and street protests in Arnie's hometown, several local politicians began a campaign to remove his name from the stadium.

In response, Arnie said, "To spare the responsible politicians of the city of Graz further concern, I withdraw from them as of this day the right to use my name in association with the Liebenau Stadium." He set a deadline of two days to remove his name. Graz officials removed Arnie's name from the stadium in December 2005. It is now officially titled UPC-Arena.

The Sun Valley Resort has a short ski trail called *Arnold's Run*, named after Arnie in 2001. The trail is categorized as a black diamond, or most difficult, for its terrain.

People in Thal, Austria, celebrated Arnie's 60th birthday by throwing a party. Officials proclaimed "A Day for Arnold" on July 30, 2007. The mayor sent Arnie the enameled sign, Thal 145, the number of the house where Arnie was born, declaring "This belongs to him. No one here will ever be assigned that number again."

The Arnold Sports Festival, named after Arnie is the largest multi-sport event in the U.S. with more than 18,000 athletes competing in more than 45 sports and events, including 12 Olympic sports and attracts around 175,000 health and fitness enthusiasts and sports fans to Columbus, Ohio.

The event has grown each year since its inception in 1989 as the Arnold Classic, a one-day professional men's bodybuilding competition named in honor of its co-promoter Arnie. The annual sports and fitness celebration, which will celebrate its 25th anniversary in 2013, has grown into an international competition that draws athletes from more than 80 nations.

The 2012 event featured 700 booths of the latest in sports equipment, apparel and nutrition and a stage that hosts unique, non-stop competitions and entertainment.

The Arnold Sports Festival is a proving ground for aspiring athletes in a variety of Olympic sports, including archery, boxing, fencing, figure skating, gymnastics, judo, karate, running, table tennis, tae kwon do, track and field and weightlifting.

Co-promoter Jim Lorimer, who has partnered with Arnie since 1975 said, "We are very proud to provide the opportunity for 18,000 athletes, a majority

of them children, to compete at the largest multi-sport festival in the United States.”

### **Arnie Trivia**

In Arnie’s body building days, he once bench pressed as much as 450 pounds (240 kilograms) - almost twice his own weight.

Arnie has a college degree. After taking English classes at Santa Monica College in California, he earned a B.A. by correspondence from the University of Wisconsin-Superior, where he graduated in Business and International Economics, in 1979.

Arnie saved a man’s life while on vacation in Hawaii in 2004 by swimming into the sea to rescue him from drowning.

All of Arnie’s employees, including household staff, business associates, even his political team, sign contracts that prohibit them from discussing him or his family.

In October 2010 while California Governor, Arnie led a delegation of U.S. venture capitalists from Silicon Valley to Russia. The delegates visited the Skolkovo research hub and took part in the Global Innovation Partnership forum. They also met with the Russian leadership and businessmen from Moscow and Kazan.

Arnie collects mechanical watches worth tens of thousands of dollars.

Arnie told a newspaper that his tenure as governor of California cost him an estimated \$200 million as a result of lost income from endorsements and movies.

In March 2012, website **[www.richbutbroke.com](http://www.richbutbroke.com)**, claimed Arnie had 2,327,000 Twitter followers and 1,400,000 Facebook fans.

**3.**

# **THE TERMINATOR**

**ARNIE AT THE MOVIES**

“You have to be very careful to make pictures not just for yourself, but for the people.”

“Hasta la vista baby”.  
Arnold Schwarzenegger

In hindsight Arnie has delivered some of the best and most memorable one-liners in movie history, albeit with his heavy accent.

Arnie wanted to move from bodybuilding into acting, finally achieving it when he was chosen to play the role of Hercules in the 1970's movie *Hercules* in New York. Credited under the name "Arnold Strong," his accent in the film was so thick that his lines were dubbed after production.

His second film appearance was as a deaf mute hit-man for the mob in director Robert Altman's *The Long Goodbye* (1973), which was followed by a much more significant part in the film *Stay Hungry* (1976), for which he was awarded a Golden Globe for New Male Star of the Year.

Arnie has this to say about his early struggles in developing his acting career. "It was very difficult for me in the beginning – I was told by agents and casting people that my body was 'too weird', that I had a funny accent, and that my name was too long. You name it, and they told me I had to change it. Basically, everywhere I turned, I was told that I had no chance."

Arnie drew attention and boosted his profile in the bodybuilding film *Pumping Iron* (1977), elements of which were dramatized. In 1991, Arnie purchased the rights to the film, its out-takes and associated still photography.

Arnie auditioned for the title role of *The Incredible Hulk*, but did not win the role because of his height. Later, Lou Ferrigno got the part of Dr. David Banner's alter ego. Arnie appeared with Kirk Douglas and Ann-Margret in the 1979 comedy *The Villain*. In 1980 he starred in a biographical film of the 1950s actress Jayne Mansfield as Mansfield's husband, Mickey Hargitay.

Arnie's breakthrough film was the sword-and-sorcery epic *Conan the Barbarian* in 1982, which was a box-office hit. This was followed by a sequel, *Conan the Destroyer* in 1984, although it was not as successful as its predecessor. In 1983, he starred in the promotional video "Carnival in Rio".

James Cameron originally wanted Arnie for the role of Kyle Reese in *The Terminator* (1984), but after reading the script, Arnie asked Cameron to let him play the part of the Machine. Cameron replied "No, no! Reese is the star! He's the big hero! And the Terminator hardly has any lines!" but Arnold asked him to "trust me".

In 1984, he made the first of three appearances as the eponymous character and what some would say was the signature role in his acting career in director James Cameron's science fiction thriller film *The Terminator*. Following *The Terminator*, Arnie made *Red Sonja* in 1985.

During the 1980s, audiences had an appetite for action films, with both Arnie and Sylvester Stallone becoming international stars. Arnie's roles reflected his sense of humor, separating his roles from more serious action hero fare. His alternative-universe comedy/thriller *Last Action Hero* featured a poster of the movie *Terminator 2: Judgment Day* which, in the fictional alternate universe, had Sylvester Stallone as its star.

He made a number of successful films: *Commando* (1985), *Raw Deal* (1986), *The Running Man* (1987) and *Red Heat* (1988). In *Predator* (1987), another successful film, Arnie led a cast which included future Minnesota Governor Jesse Ventura (Ventura also appeared in *The Running Man* and *Batman & Robin* with Arnie) and future candidate for governor of Kentucky Sonny Landham.

*Twins* (1988), a comedy with Danny DeVito also proved successful. *Total Recall* (1990) netted Arnie \$10 million and 15% of the gross, and was a science fiction script directed by Paul Verhoeven, based on the Philip K. Dick short story, "We Can Remember It for You Wholesale". *Kindergarten Cop* (1990) reunited him with director Ivan Reitman, who directed him in *Twins*.

Arnie had a brief foray into directing, first with a 1990 episode of the TV series *Tales from the Crypt*, entitled "The Switch", and then with the 1992 telemovie *Christmas in Connecticut*. He has not directed since.

Arnie's commercial peak was his return as the title character in the 1991 *Terminator 2: Judgment Day*, which was the highest-grossing film of 1991. In 1993, the National Association of Theatre Owners named him the "International Star of the Decade."

His next film project, the 1993 self-aware action comedy spoof *Last Action Hero* was released opposite *Jurassic Park*, and did not do well at the box office. His next film, the comedy drama *True Lies* (1994) was a popular spy film, and saw Arnie reunited with James Cameron, appearing opposite Jamie Lee Curtis.

Arnie initially refused to star in *Terminator 3: Rise of the Machines* (2003) because James Cameron, who created the character and directed the first two films, would not be directing the third installment.

## Lessons We Can Learn From Arnold Schwarzenegger

Arnie tried to persuade Cameron to do the third film but Cameron declined and, feeling that the Terminator character was as much Arnold's as it was his own, Cameron advised Arnold to just do the third film and ask for a lot of money.

The comedy *Junior* was released in 1994, the last of his three collaborations with Ivan Reitman and again co-starring Danny DeVito and also for the second time featuring Pamela Reed. This film brought Arnie his second Golden Globe nomination, this time for Best Actor – Musical or Comedy.

It was followed by the action thriller *Eraser* (1996), the Christmas comedy *Jingle All The Way* (1996) with Arnie playing the main character, Howard Langston, and the comic book-based *Batman & Robin* (1997), where he played the villain Mr. Freeze. This was his final film before taking time to recuperate from a back injury. Following the critical failure of *Batman & Robin*, Arnie's film career and box office prominence went into decline.

He returned with the supernatural thriller *End of Days* (1999), later followed by the action films *The 6th Day* (2000) and *Collateral Damage* (2002) all of which failed to do well at the box office. In 2003, he made his third appearance as the title character in *Terminator 3: Rise of the Machines*, which went on to earn over \$150 million domestically.

In tribute to Arnie in 2002, Forum Stadtpark, a local cultural association, proposed plans to build a 25-meter tall *Terminator* statue in a park in central Graz. Arnie reportedly said he was flattered, but thought the money would be better spent on social projects and the Special Olympics.

His film appearances after becoming Governor of California include a 3-second cameo appearance in *The Rundown* (a.k.a., *Welcome to the Jungle*) with The Rock, and the 2004 remake of *Around the World in 80 Days*, where he appeared onscreen with action star Jackie Chan for the first time.

In 2005, he appeared as himself in the film *The Kid & I*. Arnie voiced Baron von Steuben in Episode 24 ("Valley Forge") of *Liberty's Kids*.

Arnie had been rumored to be appearing in *Terminator Salvation* as the original T-800 model, alongside Roland Kickinger. Arnie denied his involvement, but it was later revealed that although he would appear briefly he would not be shooting new footage, and his image would be inserted into the movie from stock footage of the first Terminator movie.

Arnie appeared in Sylvester Stallone's *The Expendables*, where he made a cameo appearance, in a scene alongside Stallone and Bruce Willis.



## Arnie, Hollywood and the Movie System

In 1997 James Wolcott made these observations about Hollywood, the movie system and Arnie: "Arnold reduced the art of the deal to words of one syllable. O.K., two syllables. Make movie. Sell movie. You come see movie. You happy, me happy.

"This is what makes Schwarzenegger unique—he's a jovial abstraction. His gladiatorial body straddles the arc from Greek myth to sci-fi. His iconic status derives from being so bold-outlined a presence that he can be teleported into the past (*Conan the Barbarian*) and the future (*Total Recall*) and look battle-ready in both sets of cartoon panels.

"In Annie Leibovitz's stunning shot of Arnold changing a tire on his Hummer, the all-terrain vehicle made famous in the Gulf War - he became the first civilian to purchase one - he resembles the comic-book character Sgt. Rock, a role it has long been rumored he will play.

"The definitive Schwarzenegger action roles are not those in which he is simply the biggest stack of pancakes on the screen, as in such thumping matches as *Raw Deal*, *Red Heat* and the recent *Eraser*, but those in which he is a cyborg figure, a hot-wired combination of sinew and circuitry (fulfilling Nietzsche's vision that, "The higher man is inhuman and superhuman"). In the *Terminator* movies, directed by James Cameron, especially in the megalithic *T2*, he's a trash compactor with attitude.

"His walk has a metronomic beat. When his is lit from above, shadows bleed over the cheekbones of his Rolleiflex head. His parting shots and catchphrases - what the critic Nigel Andrews calls "Arnoldspeak": "I'll be back," "Hasta la vista, baby" - sound like the bass notes of a witty computer, a butch HAL.

"Hence it's canny of Schwarzenegger to essay Mr. Freeze in *Batman & Robin*, not only because being a baddie offers a welcome break from the family fun frolics of *Jingle All the Way*, but also because Mr. Freeze is a damaged soul dependent on apparatus for life-support.

"The part allows Schwarzenegger to do what he does best, play the Mechanical Bridegroom at the sacrificial altar of technology. (Let's hope the script feeds him a few good zingers.) It also off-loads some of the responsibility of being the sole star carrying a big-budget production."

## **The Terminator Lunch**

Arnie recounts how Mike Medavoy, the head of Orion Pictures, arranged for him to have lunch with the director of *The Terminator*, as well as the producers, John Daly and Gale Anne Hurd.

When the bill for lunch had arrived - according to Arnie in Hollywood the actor never pays - Daly couldn't find his wallet, Hurd didn't have a purse, and Cameron discovered he didn't have any money either.

Arnie says he had no choice but to pay the bill. "After having to borrow my plane fare from my girlfriend Maria, I never left the house without \$1000 in cash and a no-limit credit card. So I paid, and they were very embarrassed."

## **Filming The Terminator**

Arnie says *The Terminator* director James Cameron was full of surprises. "One morning, as soon as I was made up, he said, 'Get in the van. We're going to go shoot a scene.' We drove to a nearby residential street, and he said, 'See that station wagon over there? It's all rigged. When I give the signal, walk up to the driver's side door, look around, punch in the window, open the door and get in, start the engine, and drive off.'

"We didn't have the money to get permission from the city and to properly set up the scene of the Terminator jacking a car, so that's how we did it instead. It made me feel like I was part of Jim's creativity, sneaking around the permit process to bring in the movie on budget."

Always one to add a creative touch Arnie recalls how he decided one day that *The Terminator* didn't have enough funny moments.

"There's a scene where the cyborg goes into a house and walks past a refrigerator. So I thought maybe the fridge door could be open, or maybe he could open it. He sees beer inside, wonders what that is, drinks it, gets a little buzz, and acts silly for a second. Jim cut me off before I could even finish. 'It's a machine, Arnold,' he said. 'It's not a human being. It's not E.T. It can't get drunk.'"

## I'll be Back

Arnie had a stand-up row with director James Cameron on the set of *The Terminator*, disagreeing with him over what would become his iconic catchphrase, "I'll be back".

In his autobiography Arnie says he thought the phrase sounded too "feminine", insisting that, "I will be back" was more rugged and suited to his robot killer character.

"Our biggest disagreement was about 'I'll be back'", Arnie said. "I was arguing for 'I will be back'. I felt that the line would sound more machine-like and menacing without the contraction.

"It's feminine when you say the I'll, I complained, repeating it for Jim so he could hear the problem. 'I'll, I'll, I'll. It doesn't feel rugged to me.' He looked at me like I'd lost my mind.

"Let's stick with I'll," he said. But I wasn't ready to let it go, and we went back and forth. Finally Jim yelled, 'Look, just trust me okay? I don't tell you how to act, and you don't tell me how to write.'

"And we shot it as written in the script. The truth was that, even after all these years of speaking English, I still didn't understand contractions," said the Austrian-born actor.

Arnie had already appeared in two Conan movies, but the 1984 *Terminator* cemented his standing as a major Hollywood star, and he still uses the "I'll be back" catchphrase to this day, in public appearances.

In a recent television interview on English television Arnie, smartly dressed in a suit and expensive cowboy boots, recounted another of his witty one-liners. "I knifed one of the villains and the knife went right through him. I lifted him up with the knife sill protruding and stuck the knife into a post, as I said, 'stick around'".

## Arnie as Hercules

Arnie admits to be so ashamed of the first movie he ever made he thinks the film should be shown to terrorists who won't talk to interrogators.

He played the title character, credited as Arnold Strong, in the 1969 film *Hercules In New York* - a low-budget fantasy adventure film that starred him as a 22-year-old, a title that he's pleased not to be remembered for.

“There’s this political battle over (torture technique) water - boarding at places like Guantanamo Bay. I think they (interrogators) should just say, ‘Hey, if you guys don’t talk, you’ll have to see Hercules in New York’”, Arnie told *Men’s Fitness* magazine,

“I guarantee those guys would talk much faster with that treatment,” he says.

### **Arnie on Staying in Character**

“If I’d had acting experience, it would have been a lot better,” Arnie writes about his time on *Hercules in New York*, his first movie.

“The producers hired me an acting coach and a dialogue coach, but two weeks with them couldn’t make up for my lack of English and lack of experience.”

In one scene with Ernest Graves, a soap opera actor who was playing Zeus, Arnie started cracking up. “He really got into it, and that was funny to me,” he writes.

“But, of course, you’re not supposed to laugh on the set. You’re supposed to help the other performers and really buy into what they say. That’s the whole concept of being supportive.

“When you’re not on camera, and the camera is behind your shoulder, you stay in character, act your part, giving it everything you have in order to draw the best out of the actor who is being filmed.

“That is so important, but I had no clue. When something struck me as funny, I just laughed.”

### **Arnie’s 1988 Royalty Deal**

In 1988, Ivan Reitman was producing a movie (*Twins*) about a perfect physical specimen who discovers that his twin is a short, stocky small-time crook. The studio, Universal, was extremely nervous about the idea of starring somebody like Arnie in a high-budget comedy.

So Arnie worked on the picture for no money up front. But in lieu of a salary, they split a percentage of the box office receipts from the first dollar - an unheard of arrangement that would allow the picture to be made for

meager \$15.5 million. If the film was a dud, Universal would be protected. If it was a hit, the director and his two stars would clean up.

Arnie ended up with 17.5% of the film's \$110 million gross, the most anybody had ever made on a single film until that point. When his fellow stars heard how he had fared, many of them insisted on a similar arrangement for their next film, initiating a complex financing system that has permanently changed the way the film industry operates.

## **Arnie on Agents**

One day in Hollywood, Arnie met Jack Gilardi, who was O.J. Simpson's agent at the time. Gilardi told Arnie he could get him bit parts in movies, but the he didn't like the sound of that. "I wanted an agent who would pound on the table on my behalf," he recalls.

Arnie subsequently met with two top agents who didn't buy him as a movie star. "These big agencies don't really have the time or the desire to groom someone and nurture him to the top," he writes.

But Arnie was determined. "Why should I give up my goal because a couple of Hollywood agents turned me down?"

After "*The Terminator*" and "*Conan the Barbarian*," he writes, "I broke through: the things that the agents said would be a detriment and make it impossible for me to get a job, all of a sudden made me an action hero."

## **Arnie on Getting the Parts you Really Want**

Arnie was never short on confidence and says he never took on roles he didn't believe in.

"You could argue that, no matter what the part, being in front of a camera was always good practice. But I felt that I was born to be a leading man. I had to be on the posters, I had to be the one carrying the movie," he recalls.

"Of course I realized that this sounded crazy to everybody but me. But I believed that the only way you become a leading man is by treating yourself like a leading man and working your ass off. If you don't believe in yourself, then how will anyone else believe in you?"

## **Arnie on the Challenges of Being an Actor and Tapping into Emotions**

While filming the movie *Stay Hungry* in the 1970s, director Bob Rafelson warned Arnie about the challenges of being an actor.

“In this world, I wasn’t number one in the universe,” Arnie recalls Rafelson telling him. “I was just another aspiring actor.

“He was right. I had to surrender my pride and tell myself, ‘Okay, you’re starting again. You’re nothing here. You’re just a beginner. You’re a little punk around these other actors.’”

Arnie learned that in acting, “You look for the sense memories that would serve as additional keys. To do that, you have to strip away the calluses. It takes a lot of work.

“I’d remember the flowers I picked for my mother for Mother’s Day, which would remind me of being at home, being part of the family. Or I’d tap into my anger at Joe Weider for renegeing on a promise to pay for something. Or I’d go think back to when my father didn’t believe in me and said, ‘Why don’t you do something useful? Go chop some wood.’”

“To live your life as an actor, you can’t be afraid of something stirring up your emotions. You have to take the risk. Sometimes you’ll be confused, sometimes you’ll cry, but that will make you a better actor.”

Criticism is harder to take, he adds. “In acting you take criticism so much more personally. You get upset. But every job has its downside.”

## **The Mulholland Drive Crowd**

After filming *Stay Hungry*, Arnie started hanging out with Jack Nicholson and Warren Beatty, whom he calls the Mulholland Drive crowd.

“But I was also learning that born actors are always a little artsy and strange,” he says about their meeting.

“You can identify the type. When you hang out with businessmen, they act like businessmen. Politicians act like politicians. These guys were entertainers, and they acted like entertainers. They were Hollywood. It was a different thing.”

## **Arnie and Video Games**

During Arnie's prime in the 1980s, no one admired him more than the artists responsible for the covers of video games. Those artists could not stop paying indirect (or even blatantly direct) homage to the action superstar by having him inspire the poses, outfits and faces to games as famous as *Contra* and as infamous as *Mechanized Attack*, in which he shared the cover with *Highlander* star Christopher Lambert.

## **Arnie's Naked Popularity**

Arnie says he was shocked by the amount of people who came to see him film his nude scenes in *Terminator 3: Rise Of The Machines*.

He revealed that an unusually large number of crew turned up on-set when he had to shed his clothes.

"We shot those scenes at night, and normally you have maybe 50 people working at that time, but all of a sudden, there were 200 and everyone needed extra people to help with something. People had brought their neighbors with them.

"It was kind of embarrassing but you have to film the scenes so you try to do it with a sense of humor."

## **Arnie and Sly**

Arnie, famously known for his action hero image, has joked that he has 'killed' more people in movies than his fellow actor Sylvester (Sly) Stallone.

When Stallone was asked about how he felt after seeing a montage of his performances at a film festival, Arnie came up with a witty reply.

"I actually did better than Sly. He's only killed 288 people while I killed 289."

He also spoke about his healthy competition with Stallone who is a year older than Arnie.

"We've always been competing with each other in the last three decades. We ask each other - who killed more people? Who did more brutal killing? Who had more oil on their body," he asked.

## **Movie Trivia**

Arnie is the only person to receive Razzie nominations for Worst Actor, Worst Supporting Actor and Worst Screen Couple (with himself cloned) in the same year; all for the same movie, *The 6th Day* (2000). Arnie has been nominated for a Razzie Award as Worst Actor eight times during his career, and in 2004 received a special award for being the “Worst Razzie Loser of Our First 25 Years.”

Arnie’s performance as *The Terminator* in the Terminator films is ranked #40 on Premiere Magazine’s 100 Greatest Movie Characters of All Time.

Arnie performed many of his own stunts in his films, owing largely to the fact that it was hard to find stunt doubles who matched his size. Billy D. Lucas, Joel Kramer and Peter Kent eventually became his personal stunt doubles and close friends.

## **Arnie’s Return to Acting**

In January 2011, just weeks after leaving office in California, Arnie announced that he was reading several new scripts for future films, one of them being the World War II action drama *With Wings as Eagles*, written by Randall Wallace, based on a true story.

On March 6, 2011, at the Arnold Seminar of the Arnold Classic, Arnie revealed that he was being courted for several films, including sequels to *The Terminator* and remakes of *Predator* and *The Running Man*, and that he was “packaging” a comic book character.

The character was later revealed to be the Governator, star of the comic book and animated series of the same name. Arnie inspired the character and co-developed it with Stan Lee, who would have produced the series. Arnie would have voiced the Governator.

On May 20, 2011, Arnie’s entertainment counsel announced that all movie projects currently in development were being halted. “Governor Schwarzenegger is focusing on personal matters and is not willing to commit to any production schedules or timelines.” However, the *Daily Star* reported on May 29 that Arnie had been offered \$40 million to star in two Terminator films.



In July 2011, it was announced that Arnie is considering a comeback film despite his legal problems. He has reportedly signed to star in *The Last Stand* as a dishonored Los Angeles cop. Arnie appeared in *The Expendables 2* (2012), in which he had a larger role than in the first film. He will later star in *Unknown Soldier* and *The Tomb*, thought to be released in 2013.

Although German is his native language, all of Arnie's movies have been dubbed into German by Thomas Danneberg for the German-speaking market because his strong Austrian accent doesn't fit with the type of roles he plays.

**"There's a lot of people who want me to get out of acting and want me to run for governor. I think it's mostly movie critics."**

## Lessons We Can Learn From Arnold Schwarzenegger

**4.**

# **THE GOVERNATOR**

## **ARNIE AS GOVERNOR OF CALIFORNIA**

“What’s your plan? Who’s on your staff?  
I didn’t have a plan. I didn’t have a staff.  
I wasn’t running until I went on Jay Leno.”

**Arnold Schwarzenegger**

Arnie had been a registered Republican for many years. As an actor, his political views were always well known as they contrasted with those of many other prominent Hollywood stars, who are generally considered to be a liberal and Democratic-leaning community.

At the 2004 Republican National Convention, Arnie gave a speech and explained why he was a Republican: "I finally arrived here in 1968. What a special day it was. I remember I arrived here with empty pockets but full of dreams, full of determination, full of desire.

"The presidential campaign was in full swing. I remember watching the Nixon-Humphrey presidential race on TV. A friend of mine who spoke German and English translated for me. I heard Humphrey saying things that sounded like socialism, which I had just left.

"But then I heard Nixon speak. He was talking about free enterprise, getting the government off your back, lowering the taxes and strengthening the military. Listening to Nixon speak sounded more like a breath of fresh air. I said to my friend, I said, 'What party is he?' My friend said, 'He's a Republican.' I said, 'Then I am a Republican.' And I have been a Republican ever since."

In 1985, Arnie appeared in *Stop the Madness*, an anti-drug music video sponsored by the Reagan administration. He first came to wide public notice as a Republican during the 1988 Presidential election, accompanying then-Vice President George H.W. Bush at a campaign rally.

Arnie's first political appointment was as chairman of the President's Council on Physical Fitness and Sports, on which he served from 1990 to 1993. He was nominated by George H. W. Bush, who dubbed him 'Conan the Republican'.

He later served as Chairman for the California Governor's Council on Physical Fitness and Sports under Governor Pete Wilson. Yet, political analysts have identified Arnie as a liberal, as he has become more left-leaning since his election.

Between 1993 and 1994, Arnie was a Red Cross ambassador (a ceremonial role fulfilled by celebrities), recording several television/radio public service announcements to donate blood.

Arnie started visiting the White House as something more than a high profile movie star when he signed on as chairman of the *President's Council of Physical Fitness* in the 1990 Bush White House. This body, first chaired by Vice President Nixon in 1956, turned out to be a smart way for Arnie to spend a lot of time in the corridors of power.

One contemporary media report said, "Between urging America's obese children to do the occasional push-up, he must have smelled those plants in the Rose Garden a bit too much, because here and there in the press were mentions by him about interest in politics."

A 1990 profile in *U.S. News and World Report* noted Arnie's intensity as 'Locker Room Czar', and predicted that he would someday run for office. After noting a longstanding desire for political clout ("My relationship to power and authority is that I'm all for it."), the article quotes the actor as saying: "People need somebody to watch over them. . . . Ninety-five percent of the people in the world need to be told what to do and how to behave."

In an interview with *Talk* magazine in late 1999, Arnie was asked if he thought of running for office. He replied, "I think about it many times. The possibility is there, because I feel it inside."

The *Hollywood Reporter* claimed shortly after that Arnie sought to end speculation that he might run for governor of California. Following his initial comments, Arnie said, "I'm in show business – I am in the middle of my career. Why would I go away from that and jump into something else?"

In what was a secret meeting at the time, in the Peninsula Hotel in Beverly Hills on May 24th, 2001, junk bond salesman Michael Milken, former Los Angeles mayor Richard Riordan and Arnie met with Enron CEO Ken Lay to hear Arnie's ideas on how best to deal with the energy crisis.

A week later, Governor Davis met with President Bush at the Century City Plaza Hotel and demanded that the president impose federal price caps on electricity prices, which Enron was manipulating. Bush refused and Governor Davis plummeted in the polls.

In 2002 Arnie sponsored Proposition 49, a ballot measure that funded after-school programs, to raise his political profile in case he wanted to run for governor later. His critics claim he also peddled "budgeting by initiative, a brand that sells with voters, that then plagued Sacramento ever after."

## **Arnie for Governor**

Arnie announced his candidacy in the 2003 California recall election for Governor of California on the August 6, 2003 episode of *The Tonight Show* with Jay Leno. According to Arnie, he did not decide to run until the day of the announcement.

One contemporary report breathlessly described Arnie's announcement thus: "On August 6th, 2003, the audience attending *The Tonight Show* received a direct witnessing of an historic, jaw-dropping occasion: the announcement of candidacy for the California governorship by former bodybuilder and current movie star Arnold Schwarzenegger. Mr. Schwarzenegger ("Arnie" as the media likes to call him) smiled for the camera, waved a massive American flag, and gave what amounted to a full-on political speech, peppering it with catchphrases from his blockbuster hits."

TV Guide selected Arnie's announcement on *The Tonight Show with Jay Leno* to run for Governor of California as the greatest TV moment of 2003.

The 2003 California gubernatorial recall election was a special election permitted under California state law. The recall effort spanned the latter half of 2003. Other California governors, including Pat Brown, Ronald Reagan, Jerry Brown and Pete Wilson, had faced unsuccessful recall attempts.

The recall election was prompted after sitting Governor Gray Davis mismanaged electric power deregulation and instituted a new registration tax by executive order.

Infuriated citizens initiated a petition to place a measure on the ballot to remove him from office. Despite Democratic predictions that the petition would fail, it was delivered to then Secretary of State Kevin Shelley with more than the required number of signatures. In accordance with the law, Lieutenant Governor Cruz Bustamante became Acting Governor and called a special election for October 7, 2003.

The election was the first of its kind in United States history. Approximately 180 citizens, from all walks of life, declared candidacy.

After several legal and procedural efforts failed to stop it, California's first-ever gubernatorial recall election was held on October 7, and the results were certified on November 14, 2003, making Davis the first governor recalled in the history of California, and just the second in U.S. history.

After announcing his candidacy Arnie said, "The recall happens and people are asking me, 'What are you going to do?' I thought about it but decided I

wasn't going to do it. I told Maria I wasn't running. I told everyone I wasn't running. I wasn't running. I just thought [en route to the Tonight Show], this will freak everyone out. It'll be so funny. I'll announce that I am running. I told Leno I was running. And two months later I was governor. What the fuck is that? All these people are asking me, 'What's your plan? Who's on your staff?' I didn't have a plan. I didn't have a staff. I wasn't running until I went on Jay Leno."

Arnie had the highest name recognition in a crowded field of candidates, but he had never held public office and his political views were unknown to most Californians.

His candidacy immediately became national and international news, with media outlets dubbing him the "Governator" (referring to *The Terminator* movies) and "*The Running Man*" (the name of another one of his films), and calling the recall election "*Total Recall*" after another of Arnie's movies.

Arnie declined to participate in several debates with other recall replacement candidates, and appeared in only one debate on September 24, 2003.

Shortly before the election Greg Tingle wrote this article on the MediaMann website: "Arnold Schwarzenegger: King of bodybuilding, movies, politics and media.

"Following in the footsteps of Ronald Reagan, Jesse 'The Body' Ventura and a cast of other charismatic, Hollywood types, Arnold Schwarzenegger is taking on the world of politics, the closely related cousin of media.

"Schwarzenegger has been carefully cast by the powers that be, and was endorsed by President George W. Bush himself, to conquer the American political arena, in the role of Californian Governor.

"California has created a political circus that will make Florida's 2000 presidential vote look normal. California, after all, gave us presidents Ronald Reagan and Richard Nixon, congressman Sonny "I Got You, Babe" Bono and mayor Clint Eastwood.

"The announcement by Schwarzenegger has caused tremendous debate, and excitement in all kinds of circles - politics, Hollywood, fandom and every other demographic conceivable. Even Oprah!

"The vote for governor is in two stages. Californians must first state whether they think Gray Davis should be recalled. If not, they then must choose who should be governor from what may be a potentially huge list of candidates.

## Lessons We Can Learn From Arnold Schwarzenegger

At present count there have been over 500 applications. Any Californian can stand provided they can collect 65 signatures, pay a fee of \$5000, complete pages of paperwork and want the attention.

“Detractors of Schwarzenegger say that he is under qualified, and the like, whilst supporters say he is living the American dream, going from an unknown, to world class bodybuilder, iconic movie star, role model, and now, leader for America!

“Schwarzenegger knows how to work the media and political machine, with a recent appearance on the *Jay Leno Show*, and his wife, Marie Shriver being a household name and face of American television. It will be interesting to see how much time NBC devotes to promoting Arnie. Shriver, a member of the Kennedy political dynasty, is set to take a leave of absence from her NBC role. On *NBC's Today show*, Arnie said, ‘Leadership means that you set goals for yourself, as I have always done in my life.’

“One may wonder what motivates Schwarzenegger. In his campaign appearances so far, he has insisted he is so rich that he cannot be bought and will not be beholden to special interest groups. True lies?

“Scores of voters feel that even with fame and money, Arnie is the man for the top job.

“The world’s press, whilst not all pro Schwarzenegger, are giving him what he wants - a ton of free publicity.

“Like it or not, and many don’t, Americans can relate (and now vote), for this likable guy.

“Get ready for Arnie to terminate the opposition!”

In the lead up to the election one pundit wrote, “If elected, he would be properly called the ‘Kaiser’ of California in his native Austrian tongue.”

George Shultz, co-chair of Arnie’s Economic Advisory Team, said at his candidate’s first press conference that there were three things about Arnie that he particularly liked. He liked the way Arnie listens to people when they speak, and thought Arnie makes up his own mind about what they say. Reason number three is that he personally likes Arnie.



## Governor Schwarzenegger

Arnie's approach to conquering the box office and an election was the same. "You want to win or lose?" he once said. "You only have two options, so I'd rather win."

On October 7, 2003, the recall election resulted in Governor Gray Davis being removed from office with 55.4% of the Yes vote in favor of a recall. Arnie was elected Governor of California under the second question on the ballot with 48.6% of the vote to choose a successor to Davis.

His nearest rival received 31% of the vote. In total, Arnie won the election by about 1.3 million votes. Under the regulations of the California Constitution, no runoff election was required.

Many people after winning political office for the first time ask their advisors, "What do we do now?" Not so with Arnie. In his first few hours in office Arnie fulfilled his campaign promise to repeal a 200% increase in vehicle license fees undertaken by the previous administration. On his first full day in office, Arnie proposed a three point plan to fix the budget woes. First, Arnie proposed floating \$15 billion in bonds. Second, he urged voters to pass a constitutional amendment to limit state spending. Third, he sought an overhaul of workers' compensation. He also called the state legislature into a special session and said that spending cuts would also be necessary.

Arnie became the second actor to be elected Governor of California, the first being Ronald Reagan and the second foreign-born governor of California after Irish-born Governor John G. Downey in 1862.

According to a 1988 *Playboy* interview, Arnie was "in heaven" when Reagan was governor of California. More recently, he said of Reagan, "We have the same philosophy and approach to things," and that his own political platform "is exactly what Ronald Reagan stood for."

Following Arnie's win in the recall election for Governor of California, *The Michigan Daily* titled its article "Voters bid 'hasta la vista' to Davis".

Because of his personal wealth from his acting career, Arnie did not accept his governor's salary of \$175,000 per year.

As soon as Arnie was elected governor, Willie Brown said he would start a drive to recall the governor. Arnie was equally entrenched in what he considered to be his mandate in cleaning up gridlock. Building on a catchphrase from the sketch "Hans and Franz" from *Saturday Night Live* (which

## Lessons We Can Learn From Arnold Schwarzenegger

partly parodied his bodybuilding career), Arnie called the Democratic State politicians “girlie men”.

After Arnie took office as governor, his wife Maria Shriver took on several key initiatives as first lady. These included raising awareness of the contributions of women to the state, working on practical solutions to end cycles of poverty, and encouraging all Californians to engage in acts of service to their communities. Once Arnie was elected, Shriver had to cut back on her news reporting in order to avoid conflicts of interest.

Arnie’s early victories included repealing an unpopular increase in the vehicle registration fee as well as preventing driver’s licenses being given out to illegal immigrants, but later he began to feel the backlash when powerful state unions began to oppose his various initiatives.

Key among his reckoning with political realities was a special election he called in November 2005, in which four ballot measures he sponsored were defeated. Arnie accepted personal responsibility for the defeats and vowed to continue to seek consensus for the people of California. He would later comment that, “No one could win if the opposition raised 160 million dollars to defeat you. I had only myself to blame.”

Critics of Arnie claim he had asked too much of the voters and that his outsize image and big talk had overinflated the public’s expectations. Sacramento’s entrenched public employee unions also had outplayed him, outspent him and won.

After that blow, most people wondered how Arnie, a man not inured to losing, would win re-election? His new political guru, Steve Schmidt, advised, “Be humble.”

Arnie replied, “I can play that role perfectly.”

Arnie then went against the advice of fellow Republican strategists and appointed a Democrat, Susan Kennedy, as his Chief of Staff, and he gradually moved towards a more politically moderate position, determined to build a winning legacy with only a short time to go until the next gubernatorial election.

Arnie ran for re-election against Democrat Phil Angelides, the California State Treasurer, in the 2006 elections, held on November 7, 2006. Despite a poor year nationally for the Republican party, Arnie won re-election to serve a full term as governor with 56.0% of the vote compared with 38.9% for Angelides, a margin of well over one million votes.

While in office as governor, a Burger King promotion poster for the triple whopper stated, "It's so big and beefy it just might run for governor."

As an environmentally conscious politician, Arnie always used carbon credits when flying between his governor's office in Sacramento to his house in L.A., California.

Around the time Arnie completed his second term as governor, it was announced that he had separated from Maria Shriver, his wife for the previous 25 years.

In 2010 rumors surfaced that Arnie might run for the United States Senate, as his governorship would be term-limited by that time. This turned out to be false.

Wendy Leigh, who wrote an unofficial biography on Arnie, claims he plotted his political rise from an early age using the movie business and bodybuilding as building blocks to escape a depressing home.

Leigh portrays Arnie as obsessed with power and quotes him as saying, "I wanted to be part of the small percentage of people who were leaders, not the large mass of followers. I think it is because I saw leaders use 100% of their potential - I was always fascinated by people in control of other people."

Arnie said that it was never his intention to enter politics, but says, "I married into a political family. You get together with them and you hear about policy, about reaching out to help people. I was exposed to the idea of being a public servant and Eunice and Sargent Shriver became my heroes."

Eunice Kennedy Shriver was the sister of John F. Kennedy, and mother-in-law to Arnie; Sargent Shriver is husband to Eunice and father-in-law to Arnie.

Arnie cannot run for president as he is not a natural born citizen of the United States. In *The Simpsons Movie* (2007), he is portrayed as the President, and in the Sylvester Stallone movie, *Demolition Man* (1993, ten years before his first run for political office), it is revealed that a constitutional amendment passed which allowed Arnie to run for President.

Arnie is a dual Austria/United States citizen. He holds Austrian citizenship by birth and has held U.S. citizenship since becoming naturalized in 1983.

Being Austrian and thus European, he was able to win the 2007 European Voice campaigner of the year award for taking action against climate change with the California Global Warming Solutions Act of 2006 and he plans to introduce an emissions trading scheme with other US states and possibly with the EU.

In the lead up to the Republican primary for the 2008 U.S. Presidential election Arnie's endorsement was highly sought. Despite being good friends with candidates Rudy Giuliani and Senator John McCain, Arnie remained neutral throughout 2007 and early 2008. Giuliani dropped out of the Presidential race on January 30, 2008, largely because of a poor showing in Florida, and endorsed McCain.

The following day, he endorsed McCain, joking, "It's Rudy's fault!" (in reference to his friendships with both candidates and that he could not make up his mind).

Arnie's endorsement was thought to be a boost for Senator McCain's campaign as both spoke about their concerns for the environment and economy.

### **The Power Hit**

"With Arnie, you get celebrity, sex, and the Kennedy's, and now as governor, you get the power hit," one contemporary headline pronounced.

Arnie's inauguration as Governor of California on November 17, 2003, was a gala affair and tickets to it were as keenly sought as those to the Oscars. Arnie introduced the concept of a co-governorship with his wife, Maria Shriver, television star and Kennedy royal.

He also found time to dabble in international diplomacy, attending the state funeral of Austrian president Thomas Klestil, decamping in Israel to honor Holocaust victims, lunching with King Abdullah in Jordan, with a few hours left over to cheer up U.S. troops in Germany.

Soon after Arnie's ascension, the tabloid press ran numerous gushy news stories about him. "Make Arnie President" exhorted the headline of one story soon after his election, with the subhead "All We Have to Do Is Change One Stupid Law."

Another, titled "Wisdom of Arnie," offered helpful tips from his movies. And then there were: "Maria & Arnie: White House Bound?" "The Governor," "American Dream: Arnold & Maria's New Life" and "Arnie's Accent Will Soon Be All the Rage," among others.

One website provided this commentary: "Arnold Schwarzenegger, Governor of Kahleefohnia (also Known as 'The Guvanatuh') is a cybernetic

overlord sent from Alpha Centauri to conquer Earth and subjugate the human population. However, over time he was corrupted by money, women, politics and huge pectoral muscles.”

## **Arnie and Marijuana**

Arnold’s exact words to the Members of the California State Senate:

“I am signing Senate Bill 1449.

“This bill changes the crime of possession of less than an ounce of marijuana from a misdemeanor punishable only by a \$100 fine to an infraction punishable by a \$100 fine. Under existing law, jail time cannot be imposed, probation cannot be ordered, nor can the base fine exceed \$100 for someone convicted of this crime.

“I am opposed to decriminalizing the possession and recreational use of marijuana and oppose Proposition 19, which is on the November ballot.

“Unfortunately, Proposition 19 is a deeply flawed measure that, if passed, will adversely impact California’s businesses without bringing in the tax revenues to the state promised by its proponents.

“Notwithstanding my opposition to Proposition 19, however, I am signing this measure because possession of less than an ounce of marijuana is an infraction in everything but name. The only difference is that because it is a misdemeanor, a criminal defendant is entitled to a jury trial and a defense attorney.

“In this time of drastic budget cuts, prosecutors, defense attorneys, law enforcement, and the courts cannot afford to expend limited resources prosecuting a crime that carries the same punishment as a traffic ticket.

“As noted by the Judicial Council in its support of this measure, the appointment of counsel and the availability of a jury trial should be reserved for defendants who are facing loss of life, liberty, or property greater than \$100.

“For these reasons, I am signing this bill.”

*Sincerely, Arnold Schwarzenegger*

Arnie made a joke at President Obama’s expense in *Men’s Fitness Magazine*. *The Daily Mail* claims when asked about sharing pot with Obama in the

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seventies, Arnie called it the greatest fabrication told about his life. This was because Obama 'didn't share'.

Arnie was rather ambiguous in answering a question about the President, claiming their dual quest in getting stoned was the 'worst lie' he had ever heard about himself.

However, in the next breath, Arnie quipped that Obama was a poor choice in partner when it was time to get high as he 'didn't share'.

While Governor, Arnie played a significant role in opposing Proposition 66, a proposed amendment of the Californian Three Strikes Law. This amendment would have required the third felony to be either violent or serious to mandate a 25-years-to-life sentence. In the last week before the ballot, Arnie launched an intensive campaign against Proposition 66. He stated that, "It would release 26,000 dangerous criminals and rapists".

The type of vehicle Arnie chooses to drive is interesting. Arnie was the first private citizen in the U.S. to own a Humvee (High Mobility Multi-Purpose Wheeled Vehicle) manufactured for civilian use in 1992, a model so large at 2,900 kg and 2.1 meters wide, that it is classified as a large truck and U.S. fuel economy regulations do not apply to it.

During the Gubernatorial Recall campaign he announced that he would convert one of his Hummers to burn hydrogen. The conversion was reported to have cost about US\$21,000.

After the election, he signed an executive order to jump-start the building of hydrogen refueling plants called the California Hydrogen Highway Network, and gained a U.S. Department of Energy grant to help pay for its projected US\$91,000,000 cost. California took delivery of the first H2H (Hydrogen Hummer) in October 2004.

He also has a Harley-Davidson motor bike which he had painted in his favorite shade of purple. His Harley was involved in a minor accident while Arnie had his son riding on the pillion seat. Arnie required stitches to his lip.

In 2012 Arnie purchased a \$250,000 monster truck. He has been seen driving the huge vehicle - a Mercedes Benz Unimog in silver - around Santa Monica. It has been specially adapted for street use by German company Mertec, as its normal use is for armies around the world.

According to Mercedes the vehicle is capable of, “The most extreme, arduous tasks, including: fighting forest fires, performing rescue operations during catastrophes or maintaining power supply lines.”

However, the most Arnie had to deal with was an overzealous female fan who jumped on to the bars on the front of the vehicle while it was stationary.

## **Arnie’s Political Views**

Despite being a Republican, Arnie holds many liberal views. He is a supporter of gun control and environmentalism. He is a staunch supporter of a law that mandates the use of Californian taxpayer money to fund stem cell research - which sometimes is the cloning and killing of human embryos for experimentation; he is also pro-choice.

Arnie officially approved an assisted suicide measure allowing nurses to sedate, dehydrate and starve depressed or confused individuals they consider to be “terminally ill.” While Governor he also campaigned against the famous California Proposition 8. Because of his marriage to Maria Shriver at the time, a famous journalist who is a member of the historically liberal Kennedy family, and other policies, Arnie was often referred to as a “RINO,” a “Republican in Name Only” by many conservative Republicans.

Other sources have labeled him a “California Republican,” meaning that his political policies are conservative but his views on civil liberties lean to the liberal side, reflecting the general attitude of most Californians.

**When he went into office, Arnie said, he swore to do the people’s work: “Not the people of the Republican Party’s work, or the Democratic Party’s work, or any party’s work, because I was a public servant, and not a party servant.”**

## **It’s Broken and Arnie is Going to Fix it**

In July 2009 while Governor Arnie replaced most members of the California Board of Registered Nursing, citing the unacceptable time it takes to discipline nurses accused of outstandingly bad misconduct.

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He fired three of six sitting board members – including the President – in two-paragraph letters curtly thanking them for their service. Another member resigned the previous day.

The shake-up came a day after the *Los Angeles Times* published an investigation finding that it took the board, which oversees 350,000 licensees, an average of three years and five months to investigate and close complaints against nurses.

During that time, nurses accused of wrongdoing were free to practice – often with spotless records – and move from hospital to hospital. Potential employers were unaware of the risks, and patients have been harmed as a result.

Reporters found nurses who continued to work unrestricted for years despite documented histories of incompetence, violence, criminal convictions and drug theft or abuse. In dozens of cases, nurses maintained clean records in California even though they had been suspended or fired by employers, disciplined by another California licensing board or restricted from practice by other states.

“It is absolutely unacceptable that it takes years to investigate such outrageous allegations of misconduct against licensed health professionals whom the public rely on for their health and well-being,” Arnie said in a written statement.

One Board member said in a resignation letter she was leaving in frustration. “Certain ‘bad actors’ are jeopardizing the reputation of the entire nursing profession,” she wrote. “This deeply saddens me.”

Arnie’s statement said his “administration is dedicated to protecting public health and safety, and the new board will act quickly and decisively to achieve that goal.”

Fred Aguiar, secretary of the State and Consumer Services Agency, said in an interview, “The governor supports the new board in its commitment to protecting patients – and if that means cleaning house, including board staff, so be it. The days of excuses and status quo are over. It’s broken and we’re going to fix it.”



## **Arnie and the Environment**

“We have to show leadership in protecting our environment so that we have a future for our children and grandchildren,” Arnie says. “We simply must do everything we can in our power to slow down global warming before it is too late... The science is clear. The global warming debate is over. Global warming is one of those things, not like an earthquake where there’s a big bang and you say, ‘Oh, my God, this is really, has hit us.’ It creeps up on you. Half a degree temperature difference from one year to the next, a little bit of rise of the ocean, a little bit of melting of the glaciers, and then all of a sudden it is too late to do something about it.”

In September 2006, Arnie signed a bill creating the first cap on greenhouse gas emissions in the U.S. The law set new regulations on the amount of emissions utilities, refineries and manufacturing plants are allowed to release into the atmosphere.

“California will not wait for our federal government to take strong action on global warming. We won’t wait for the federal government. We will move forward because we know it’s the right thing to do. We will lead on this issue and we will get other western states involved. I think there’s not great leadership from the federal government when it comes to protecting the environment.”

Arnie also signed a second global warming bill that prohibits large utilities and corporations in California from making long-term contracts with suppliers who do not meet the state’s greenhouse gas emission standards.

The two bills are part of a plan to reduce California’s emissions by 25 percent to 1990s levels by 2020. In 2005, Arnie issued an executive order calling to reduce greenhouse gases to 80 percent below 1990 levels by 2050.

In October 2006, Arnie signed another executive order allowing California to work with the Northeast’s Regional Greenhouse Gas Initiative. They plan to reduce carbon dioxide emissions by issuing a limited amount of carbon credits to each power plant in participating states.

Any power plants that exceed emissions for the amount of carbon credits will have to purchase more credits to cover the difference. The plan took effect in 2009.

While governor, in addition to using his political power to fight global warming, Arnie took steps at his home to reduce his personal carbon

footprint. He adapted one of his Hummers to run on hydrogen and another to run on biofuels and he also installed solar panels to heat his home.

In respect of his contribution to the direction of the US motor industry, Arnie was invited to open the 2009 SAE World Congress in Detroit, in April 2009.

In 2011, Arnie founded the R20 Regions of Climate Action to develop a sustainable, low carbon economy.

### **Danish Environmental Prize**

In October 2012 Arnie handed out a Danish environmental prize to a British company in Copenhagen and praised the city as an inspiration for sustainable energy.

“Copenhagen is still 40 percent more energy efficient than California. I’m jealous about that,” Arnie told reporters.

Arnie was in the Danish capital to present the newly created Sustainia Award to the first winner, British Azuri Technologies.

The company is behind Indigo Pay-As-You-Go Solar which combines solar and mobile technology to provide a low-cost source of electricity for off-grid residents in developing countries.

A Danish think tank, Monday Morning, was behind the award, and Arnie serves as honorary chair of the prize committee.

The winner does not receive a monetary prize, but will receive help setting up investor meetings, and creating awareness around the sustainable technology and business solution.

European Commissioner for Climate Action Connie Hedegaard, also a member of the prize committee, said the interest in climate change and sustainable energy among the public and businesses had entered a new stage after the COP15 summit in Copenhagen in 2009 and the economic crisis.

“Today you cannot be a big CEO for a big company and not address this, so that is where things have really changed over the recent few years,” she said.

The chief executive of Azuri Technologies, Simon Bransfield-Garth, said there were currently 6,000 solar units in distribution in Africa (Kenya, Zambia, Malawi and South Sudan), and the aim was to distribute over 100,000 units by next year.

He also stressed the importance of the technology and business aspects of Indigo.

“It’s not just about providing sustainable technology. It’s also about providing a sustainable business model that goes along with it. You can’t donate your way out of poverty,” he said.

## **Arnie’s Power Addiction**

After leaving office, Arnie said his time as Governor, the highest office in the state of California, had left him “addicted” to its power.

He also estimated that his seven years as governor cost him about \$200 million – \$70 million of that in lost movie roles.

He also lamented the fact that Hollywood salaries have dropped since he left the business.

According to Arnie his poor popularity rankings when he left office were “just a snapshot” and that “they would have rocketed to the top” had he not been forced out of office by term limits.

He also said if he’d known how hard California would be hit by the recession, he would have started cutting state spending much earlier.

## **He was a Political Genius and he Dismissed me!**

As a politician, Arnie says he was at times underestimated. He describes a trip to the White House in early 2003 in which Bush political adviser Karl Rove told him there would never be a recall election and that then Governor Gray Davis wouldn’t be unseated if there was.

Arnie says Rove introduced him to Condoleezza Rice, then national security adviser, as “someone here who is interested in running for governor ... and I wanted you to meet her because this is our candidate for 2006.”

“How could Rove have been so wrong?” Arnie asks. “He was a political genius, and he dismissed me! And he dismissed the recall!”

Later in 2003, Arnie says, his wife Maria Shriver began to “tremble and cry” when he told her in a Jacuzzi one evening he wanted to run for governor.

He says Shriver only changed her mind after her mother, Eunice Kennedy Shriver, told her to “snap out of it,” and that, “We women in our family always support the men when they want to do something!”

## Lessons We Can Learn From Arnold Schwarzenegger

According to Arnie's his first impression of Davis, whom he unseated in 2003, was that of a "skinny, reserved guy, not much of a showman," albeit one who "got off to a strong start when he took office in 1999."

By the time of the recall, however, Arnie says, "I began to despise everything about Gray Davis. When I saw his picture in the newspaper, I didn't see the picture, I saw a monster. I had a plan. I visualized myself taking him down."

He says he and Davis later became friends that he "realized it was hard for any governor to make the changes that were needed."

By the time he left office, Arnie's public approval rating was on the floor, hitting 23 percent by the end of his second term.

Arnie claims this was a reflection of "widespread unhappiness and misery about the economy," and that "at least it wasn't as low as the Legislature's approval rating of 17 percent."

He says his administration, despite lingering state budget problems, "made a hell of a lot of progress."

As governor Arnie says he accomplished about half of what he wanted to do.

His assertion is that dialogue can overcome fierce partisanship in addressing political reform, global warming, education and other matters.

### **John Wayne Day**

In his childhood Arnie considered John Wayne his idol and role model. As Governor of California, he issued a proclamation making 26 May 2007 "John Wayne Day" in the state.

### **Arnie on Warren Beatty**

"There are some people who are close to him that say he is just starving for attention, and that is the way he gets attention. Other people said, Look, he's not working and he just feels like he should maybe get involved in politics. Instead, I just think that maybe he is jealous that I did jump in. I find it silly, because I respect his work."

## Arnie for President?

For many years Arnie has seriously thought about becoming President of the United States.

In 1975, Roberta Neiman, a photographer on the movie set of *Stay Hungry*, spent an afternoon taking photos of Arnie. Neiman described Arnie who was featured in the film, as being shaped almost like a reverse pyramid. Neiman found Arnie, “this human colossus, as charming as he was massive even as she strained to understand his fragmented English.”

At one point, as she cajoled him into striking a few more poses, he looked up and flashed a confident grin. “You know, you ought to be very nice to me,” he said, wagging his finger. “Someday I’m going to be President of the United States.”

Because Arnie was born in Austria, he’s barred by the U.S. Constitution from standing for President. But that would change under an amendment introduced by a fellow California Republican.

Rep. Dana Rohrabacher’s proposal would allow anyone who’s been a U.S. citizen for 20 years to run for the nation’s highest office.

Arnie, who became a U.S. citizen in 1983, has said he supports amending the Constitution so foreign-born citizens can run for president.

While Arnie was still governor, Rohrabacher said in an interview that Schwarzenegger was doing a great job as governor, but his real aim was to open up the presidential process. “We’ve got some talented people who might be able to help our country and provide some much-needed leadership, and there’s no reason if they’ve been a citizen for over 20 years to exclude them,” he said.

Constitutional amendments require passage by two-thirds of both the House and the Senate and then approval by three-fourths of the states.

Arnie was approached by White House officials about a cabinet position around the time he left the office of California Governor in January 2011, according to people familiar with the matter.

Insiders claim the request to the centrist Republican governor wasn’t completely out of the blue.

Arnie, who was in office for more than seven years and continues to promote his vision of “post-partisanship,” acknowledged earlier in his career that he’d welcome a cabinet post.

## Lessons We Can Learn From Arnold Schwarzenegger

In July 2008, on ABC's *This Week*, Arnie was asked whether he'd consider an energy-related cabinet position with the Obama administration, if Barack Obama, then a candidate, won the presidency.

Arnie said he would, replying: "I'd take his call now, and I'd take his call when he's president, anytime."

The Governor, as he was then known, also harbored presidential ambitions, though they were curtailed by the fact that he is a naturalized U.S. citizen.

Asked on "*60 Minutes*" in December 2008 whether he would run for president if the Constitution were changed, Arnie replied, "Yeah, absolutely."

"I think that I am always a person that looks for the next big goal," he said. "And I love challenges. I always set goals that are so high, that are almost impossible to achieve."

Arnie also nodded to his unrequited desire for the Oval Office in a cameo appearance he filmed while governor, in the 2010 film "*The Expendables*."

In the scene, after a tense conversation with characters played by Bruce Willis and Sylvester Stallone, Willis says of Arnie's character, "What's his f—— problem?"

"He wants to be president," Stallone replies.

Arnie, exiting the scene, glances back with a knowing smirk.

## **The USC Schwarzenegger Institute for State and Global Policy**

In September 2012 Arnie embarked on a new career as a policy analyst and senior statesman when he convened the first forum at his new institute at the University of Southern California.

Arnie committed \$20-million to establish the Institute, partly via an undisclosed cash donation and partly through fundraising. He will chair the think tank's board and also hold a public-policy professorship at the school.

"This is something I'm very passionate about, and I'll be involved in bringing talent from around the world to USC to do lectures and seminars," Arnie said. "My strength is that I'm very well known internationally and can take that message to other universities overseas and in this country."

Arnie took his fame from movies and seven years' experience as California's governor, to an audience of students and visiting policy makers, who included other former governors and senators, and sitting Arizona Senator John McCain.

According to Arnie, "Hollywood and our entertainment industry has solved many, many great, great problems and has been very talented with technology and bringing entertainment all over the world. The same brains, if utilized, can actually solve other problems as well.

"If we believe that you can only use the ideas of the right or the left, you will never be able to move forward. You will never go and be successful. We saw that in California and other states and we have seen post-partisanship work all over the world," Arnie said.

Arnie holds the honorary title of professor. "Titles are nice," he said in an interview, when asked how he felt about adding 'professor' to the list of ways he could be addressed. But titles are about ego, he said, and what's more important "is the substance of what we are trying to accomplish."

"We should teach people that they can have strong, strong beliefs. If you are a Republican, you should keep your beliefs. If you are a Democrat, you should keep your beliefs," he said. But students need to be taught, he added, how to get people of different beliefs together and to forge solutions through intelligent and civil discussion.

"If you've ever held a position like governor for the largest state by population and the largest economy in the United States, then you definitely have something to offer," one student said.

Jack Knott, dean of the USC School of Public Policy, says Arnie crossed party lines when he was governor to meet goals on the environment and other thorny political issues.

"He was able to bridge that partisan divide. He is also obviously a very powerful name who can bring people together. He's a tremendous convener, and he's an inspirational leader for our students," said Knott.

Always one to draw a crowd, Arnie managed to organize a line-up of Hollywood, media and political heavyweights at the Institute's inaugural symposium, including James Cameron and Ron Meyer.

The day-long, invite-only think tank began with a discussion on post-partisanship led by Arnie, former GOP presidential nominee John McCain, former Florida governor Charlie Christ and other political figures.

## Lessons We Can Learn From Arnold Schwarzenegger

In his role as professor, Arnie said he will give talks and lectures on the campus and also at sites across the globe. "My strength is international reputation. My end game is to take information overseas."

Arnie said he is enthusiastic about sharing the knowledge he gained as governor and about hearing from other cities and countries, too, about the experiences they have had that might help others solve problems.

Whether it is about training or diet or policy, Arnie said, he likes to communicate about the things he has learned about how to be successful.

For example, he said, he used to meet with the world's top body builders after international competitions, and they would debate such things as where the sport should go and what judging should look like.

"This is no different," he said of how he expects to exchange ideas and lessons with other leaders, and with students, as part of the institute that bears his name. "I always like to go and take what I know and run with it."

The symposium gave Arnie's Hollywood comeback some extra momentum, with his new movies *Expendables 2* and *The Last Stand*, a film about a small-time sheriff standing up to a drug cartel leader, due for release soon after.

## **Arnie and Boris**

Boris Johnson is the eccentric and charismatic Mayor of London with the wonderfully fruity voice and distinctive upper class accent who is often seen on Australian television performing a new publicity stunt.

Boris has been hailed as 'charming, funny and very clever' by his one-time foe Arnie.

However, their now flourishing relationship wasn't always so cordial, which got off to a bad start in 2007 when Arnie was caught on camera describing a speech by Johnson as 'fumbling'.

A year later Tory heavyweight Johnson got his revenge, declaring: "It was a low moment, my friends, to have my speaking style denounced by a monosyllabic Austrian cyborg."

Thankfully the pair patched things up in 2011 when they demonstrated the popular Boris Bikes on the streets of London.

In August 2012 the duo took a ride on the Emirates cable car from Greenwich to the ExCeL in Docklands after watching Olympic basketball.



Arnie has backed Johnson to become British Prime Minister, hailing Johnson as a 'visionary' with all the qualities needed to be a great leader and for having the key skill in politics: likability.

"He has the qualities that are essential for a leader," Arnie told the *Daily Telegraph*. "For politicians, it's all about personality. Boris is charming, he's funny, and he's very clever. But also he is a visionary and he's very likable — and that's really important in politics."

This fulsome endorsement of Johnson was the latest chapter in the duo's bizarre relationship, just a week after Mr. Johnson described the blockbuster actor as an 'Austrian cyborg'.

During his publicity tour, while Arnie was in London promoting his new film *The Last Stand*, he warned the British Prime Minister, David Cameron, against trying to copy Johnson's populist appeal.

"Cameron must not try to imitate Johnson," he told *The Spectator*. "It would be a disaster. Johnson is authentic. It has to be organic. Cameron must just be himself."

## Lessons We Can Learn From Arnold Schwarzenegger

# **5.**

# **ARNIE'S**

# **BUSINESS CAREER**

“The Mr. Universe title was my ticket to America – the land of opportunity, where I could become a star and get rich.”

**Arnold Schwarzenegger**

Around three decades ago, a young Arnie and his bodybuilder friend, Franco Columbu, came up with a get-rich-quick scheme.

Tipped by an acquaintance that a planned new international airport and freeways were about to trigger a land rush in the Antelope Valley area of California, they scraped together cash from their bricklaying business and bought parcels of land in the desert.

But the jets never came, nor did the real estate stampede. In fact, the promised land turned out to be nothing more than dirt.

Arnie was undaunted. "You know what? We're going to start buying," he said.

Since then, Arnie has indeed bought a lot, as detailed in financial disclosure statements he had to make when he became a candidate for governor and filed with the Los Angeles County registrar-recorder.

While many celebrities prefer passive and extremely conservative investments, Arnie's 100-plus ventures -- 19 of which are valued at more than \$1 million -- include individual stocks, managed stock accounts, private investment funds, venture funds, bonds, a number of direct stakes in operating businesses and even a high-end mutual fund company overseen by Nobel laureates.

Under state law, Arnie was not required to reveal his net worth or even the precise percentage he owns in various ventures.

The 63-page disclosure form, interviews and a review of the public record reveal an unusually wide range of business interests that extend far beyond passion projects, such as his highly profitable annual Fitness Expo in Columbus, Ohio, or the far-flung real estate ventures for which he has long been known.

In addition to Arnie's widely publicized fitness industry interests and his personal jet-leasing business -- for years he has leased a Boeing 747 to Singapore Airlines -- the form showed he owns stakes in movie theaters and an Internet software business, and stocks in companies as varied as media giant Gannett Co., IBM, International Speedways, Roto-Rooter Inc. and Weight Watchers International.

Throughout his career, Arnie has displayed a powerful urge to make money. In 1968, when just 21-years old he was peddling fitness products by mail under the brand name "Arnold Strong."

Real estate magnate Albert Ehringer later took Arnie under his wing, helping him invest in commercial properties along Santa Monica's Main Street, where the film star's ventures remain largely centered.

Arnie has prospered on balance, thanks sometimes to his own gut calls and frequently to the counsel of advisors and associates, who, like Ehringer, have often worked with him for decades.

"Arnold is one of the greatest instinctive businessmen I've ever met," according to a former investment banker with who has known Arnie for 25 years.

Arnie's financial disclosure form showed a number of sophisticated investment ventures initiated in the last 10 years.

Those occurred as he began to shift away from his more visible enterprises -- toward quieter but far richer investments.

Arnie has had a highly successful business career. Following his move to the United States, he became a prolific goal setter and would write his objectives at the start of the year on index cards, like starting a mail order business or buying a new car -- and succeed in doing so.

Arnie's autobiography/weight-training guide *Arnold: The Education of a Bodybuilder* was published in 1977 and became a huge success.

After taking English classes at Santa Monica College in California, he earned a B.A. by correspondence from the University of Wisconsin--Superior, where he graduated with a degree in international marketing of fitness and business administration in 1979.

Arnie was a millionaire by the age of 30, well before his career in Hollywood. His financial independence came from his success as a budding entrepreneur with a series of successful business ventures and investments.

Arnie's business career very successfully overlaps his work on various committees where he effortlessly manages to charm most people he comes in contact with.

"What is this? What are you giving me?" Arnie asks while standing in a meeting room on the third floor of the Westin Hotel in Washington, D.C. dressed in a gray suit and maroon tie.

## Lessons We Can Learn From Arnold Schwarzenegger

A woman who works for the Council on Physical Fitness has just handed him a script. "I get scripts everywhere. At the gym, at the gas station, and now from you."

The woman, who is around sixty, explains that the script was written by her daughter. "Will I see you tomorrow?" Arnie asks. "I don't know," she says. "I don't feel so hot." "Really?" says Arnie. "You *look* hot. You look *really* hot!"

At the time Arnie was halfway through a daylong meeting of his fitness council. Milling about the room were thirteen of the committee members, including tennis pro Pam Shriver and gymnast Peter Vidmar.

Arnie flirts with everyone. He teases men about their lack of abdominal muscles and questions women about their attire. "You wore the black stockings today," he says to one woman. "Did you wear those for me?"

Arnie is an inspirational committee chairman. "Fitness has to be marketed like a vehicle or a TV set or a movie," he says to the group. "We have to say, 'It's hip to be fit. That's it. Read my hips. No more fat.'" He laughs. "You like that? I just improvised."

Nothing that Arnie says is particularly profound, but his zeal is astonishing. He seems tireless. "I've been watching him for days now," says one committee member, "and I still can't get over his enthusiasm. He's obsessed with this thing."

### **Arnie the Bricklayer**

In 1968, Arnie and fellow bodybuilder Franco Columbu started a bricklaying business. The business flourished thanks to the pair's marketing savvy and an increased demand following the 1971 San Fernando earthquake. Arnie and Columbu used profits from their bricklaying venture to start a mail order business, selling bodybuilding and fitness-related equipment and instructional tapes.

### **Arnie the Trainer**

Early on Arnie had a stint as a trainer in a health club, which he clearly did not enjoy; here's how he describes it:

"At first, confronted with these people who'd come to me for guidance, I felt helpless. I thought I still needed someone giving me advice on my workouts. But I realized I had to do it in order to survive.

"I had to live a split life, acting as an instructor to the health club clients on the one hand, and trying to train myself for the Mr. Universe title on the other. It was frustrating.

"People who would never benefit from what I told them kept taking my time. They paid and came to the gym. But it was a disgusting, superficial effort on their part. They merely went through the motions, doing sissy workouts, pampering themselves. And there was so much I wanted to do with those wasted hours."

## **Real Estate Investing**

While in his early 20s, Arnie put down every last cent he made as a bricklayer and from his mail order fitness pamphlets, on a six-family block in Los Angeles that became the foundation of a multimillion-dollar real estate empire.

The building cost \$215,000. He put down \$27,000, borrowed another \$10,000 from a friend, and took out a mortgage on the rest. He quadrupled his money in three years. Within 10 years, he was in position to buy an entire city block in Santa Monica for \$7 million.

He would later go on to invest in a number of real estate holding companies.

## **Schatzi Restaurant**

In 1992, Arnie and his wife opened a restaurant in Santa Monica called *Schatzi On Main*. *Schatzi* literally means "little treasure," colloquial for "honey" or "darling" in German. He sold the restaurant in 1998.

## **Planet Hollywood Investment**

Arnie was a founding celebrity investor in the Planet Hollywood chain of international theme restaurants (modeled after the Hard Rock Cafe) along with Bruce Willis, Sylvester Stallone and Demi Moore.

This is how one commentator described Arnie's investment in Planet Hollywood. "If money and looks aren't enough to make it, apparently the addition of big muscles doesn't help either. A star-studded restaurant venture, Planet Hollywood, is still around - but barely.

"The three big, muscled investors - Arnold Schwarzenegger, Bruce Willis and Sylvester Stallone - threw their weight into it with their wallets. With a businessman like Hard Rock Café's former CEO, Robert Earl, overseeing the venture, it seemed like a sure thing. However, sure things aren't always sure, even for celebrities; within three years, the stock value had dropped from \$32 per share to about \$1 per share and the chain went bankrupt soon after.

"The lessons we can take away? Sound business advice applies to everyone; don't consider yourself above the impact of an economy in recession, over-spending to save an initially bad investment or just plain old bad timing."

Arnie severed his financial ties with the business in early 2000, saying the company had not had the success he had hoped for, claiming he wanted to focus his attention on "new US global business ventures" and his movie career.

## **Celebrities and Business**

It is worth pointing out that just because a celebrity puts their name and money into a business venture it is by no means a guarantee of success.

The rich and gorgeous combination of Naomi Campbell, Claudia Schiffer, Elle Macpherson and Christy Turlington was not enough to save a company with no strong business plan from failing. Their initial investment in Fashion Cafe ended in failure three years after it began. Perhaps the supermodel financial failure of the 1990s can be chalked up to over-exuberance?

Rapper Jay-Z was stuck with a reported \$50 million loss on two Manhattan hotel high-rise projects that he had begun in 2007.



Bono is estimated to have lost about \$140 million with a technology investment in Palm, Inc., a direct competitor of the Apple iPhones.

## Other Ventures and Investments

Arnie also invested in a shopping mall in Columbus, Ohio. He has talked about some of those who have helped him over the years in business: "I couldn't have learned about business without a parade of teachers guiding me... from Milton Friedman to Donald Trump... and now, Les Wexner and Warren Buffett. I even learned a thing or two from Planet Hollywood, such as when to get out! And I did!"

He has significant ownership in Dimensional Fund Advisors, an investment firm.

In April 2011 Arnie was in Cannes to announce his first post-government Hollywood job. He has partnered with Stan Lee on the new transmedia property, *The Governor*, which will follow the animated exploits of the former California Governor-turned-superhero.

"First will come (The Governor) comic books, then a (animated) TV series and after that we will develop the games and then a movie," Arnie said at global TV market MipTV in Cannes.

*The Governor* posits Arnie as a devoted family man by day and a crime fighter by night. The series will pit *The Governor* and an elite team of teens against "the global villainy and 21st century disasters that no one else is equipped to handle." The franchise will introduce super suits and state-of-the-art weapons and vehicles, which will open up new gameplay for the video game portion of the series.

The video game franchise will be a key part of *The Governor*, launching after the animated series (which will feature the voice of Larry King), but before the 3D movie. Arnie will be part of the video game, which marks only the second time he has jumped into the interactive space.

Arnie signed a lucrative deal with Atari to provide voice work and his likeness for *Terminator 3: Rise of the Machines* in 2003 for Xbox and PlayStation 3 and *Terminator 3: The Redemption* in 2004 for Xbox, PlayStation 2 and GameCube.

## **Arnie and Warren Buffet**

"It's very nice of you to host this," Arnie said to Lord Jacob Rothschild in September 2002 at a meeting in the Rothschild ancestral home after being delivered by helicopter onto the immaculate lawns of Waddesdon manor, a Renaissance-style chateau in the undulating hills of Buckinghamshire in England.

A group of photographers captured the moment when Arnie, resplendent in steel-tipped cowboy boots, and billionaire Warren Buffett, stepped onto Waddesdon Manor's freshly cut lawn to be greeted by Lord Jacob Rothschild.

Buffett was guest of honor at a closed two-day meeting of some of the world's most powerful businessmen and financiers - the ultimate networking opportunity.

The get-together in the ancestral home of the Rothschild banking family was to discuss economic and political issues, the organizers said. Among those invited to Waddesdon Manor were business luminaries such as James Wolfensohn, president of the World Bank, Jorma Ollila, chief executive of Nokia and De Beers chairman Nicky Oppenheimer.

Arnie was on the guest list as a celebrity customer of the conference sponsor NetJets Inc, a private jets business owned by Buffett's Berkshire Hathaway Inc.

Buffett, the billionaire Oracle of Omaha, Nebraska, is famous for his ability to set-up iron-clad deals in a day. His philosophy is simple: "Work out how much it will pay out from now until Judgement Day, then discount it back and buy it cheaper," he told shareholders at his annual meeting that year, when asked for the secret of his success.

## **Arnie and the Pope**

Arnie was guest editor of *Men's Fitness* magazine in April 2012 when he wrote, "Years ago, I met Pope John Paul II and asked him about a story I'd read that I thought had to be a misprint, about his working out every day. I was wrong. He told me about waking long before the crack of dawn to train.

"That day, I decided the excuse of having no time was dead. And believe me, from shooting 16-hour days with director Jim Cameron to negotiating the budget of the eighth-largest economy in the world, there have been a lot

of times that I wanted to say, 'There's not enough time.' But then I envision the Pope cranking out crunches and pushups in the Vatican before sunrise."

## **Arnie and the Weiders**

In Chapter 2 I mentioned the two entrepreneurial Canadian brothers Ben and Joe Weider who set about broadening the appeal of pumping iron and earning respect for the sport while also promoting their own allied business interests.

Joe Weider received numerous honors for his work in the fitness industry. The Periodical Book Association in 1983 gave him the Publisher of the Year Award. Other honors included a Distinguished Citizen Award from the Boy Scouts of America in 1991, the United States Sports Academy's Dwight D. Eisenhower Fitness Award in 1992, and the Lifetime Achievement Award from the California governor's Council on Physical Fitness in 1995.

In 1994 the U.S. Congress passed a new law supported by Weider and other nutritional products firms. Sponsored by Utah's Senator Orrin Hatch, the Dietary Supplement Health and Education Act was passed to prevent the Food and Drug Administration from over regulating the health products industry.

Later that year, Weider Nutrition honored Senator Hatch for his work on the Dietary Supplement Health and Education Act. Arnie came to Salt Lake City to present Hatch with Weider's first annual award for major health contributions.

One contemporary press report said, "The Hollywood actor and Republican Party supporter joked about liberal Democrats wanting to increase regulations on supplements: 'Imagine what would have happened if it [proposed tougher FDA regulations] had gone through. You take 10 milligrams too much of vitamin C, and you have the FBI knocking on your door.'"

Arnie continued the joke: "I can imagine the conversation in prison. What are you in here for? 'Murder.' What about you? 'Zinc.'"

## **The Arnold Schwarzenegger Bodybuilding Classic**

Every year Arnie organizes the Arnold Schwarzenegger Bodybuilding Classic. Each year he selects an outstanding individual and honors him for his contribution to health, fitness, and bodybuilding.

In 2008 Arnie selected Ben Weider, who is the Founder and Honorary Lifetime President of the International Federation of Bodybuilding & Fitness.

Arnie presented Weider with The Lifetime Achievement Award in front of 5,000 cheering fans. When asked about his opinion of Governor Schwarzenegger, Weider replied, "Arnold Schwarzenegger is indeed one of the most intelligent people I have ever met. His perseverance, charming personality, and ability to solve problems and achieve results are what make him an outstanding individual."

Weider is also the president of The International Napoleonic Society. Arnie is also interested in history and was pleased when Weider, a Napoleonic historian, signed a copy of his new book titled *The Wars Against Napoleon: Debunking the Myth of the Napoleonic Wars*.

## **Muscle & Fitness and Flex**

In December 2003 controversial AMI tabloid magnate David Pecker announced that Arnie would become the executive editor of one of his tabloids, *Muscle & Fitness* and *Flex*. Arnie would be paid \$1.25 million over five years, which he would donate to the Governor's Council on Physical Fitness. He would also receive a \$250,000 annual salary from AMI, according to sources close to the governor.

A month later after Pecker had attended his first Arnold Classic he was still giddy about it. "It was my first time I ever went there. I can tell you that to see 87,000 people in this convention center and then Arnold walks in—I never saw anything like that in my entire life. In the bodybuilding industry, people visualize him as an icon.

"For me, I'm a businessman," he continued, "and having Arnold be the executive editor of the magazines is very important."

In May 2004, AMI announced it had deepened its relationship with Arnie, by buying a 50 percent stake in the Mr. Olympia competition. Pecker calls the event "the Super Bowl of bodybuilding."

## Arnie and Leadership

"Arnie knew that with a lot of hard work, dedication and determination, he would someday achieve his goal. These three qualities of his leadership would be the core of his overall success," wrote Krasniewicz and Blitz (2006) in *Arnold Schwarzenegger: A Biography*, Greenwood Press.

"Arnold's qualities of leadership began to show early in his teens. When he would work out in the gym, other athletes would look up to him due to his determined attitude. This immediate success was an important turning point in his life. He had found respect, honor and attention where he had least expected it.

"From here on, he had become a natural leader who would be on the forefront of the bodybuilding world for decades to come. Even with his new found role model status, he never lost track of the important things in life, such as family and charities."

Part of Arnie's appeal lies in his status as an outsider, arriving in Sacramento without the usual baggage of a career in politics. Thanks to his wealth and charisma, he didn't have to do deals to get into office, making him free to act independently once he got there.

Since then, Arnie has developed a true model of leadership and innovation. He's not just an intellectual leader. He's a problem solver with charisma and strong management and communication skills, who surrounds himself with strong, competent people. Many observers believe he was been molded by the experience of being a Republican in a Democratic state and living with a politically astute Kennedy wife.

Jolene Barron wrote on her blog: "I believe that Arnold's ability to communicate his vision has been a key factor in his success. As an actor and a politician he has been able to communicate his vision to the public.

"In looking at the leadership qualities we've discussed in class, Arnold fits the role of an analyzer. He is goal oriented, but works slowly and carefully to achieve his goals. He is persistent when he believes in something strongly."

## Arnie's Blueprint and Vision

In late 2012 the short film *Arnold's Blueprint*, from acclaimed directors Michael and Jeff Zimbalist was released. Arnie recounts when he discovered his ambitious career path.

## Lessons We Can Learn From Arnold Schwarzenegger

The movie focuses on the years before Arnie was the 'Universe's Perfect Specimen', and how he seized upon an opportunity to use the sport of bodybuilding to catapult himself to international stardom. Barrack escapes, tanks and borrowed underwear all play key roles.

His vision was that he would deliberately ignore the conventional route of his peers to pursue bodybuilding and movies.

"Here's the goal, and whatever it takes to get there, I will do," he says.

Few of us are fortunate enough to have this level of clarity in the vision we set for our lives or our businesses. However, articulating a clear vision can provide a motivating force for you and your team. An additional benefit of going through this process is that it forces you to address tough issues such as what you have to believe to realize your vision.

When articulating your vision, taking a long-term perspective allows you to be ambitious and bold. Hopefully, it also enables you to identify the underlying purpose or value of your organization.

From there, you can start working backwards to form a tactical plan that informs how you should allocate your time and capital.

As you go through the process of articulating your vision, important questions to answer include:

1. **What will it look like if I realize this vision?**
2. **Will that be satisfying to me and the people I work with?**
3. **How does the vision impact the team?**
4. **What investments will I need to make?**
5. **How much risk am I willing to take?**

Arnie's blueprint came in the form of a magazine article about someone he aspired to emulate (which, oddly enough, happened to be a bodybuilder starring in a movie). His resolve came from an innate desire to break the mold of his peers and family. Your blueprint and resolve can come from getting the vision right and effectively highlighting what you have to believe.

## **If there were an Oscar for Business Friendly, Arnie would have Won it**

That is the view held by Joel Fox, who was a senior advisor to Arnie during the recall election of 2003 and president of the California Small Business Action Committee.

According to Fox, as business struggles to move the state's economy forward, Arnie's business-related record as governor deserves a bit of the spotlight.

Fox says Arnie embraced the initiative, seeing the workers' compensation issue as a symbol of California's paralyzing dysfunction, which he used to convince legislators to come to the negotiating table and reach an agreement over his own workers' compensation bill.

"From the business point-of-view, the out-of-control workers' compensation costs were preventing job growth and encouraging other states to pillage our companies, recruiting them to relocate elsewhere," Fox wrote. "That 2004 reform saved many California businesses. By the time Arnie left office it had reduced workers' comp insurance rates by nearly 65 percent, saving employers more than \$70 billion.

"In the years between 2004 and when he left office, Schwarzenegger consistently bolstered businesses in a number of ways. He made sure state government was working to support businesses and job creation.

"For example, in Sacramento we now find it commonplace that state agencies issuing contracts aim to give 25 percent of those dollars to certified small businesses. That mandate resulted from an executive order issued by Arnie in 2006.

"He also created the Governor's Office of Economic Development, GoED, to serve as a one-stop-shop helping businesses navigate government hurdles and encourage them to invest and grow here.

"As governor, Arnie served like a hockey goalie for anti-business legislation that made it through the legislature. He was there to bat the bills away. The California Chamber of Commerce each year produces a list of 'job killer' bills that the Chamber notes has something for every business and industry in California to hate -- increased employer liability, new barriers to economic development, more regulations and higher taxes on business.

"Of the 69 'job killer' bills tabbed by the Chamber during Arnie's seven years as governor that reached his desk, he vetoed 63, or 91.3 percent.

“Arnie was a refreshing change for the business community and its efforts to grow the economy and create jobs. His predecessor, Gray Davis, vetoed only 29 percent of 48 ‘job killer’ bills.

“What’s more striking is that Arnie accomplished these feats while working with an increasingly polarized Legislature controlled by the opposing party. He caught heat for his negotiating style and unwillingness to play by the usual Capitol rules, yet still somehow managed to push his business-minded agenda.”

### **Arnie’s Net Worth**

In August 2003, before he was elected governor, Arnie filled a "Statement of Economic Interest" (SEI) with the Fair Political Practices Commission. The SEI reveals some information regarding his holdings at the time.

The disclosure plus public records show that at the time Arnie was involved in more than 100 assorted ventures, 19 of which were valued at more than \$1 million, including individual stocks, managed stock accounts, private investment funds, venture funds, bonds, stakes in operating businesses including movie theaters and Internet software.

Arnie’s net worth had been conservatively estimated at \$100–\$200 million; some estimates range up to \$800 million.

After separating from his wife, Maria Shriver, in 2011, it was estimated that his net worth was approximately \$400 million, and even as high as \$800 million, based on tax returns he filed in 2006.

Over the years as an investor, he invested his bodybuilding and movie earnings in an array of shares, bonds, privately controlled companies, and real estate holdings worldwide, so a more accurate estimation of his net worth is difficult to calculate, particularly in light of declining real estate values owing to economic recessions in the United States and Europe.

Arnie’s earnings for making movies commenced with a paltry \$12,000 in 1969 for his part in *Hercules in New York*.

In 1982 he received \$250,000 for his part in *Conan the Barbarian*. *Conan the Destroyer* in 1984 earned him \$360,000.

*The Terminator* in 1984 (“Some shit movie I’m doing, take a couple weeks”) according to Arnie earned him a surprisingly small \$75,000.



By the time of the *Commando* movie in 1985 Arnie could command a \$2,000,000 fee. He received \$3,500,000 for *Predator* in 1987, \$8,000,000 for *Red Heat* in 1988, and \$11,000,000 for *Total Recall* in 1990.

By 1993 he was asking \$15,000,000 for *Last Action Hero* and the same amount for *True Lies* and *Junior* the next year.

In 1996 he earned \$20,000,000 each for *Eraser* and *Jingle All the Way*, followed by \$25,000,000 for *Batman & Robin* in 1997.

For *End of Days* in 1999 he was paid \$22,000,000, followed by \$25,000,000 for *The 6th Day* in 2000, another \$25,000,000 for *Collateral Damage* in 2002 and an incredible \$30,000,000 for *Terminator 3: Rise of the Machines* in 2003.

In June 1997, Arnie spent \$38 million of his own money on a private Gulfstream Jet.

Arnie once said of his fortune, "Money doesn't make you happy. I now have \$50 million, but I was just as happy when I had \$48 million." He has also stated, "I've made many millions as a businessman many times over."

"It was a great pleasure to have been the governor of the great state of California and a great honor to have been voted in twice by the people," Arnie said to an audience in London in late 2012 while promoting his book and latest movie, before adding with a grin: "I didn't take a penny of my salary during my terms. After all, it was petty cash compared to what you make in the movies."

In March 2012, website [www.richbutbroke.com](http://www.richbutbroke.com), claimed, "By controlling his lifestyle and spending less than he makes, Arnie earns \$42,956,250 per year after lifestyle, taxes and other expenses. His net worth is \$343,328,950."

## **Arnie's Congressional Award**

In June 2002, Arnie was honored by the Congressional Award in Washington, DC with the Horizon Award. The Horizon Award is a special recognition from the Joint Leadership of the United States Congress and the Congressional Award Board of Directors. The Horizon Award is presented to individuals from the private sectors who have contributed to expanding opportunities for all Americans through their own personal contributions, and who have set exceptional examples for young people through their successes in life.

## **The Mental Game**

Arnie said the difference between himself and others in each of the three major roles in his life was the mental game.

As an example, he said there were plenty of weightlifters when he was competing to win bodybuilding competitions that were just as big as him and trained just as hard as he did.

But the difference between Arnie and the others was their approach to mentally winning. Arnie always envisioned success and winning as well as achieving his goals.

His goal was not just to be a good bodybuilder, but it was to win Mr. Olympia repeatedly. As opposed to other bodybuilders who were just good at training, Arnie continually envisioned mentally winning Mr. Olympia.

Incredibly, he won it not just once, but six consecutive times! Arnie says the difference between himself and others was not being physically bigger or having more defined muscles, instead it was the mental aspect of training, focusing and envisioning success at all times.

### **Arnie's Approach to the Mental Game**

1. Arnie constantly envisions success and accomplishing the near and short term goals he laid out for himself.
2. Arnie was always mentally focused on that success and accomplishing those goals.
3. He carried that focus into everything he did and his approach to training and executing his plans.
4. He was relentless in his pursuit for the success that he set out to achieve.

For startups and small businesses there are strong parallels and lessons to be learned from Arnie's approach that he has taken in his life to succeed not once, but in three completely separate areas as diverse as bodybuilding, acting and being elected as to the highest office in the largest state in the United States.

## Arnie and the Secret to Success

"Now, of course, people ask me all the time, they say to me, 'What is the secret to success?' And I give them always the short version.

"I say, 'Number one, come to America. Number two, work your butt off. And number three, marry a Kennedy.'

"But anyway, those are the short rules. Now today, I'm going to give you the six rules of success. But before I start, I just wanted to say these are my rules. I think that they can apply to anyone, but that is for you to decide, because not everyone is the same. There are some people that just like to kick back and coast through life and others want to be very intense and want to be number one and want to be successful. And that's like me.

"None of my rules, by the way, of success, will work unless you do. I've always figured out that there 24 hours a day. You sleep six hours and have 18 hours left. Now, I know there are some of you out there that say well, wait a minute, I sleep eight hours or nine hours. Well, then, just sleep faster, I would recommend.

"Because you only need to sleep six hours and then you have 18 hours left, and there are a lot of things you can accomplish. As a matter of fact, Ed Turner used to say always, 'Early to bed, early to rise, work like hell and advertise.'

"And, of course, all of you know already those things, because otherwise you wouldn't be sitting here today. Just remember, you can't climb the ladder of success with your hands in your pockets."

*From a speech Arnie made at the University of Southern California.*

## How Did Arnie Achieve Multiple Successes?

Arnie was a dominating bodybuilding champion, he then gained worldwide acclaim and great wealth as an actor, and then became Governor of California - he accomplished all that by marketing his transferable skills.

**Will success.** Arnie dreamed of wealth and fame. He was consumed by his desire. He latched on to bodybuilding and willed himself to the top. At his peak, Arnie won six Mr. Olympia titles in a row, then retired. Then he came back a few years later (while filming *Conan The Barbarian*) to win his seventh.

## Lessons We Can Learn From Arnold Schwarzenegger

In order to re-market yourself in a different career path, it's helpful to have achieved a measure of success in your present one - and accept nothing less than a successful transition. Remember that succeeding in one area opens doors to success in others.

**Leverage success.** Arnie's early movies were all about showing his muscles. He leveraged his success in bodybuilding to carve a career as a movie action hero. He knew his physique was money in the bank and convinced studio moguls it was, too.

In his first few movies, he displayed raw charisma and a pumped body. Not happy doing campy, low-budget flicks like *Hercules In New York*, he kept leveraging his box office clout until he was able to make the movies he wanted to make. Over time, he was better known for his movies and less for his pose-offs.

You may not make the total transition in one step, but you need to continually leverage the skills and accomplishments you gain, that cross over your current and future positions, to make the next step.

Look for an opening. Around the time *Terminator 3* opened in cinemas, then-California Governor Gray Davis was in a political fight to keep his post.

When the public called for a special recall election to determine whether to keep Davis in office or not Arnie decided to run. He knew his name recognition and previous successes in the worlds of bodybuilding and Hollywood would make him an instant contender.

By this time, he had honed his speaking ability (somewhat lessening his Austrian accent) and sales skills (from promoting Planet Hollywood), which made him a natural for elected office.

If you want to transfer to a new career by succeeding in your current one, leverage that success and continually look for other openings.

When Arnie was doing this he had discipline, commitment and a burning desire to succeed in everything he does.

### **Arnie's Winning Mindset**

Arnie developed a winning mindset and mentality over the years. By developing a simple mind set for success he soon realized that this could be applied to any area of life that he wished.

"Most of the people I observed couldn't make astonishing advances because they never had faith in themselves. They had a hazy picture of what they wanted to look like someday, but they doubted they could realize it. Ultimately they didn't put out the kind of effort I did because they didn't feel they had a chance to make it. And of course, starting with that premise, they didn't."

"Positive thinking can be contagious. Being surrounded by winners helps you develop into a winner."

"I remember certain people trying to put negative thoughts into my mind, trying to persuade me to slow down. But I had found the thing to which I wanted to devote my total energies and there was no stopping me."

### **Arnie's 6 Rules of Success**

1. **Trust Yourself.** Trust yourself no matter what anyone else thinks.
2. **Break the Rules.** "Well behaved women rarely make history."
3. **Don't be Afraid to Fail.** If you are afraid, you will never try.  
If you never try you won't ever succeed.
4. **Ignore (Don't Listen to) the Naysayer.** Don't pay attention to naysayers. People will say it can't be done; people will give 100 reasons why this cannot be done. Do not take no for an answer.
5. **Work Your Butt Off.** You never want to fail because you did not work hard enough and didn't leave any stone unturned.  
There is no escape to hard work.
6. **Giving Something Back.** Whatever path you take in life, always find time to give back to the community.

## Lessons We Can Learn From Arnold Schwarzenegger

**6.**

**“I’LL BE BACK”**

**ARNIE’S WIT AND WISDOM**

“Everything I have, my career, my success, my family,  
I owe to America. You can achieve anything.”

**Arnold Schwarzenegger**

## Lessons We Can Learn From Arnold Schwarzenegger

Arnie really does have a droll sense of humor as his responses to these questions illustrate.

### **What is your greatest fear?**

"I am petrified of bikini waxing. I had a very bad experience in 1978."

### **What is the trait you most deplore in others?**

"People who speak with heavy American accents. I can barely understand them. No, seriously, dishonesty."

### **What is your greatest extravagance?**

"I am a major shoe queen."

### **What do you dislike most about your appearance?**

"Let's just say Milton Berle had the same exact problem. I tell you, it's a curse."

### **Which words or phrases do you most overuse?**

"Maria, I said 'I'm sorry,' and 'Yes, dear.'"

### **What is your greatest regret?**

"My only regret is when an actor wins an Oscar for a role I turned down. Although I still say I wasn't right for Forrest Gump."

### **If you could choose what to come back as, what would it be?**

"What do you mean, 'if'? I'll be back—in Terminator 3 on July 2."

### **What do you regard as the lowest depth of misery?**

"Did you read the reviews for Last Action Hero?"

### **Who are your favorite writers?**

"My favorite fiction writers are studio accountants."

### **How would you like to die?**

"From a heart attack at the Kodak Theatre when they announce I won best actor for Terminator 3."

### **What is your motto?**

"If at first you don't succeed, try, try, try again. Then use a stunt double."



## Arnie on Life

"I love to schmooze."

"I knew I was a winner back in the late sixties. I knew I was destined for great things. People will say that kind of thinking is totally immodest. I agree. Modesty is not a word that applies to me in any way - I hope it never will."

"For me life is continuously being hungry. The meaning of life is not simply to exist, to survive, but to move ahead, to go up, to achieve, to conquer."

"I think that gay marriage should be between a man and a woman."

"The worst thing I can be is the same as everybody else. I hate that."

"I was always honest about my weak points, this helped me grow. I think it's the key to success in everything: be honest; know where you are weak: admit it."

"Start wide, expand further, and never look back."

"I have inhaled, exhaled everything."

"Learned helplessness is the giving-up reaction, the quitting response that follows from the belief that whatever you do doesn't matter."

"If it's hard to remember, it'll be difficult to forget."

"The mind is the limit. As long as the mind can envision the fact that you can do something, you can do it, as long as you really believe 100 percent."

"I'm 6'2". I've heard rumors that I'm really much shorter in real life - like 5'6" or something like that - which is ridiculous. I can assure you this is not the case. People look up to me, and not

just because I do a lot of work in the community. I mean, most people really look up to me.”

Arnie on the power of visualizing your goals. “When I was very young, I visualized myself being and having what it was that I wanted. The mind is really so incredible. Before I won my first Mr. Universe, I walked around the tournament like I owned it. The title was already mine. I had won it so many times in my mind that there was no doubt I would win it. Then, when I moved on to the movies, the same thing. I visualized myself being a successful actor and earning big money. I could feel and taste success. I just knew it would happen.”

On visiting Venice, California. “This place is insane. You never have to smoke a joint. You just go on a bicycle ride in the morning, inhale, and you live off everyone else.”

“The worst I can be is the same as everybody else. I hate that.”

“Milk is for babies. When you grow up you have to drink beer.”

“I saw a woman wearing a sweatshirt with Guess on it. ‘I said, Thyroid problem?’”

“I never was the kind of person that runs away from the problem, I run towards it.”

“In our society, the women who break down barriers are those who ignore limits.”

“I like the color red because it’s a fire. And I see myself as always being on fire.” On his favorite color.

“Women are the engine driving the growth in California’s economy. Women make California’s economy unique.”

“I am a big believer in education, because when I grew up in Austria - when I grew up in Austria I had a great education. I had great teachers.”

"You have to remember something: Everybody pities the weak; jealousy you have to earn."

"Everything I have ever done in my life has always stayed. I've just added to it . . . but I will not change. Because when you are successful and you change, you are an idiot."

"I play the Terminator, but you guys are the true terminators." To American GIs stationed in Iraq in 2003.

Recalling a speech in which his father-in-law, creator of the Peace Corps, urged listeners to "Break that mirror in front of you -- that mirror that only lets you look at yourself."

"These kids come to me and ask, 'Hey Arnie, are you God?'. I just laugh and say, 'Nice try, but keep looking.'"

"Just remember, you can't climb the ladder of success with your hands in your pockets."

"Strength does not come from winning. Your struggles develop your strengths. When you go through hardships and decide not to surrender, that is strength."

"Everybody likes to be wanted... and needed, and appreciated and loved, and all those things. Some people only have it in a limited way. You know, by just being loved by their family, or by their children, or by their brother or whatever... their wife. Some people like more than that. Now, I am one of them."

"You can't reason with people blinded by hate. They hate the power of the individual. They hate the progress of women. They hate the religious freedom of others. They hate the liberating breeze of democracy. But ladies and gentlemen, their hate is no match for America's decency."

"In the beginning I was selfish. It was all about, 'How do I build Arnold? How can I win the most Mr. Universe and Mr. Olympic contests? How can I get into the movies and get into business?' I was thinking about myself... As I've grown up, got

older, maybe wiser, I think your life is judged not by how much you have taken but by how much you give back.”

“We all have great inner power. The power is self-faith. There’s really an attitude to winning. You have to see yourself winning before you win. And you have to be hungry. You have to want to conquer.”

“So the thing that really meant the most to me kind of fell apart because of my doing. That is something that I will always look back and say, ‘How could you have done that?’” After his separation from Maria Shriver.

“You can’t run from your mistakes. You have to confront them.”

“How do you get up after a fall? That’s what I’ve done my whole life.”

“If I would have listened to the naysayers I would still be in the Austrian Alps yodeling. I would never have come to America. I would have never done Terminator, and I wouldn’t be standing here in front of you today as governor of the greatest state of the greatest country in the world.”

“Let me tell you something: reaching out and helping people will give you more satisfaction than anything you have ever done.”

## **Arnie on Bodybuilding**

“The only way to be a champion is by going through these forced reps and the torture and pain. That’s why I call it the torture routine. Because it’s like forced torture. Torturing my body. What helps me is to think of this pain as pleasure. Pain make me grow. Growing is what I want. Therefore, for me pain is pleasure. And so when I am experiencing pain I’m in heaven. It’s great. People suggest this is masochistic. But they’re wrong. I like pain for a particular reason. I don’t like needle’s stuck in

my arm. But I do like the pain that is necessary to be a champion."

"I wanted that body and I didn't care what I had to go through to get it."

"In two or three years, I had actually been able to change my body entirely. That told me something. If I had been able to change my body that much, I could also, through the same discipline and determination, change anything else I wanted. I could change my habits, my whole outlook on life."

"The resistance that you fight physically in the gym and the resistance that you fight in life can only build a strong character."

"Bodybuilding is much like any other sport. To be successful, you must dedicate yourself 100% to your training, diet and mental approach."

"The last three or four reps is what makes the muscle grow. This area of pain divides the champion from someone else who is not a champion. That's what most people lack, having the guts to go on and just say they'll go through the pain no matter what happens."

"If you want to be a champion, you cannot have any outside negative influence coming in to affect you. If I get emotionally involved with a girl, it can have a negative effect on my mind and destroy my workouts. Therefore I have to cut my emotions off and be cold in a way. Do this with the rest of things. If someone steals my car right now, I don't care. I can't be bothered with that. All I can do is call the insurance agency and they'll laugh about it. I trained myself for that and not to let things go into my mind."

"The best activities for your health are pumping and humping."

"It's simple, if it jiggles, it's fat."

“Training gives us an outlet for suppressed energies created by stress and thus tones the spirit just as exercise conditions the body.”

“The success I have achieved in bodybuilding, motion pictures, and business would not have been possible without the generosity of the American people and the freedom here to pursue your dreams.”

“The whole thing was to make bodybuilding hip, to take it out of the sports page or the circus page or whatever and have it covered in the regular press. What was so smart is we got involved with people who were eccentric. They understood our sport. Andy Warhol was all over me with his Polaroid camera, taking pictures, and then one day I walked in there and he had a whole bunch of guys lying on top of each other, and he was taking pictures of asses and calling it landscapes. I said, ‘O.K. Whatever.’”

“My body is like breakfast, lunch, and dinner. I don't think about it, I just have it.”

“I just use my muscles as a conversation piece, like someone walking a cheetah down 42nd Street.”

“I didn't leave bodybuilding until I felt that I had gone as far as I could go. It will be the same with my film career. When I feel the time is right, I will then consider public service. I feel that the highest honor comes from serving people and your country.”

“What we face may look insurmountable. But I learned something from all those years of training and competing. I learned something from all those sets and reps when I didn't think I could lift another ounce of weight. What I learned is that we are always stronger than we know.”

“I was always interested in proportion and perfection. When I was 15 I took off my clothes and looked in the mirror. When I

stared at myself naked, I realized that to be perfectly proportioned I would need 20-inch arms to match the rest of me."

"I know a lot of athletes and models are written off as just bodies. I never felt used for my body."

"Mohammad Ali, one of my great heroes, had a great line in the 70's when he was asked: 'How many situps do you do?' He said, 'I don't count my situps; I only start counting when it starts hurting. When I feel pain, that's when I start counting because that's when it really counts. That's what makes you a champion.' And that's the way it is with everything: No pain, no gain."

On his career as a bodybuilder. "I had a very clear vision of where I wanted to go. You realize you have to pay no attention to the naysayers. When you learn those lessons in sports, you can apply those lessons for the rest of your life."

"It is tougher as you get older. Your metabolism slows down. Your muscles don't respond in exactly the same way anymore. When you do action scenes and fight scenes and run around you take longer to recuperate, but so what? It doesn't matter. It's not like we don't get paid for it."

"The day has 24 hours. Taking one hour to focus on your health means giving up only 4% of your day."

## **Arnie on Business and Money**

"Money doesn't make you happy. I now have \$50 million but I was just as happy when I had \$48 million."

"I know California is supposed to be a place where dreams come true, but my life has gone way beyond the dream. My dream was to come to America, become the greatest bodybuilder of all time ... And if that worked out, I was going to build a gym business and then live happily ever after. Then

all of a sudden I shot right by my dream. I stopped doing the strong man stuff, did the Terminator movies and became the highest-paid actor in Hollywood. I got \$30 million for Terminator 3: Rise of the Machines (2003), you know.”

“I didn’t think about money. I thought about the fame, about just being the greatest. I was dreaming about being some dictator of a country or some savior like Jesus.”

“In sports, you learn competition means go after it, win it. And not to let anything else interfere. It’s something you learn, and it sticks with you. I consider myself an expert in looking into a particular idea or goal and then going after it without anything else in mind... It’s always the same kind of thing. You pick a goal, and then you just go after it, accomplish it, and get satisfaction out of that.”

“The guys who own the most real estate in Los Angeles are Europeans. There are people coming over from Yugoslavia with hardly any money...a friend of mine came over from Czechoslovakia in ‘68 and he now owns four apartment buildings. Americans are still sitting on their asses waiting for it. Europeans are hungry because we don’t have that much.”

“America is so money-oriented. (Thank God! It’s always helped me!) But it has its disadvantages because the psychiatrists know their business doesn’t mean a thing if there are no sick people around, and so they make everybody feel guilty. You know, all New York City is running to a psychiatrist. All America thinks it has sexual hang ups. Everybody’s running to shrinks.”

Arnie was asked if he wanted to upgrade to Windows 7, to which he replied, “I still love Vista, baby.”

“Selling was one of my favorite things. Don’t tell me any more of this information,” Arnie said about a business deal. “I like to always wander in like a puppy. I walk into a problem and then figure out what the problem really is.”



"You have to move forward and be offensive. For every punch, there's a defense. There will always be those ten guys shooting at you, but *you must live on the offensive.*" This is Arnie's message: You must live on the offensive. Forget the obstacles. Remember your sense of humor and always, always keep your eye on the prize.

## Arnie on Films and Movies

"It was clear I would never be an actor like Dustin Hoffman or Marlon Brando, or a comedian like Steve Martin. I was being sought as a larger-than-life character in action movies, like Clint Eastwood and Charles Bronson, and John Wayne before them. Those were my guys. I went to see all their movies.

"I wanted to be in the same league and on the same pay scale. As soon as I realized this, I felt a great sense of calm. Because I could see it. Just as I had in bodybuilding, I believed 100 percent that I'd achieve my goal."

"I have a love interest in every one of my films: a gun."

"My friend James Cameron and I made three films together - *True Lies*, *The Terminator* and *Terminator 2*. Of course, that was during his early, low-budget, art-house period." (Since then James Cameron has been nominated for six Academy Awards and won three for *Titanic*. Cameron's *Titanic* and *Avatar* are the two highest-grossing films of all time at \$2.18 billion and \$2.78 billion respectively. In March 2011 Cameron was named Hollywood's top earner by *Vanity Fair*, with estimated 2010 earnings of \$257 million.)

"Picasso would go into a restaurant and do a drawing or paint a plate for a meal. Now you go to these restaurants in Madrid, and the Picassos are hanging on the walls, worth millions of dollars. That wasn't going to happen to my movies."

“You can scream at me, call me for a shoot at midnight, keep me waiting for hours - as long as what ends up on the screen is perfect.”

“And then I got the big break in *Conan the Barbarian*. And there the director said, ‘If we wouldn’t have Schwarzenegger, we would have to build one.’ Now, think about that. And then, when I did *Terminator*, ‘I’ll be back,’ became one of the most famous lines in movie history, all because of my crazy accent.

“Now, think about it. The things that the agents said would be totally a detriment and would make it impossible for me to get a job, all of a sudden became an asset for me, all of those things, my accent, my body and everything.

“So it just shows to you, never listen to that you can’t do something. And, ‘You have to work your way up, of course, run for something else first.’ I mean, it was the same when I ran for governor, the same lines, that you have to work your way up, it can’t be done. And then, of course, I ran for governor and the rest, of course, is history.

“They said you have to start with a small job as mayor and then as assemblyman and then as lieutenant governor and then as governor. And they said that’s the way it works in a political career. I said, ‘I’m not interested in a political career. I want to be a public servant. I want to fix California’s problems and bring people together and bring the parties together.’”

Responding to criticism during a televised debate. “I just realized I have the perfect part for you in *Terminator 4*.”

“I don’t know what the problem is, but I’m sure it can be solved without resorting to violence.” – in *Twins*.

“I was always dreaming about very powerful people - dictators and things like that. I was just always impressed by people who could be remembered for hundreds of years, or even, like

Jesus, be for thousands of years remembered." – in the 1977 film *Pumping Iron*.

"I have to give the audiences what they enjoy seeing while I try to bring in a little something new, with different movies, different time periods and all those things. But what's important is to entertain the people -- everything else means nothing."

Most of Arnie's movies were big hits, but even the flops, like *Red Sonja*, don't really upset him. Arnie doesn't dwell on past mistakes, he moves on. "I got that from sports," he says. "You go back to the gym and you just do it again and again until you get it right."

About being taken seriously. "I don't care. The important thing to me is that I'm doing work that people enjoy out there, that the movie makes good money, that the studio makes the money back, and that I'm having a great time at what I'm doing. I don't even consider myself serious. So how do I expect people to take me serious? I think this whole Hollywood thing has to be taken much looser . . . it's just entertainment."

"There were various stepping-stones in my career. One of them was *Conan the Barbarian* (1982), because it was the first time I did a film with that kind of budget and I had the title role. The next big stepping-stone was *The Terminator* (1984). With '*The Terminator*,' I think people became aware of the fact that I didn't really have to take my shirt off or run around and expose my muscles in order to sell tickets. After I did '*The Terminator*' and we had seen it be more successful than the *Conan* films, people then sent me a variety of different kinds of scripts - all in the action-adventure genre, but they were not muscle movies or Viking movies or pirate movies or anything like that."

"My own dreams fortunately came true in this great state. I became Mr. Universe; I became a successful businessman. And

even though some people say I still speak with a slight accent, I have reached the top of the acting profession.”

“When I was on my way to the podium a gentleman stopped me and said I was as good a politician as I was an actor. What a cheap shot.”

“I think that I am always a person that looks for the next big goal,” he said. “And I love challenges. I always set goals that are so high, that are almost impossible to achieve.”

“Well, thank you very much. (Applause) Hello, everybody. What a great introduction, what a wonderful thing. What a great, great welcome I’m getting here, so thank you very much. I mean, I haven’t heard applause like that since I announced that I was going to stop acting.” (Applause) *From a speech Arnie made at the University of Southern California.*

“And I must also say thank you to President Sample for honoring me with this fantastic degree. Thank you very much. Wow, Arnold Schwarzenegger, Doctor of Humane Letters. I love it. (Applause) But, of course, I noticed that it wasn’t a doctorate in film or in cinema or in acting. I wonder why?” *From a speech Arnie made at the University of Southern California.*

“I started taking acting classes. I took English classes, took speech classes, dialogue classes. Accent removal classes I even took. I remember running around saying, ‘A fine wine grows on the vine.’ You see, because Germans have difficulties with the F and the W and V, so, ‘A fine wine grows on the vine.’ I know what some of you are now saying, is I hope that Arnold got his money back.”

In late 2012 Arnie made a speech in Toronto, Canada where he bragged about his unique status among politicians. “I know that this is a place where so many speakers come through. I’m very much aware of the Henry Kissingers and the George Bushes and the Bill Clintons... But I am somewhat unique...”

George Bush didn't dance with Danny DeVito. Or, for instance, how many of them were naked in *Terminator 3*? ... How many have been pregnant, like I was in the movie *Junior*?"

"I'm not interested in Satuhn, I said Mahs."

"Come ahn, don't booshit me."

"Relax... you live longuh."

## **Arnie on Government, Politics and Taxes**

On his decision to run for governor of California. "It was the most difficult decision in my life - except the one in 1978 when I decided to get a bikini wax."

"There's a lot of people who want me to get out of acting and want me to run for governor. I think it's mostly movie critics."

After being pelted with an egg at a political rally. "This guy owes me bacon now . . . you can't have egg without bacon."

"And now, of course this is another thing I didn't count on, that now as the governor of the state of California, I am selling California worldwide. You see that? Selling."

Once in office, the newly minted Governor crowed, "I don't want to move boxes around; I want to blow them up."

"Failure is not an option. Everyone has to succeed."

"Government's first duty and highest obligation is public safety."

"My relationship to power and authority is that I'm all for it. People need somebody to watch over them. Ninety-five percent of the people in the world need to be told what to do and how to behave."

## Lessons We Can Learn From Arnold Schwarzenegger

"I can promise you that when I go to Sacramento, I will pump up Sacramento."

"The biggest problem that we have is that California is being run now by special interests. All of the politicians are not anymore making the moves for the people, but for special interests and we have to stop that."

"Political courage is not political suicide."

"One of my movies was called 'True Lies.' It's what the Democrats should have called their convention."

"To restore the trust of the people, we must reform the way the government operates."

"We are a forward-looking people, and we must have a forward-looking government."

"From the time they get up in the morning and flush the toilet, they're taxed. Then they go and get the cup of coffee, they're taxed.... This goes on all day long. Tax, tax, tax."

"When the people become involved in their government, government becomes more accountable, and our society is stronger, more compassionate, and better prepared for the challenges of the future."

"You know, nothing is more important than education, because nowhere are our stakes higher; our future depends on the quality of education of our children today."

"I welcome and seek your ideas, but do not bring me small ideas; bring me big ideas to match our future."

"I speak directly to the people, and I know that the people of California want to have better leadership. They want to have great leadership. They want to have somebody that will represent them. And it doesn't matter if you're a Democrat or a Republican, young or old."

After undergoing heart surgery in 1997. "We made, actually, history, because it was the first time ever that doctors could prove that a lifelong Republican has a heart."

"I was also going to give a graduation speech in Arizona this weekend. But with my accent, I was afraid they would try to deport me."

"I would rather be Governor of California than own Austria."

"I feel good because I believe I have made progress in rebuilding the people's trust in their government."

"There is another way you can tell you're a Republican. You have faith in free enterprise, faith in the resourcefulness of the American people, and faith in the U.S. economy. To those critics who are so pessimistic about our economy, I say: 'Don't be economic girlie men!'"

"Anyway, my fellow Americans, this is an amazing moment for me. To think that a once-scrawny boy from Austria could grow up to become governor of the state of California and then stand here...then stand here in Madison Square Garden and speak on behalf of the president of the United States -- that is an immigrant's dream. It is the American dream."

"Why not? With my way of thinking, you always shoot for the top." On 60 Minutes, when asked whether he favors amending the U.S. Constitution to allow naturalized citizens (such as himself) to run for president.

"I learned firsthand that the only action is when both parties come together. I've seen firsthand, that when you bring both of the parties together and if you do the people's work -- if you see yourself as public servant rather than a party servant. When we brought Democrats and Republicans together, we did the infrastructure, we made a commitment to rebuild California, we did all of our environmental progress in reducing the greenhouse gases, and making a commitment to

33 percent of renewables, and stem cell research and on and on and on.”

“I’ve seen firsthand coming here with empty pockets but full of dreams, full of desire, full of will to succeed, but with the opportunities that I had, I could make it. This is why we have to get back and bring California back to where it once was.”

A local legislator once asked Schwarzenegger what his primary goal was. “Getting things done,” came the reply.

## **Arnie on America**

“As long as I live, I will never forget that day 21 years ago when I raised my hand and took the oath of citizenship. Do you know how proud I was? I was so proud that I walked around with an American flag around my shoulders all day long.”

“Help others and give something back. I guarantee you will discover that while public service improves the lives and the world around you, its greatest reward is the enrichment and new meaning it will bring your own life.”

“I was born in Europe... and I’ve traveled all over the world. I can tell you that there is no place, no country, that is more compassionate, more generous, more accepting, and more welcoming than the United States of America.”

“As you know, I’m an immigrant. I came over here as an immigrant, and what gave me the opportunities, what made me to be here today, is the open arms of Americans. I have been received. I have been adopted by America.”

“There is no place, no country, more compassionate more generous more accepting and more welcoming than the United States of America.”



"If you work hard and play by the rules, this country is truly open to you. You can achieve anything."

"In this country, it doesn't make any difference where you were born. It doesn't make any difference who your parents were. It doesn't make any difference if, like me, you couldn't even speak English until you were in your twenties."

"Freedom is a right ultimately defended by the sacrifice of America's servicemen and women."

"No matter the nationality, no matter the religion, no matter the ethnic background, America brings out the best in people."

"I believe with all my heart that America remains 'the great idea' that inspires the world. It is a privilege to be born here. It is an honor to become a citizen here. It is a gift to raise your family here, to vote here, and to live here."

"I'll be back."

In conclusion trust you have enjoyed not only learning valuable lessons from the life of Arnold Schwarzenegger, but have also been inspired by his amazing life story, and no doubt amused by his dry sense of humour!

Arnold has been able to inspire millions of people around the world, initially from his success as the world's greatest bodybuilder, but then as a Hollywood actor and finally as the Governor of California - the 8th largest economy in the world.

His story as an American immigrant who achieved 'above and beyond' his dreams is not only inspiring, but one can see he has a deep respect for the generosity bestowed upon him by becoming an American citizen. His sense of gratitude is a key reason for his success.

Arnold has a strong sense of humour, combined with charm and strong leadership skills. This has helped him achieve what perhaps no one else has ever achieved. That is being successful in so many diverse careers from sport to business, to Hollywood and politics.

## Lessons We Can Learn From Arnold Schwarzenegger

His story demonstrates the power of writing down goals, and strategic plans, even if they are outlandish in the beginning. He has an ability to surround himself with smart people and to turn his supposed weaknesses into strengths. For example, his strong Austrian accent, which initially hindered his movie career, ended up becoming his greatest asset.

He clearly didn't allow others to influence him in a negative way. It was his absolute certainty in his vision, and himself, that saw any obstacle overcome.

These are valuable lessons we can all apply to our own careers and lives no matter what situation.

I wish you continued success.

Jamie McIntyre

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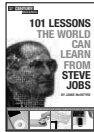
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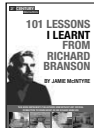
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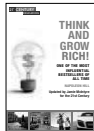
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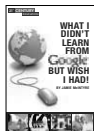
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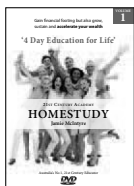


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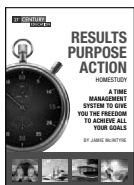
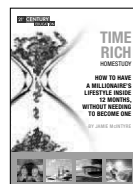


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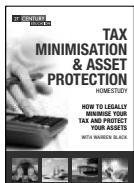
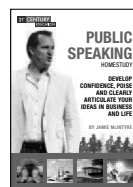


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Jamie is available for limited speaking engagements and can cover a range of topics, including:



- Why Do Most People Fail?
- 5 Major Strategies To Succeed In The 21st Century
- How To Raise Your energy Levels Fast!
- Developing The Mindset Of a Millionaire By Rewiring Your Subconscious.
- Entrepreneurship and Innovation
- Perseverance, Goal Setting, and Positive Thinking
- Your Leadership Journey – Are You a leader Or Manager
- Customer Service And Why It Is Vital To The Survival Of Any Business
- Business & Management
- Marketing & Creativity
- Motivation & Inspiration
- Time Management and Business Productivity

Jamie is also available to speak to limited amount of schools per year as part of our Youth Program.

“ The only speaker in Australia that can speak on creating wealth in property, the stock market, business and internet business. Many can specialise in one discipline, but only a true financial master can create wealth from many disciplines.

Wealth Creator Magazine ”

21st Century also has other available speakers:



**ERIC BAILEY**

Corporate training and Motivation Coach



**LOU HARTY**

Trading, Internet and US Property Entrepreneur



**KONRAD BOBILAK**

Property Strategies and Finance Expert



**WARREN BLACK**

Accounting, Tax and Asset Protection Specialist

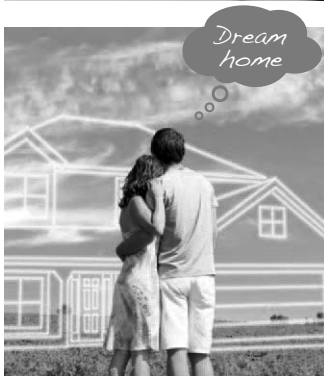
For select organisations Jamie may waive his speaking fees or donate them to charity.

**EMAIL: [enquiries@21stca.com.au](mailto:enquiries@21stca.com.au) PHONE: 1800 999 270**

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# JAMIE McINTYRE

Co-Founder of 21st Century Education

Jamie McIntyre is the founder of over 12 companies that turn over in excess of \$40 million dollars annually. With reach in industries such as education, trading, accounting, finance broking, stock broking, financial services, recruitment, media, publishing and TV, the 21st Century Group has grown to be the largest financial education resource in Australia.

17 years ago Jamie realised the world needed a 21st Century Modern day education rather than the current out-dated education system created in the industrialisation era of the 19th Century. A “21st Century” education that was better than school or university and taught by those with a PhD in Results, not just theory. An Education – For Life!

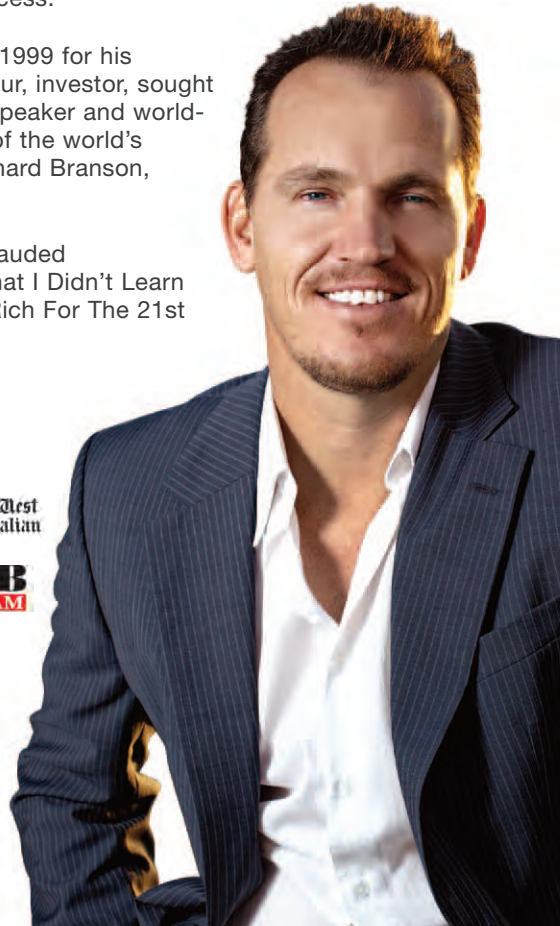
Only 5 years from being almost bankrupt, he had succeeded - Jamie had become a self-made millionaire. This incredible turnaround can be credited to Jamie’s extensive research and to the knowledge he gained from his somewhat unconventional approach of modeling multi-millionaires, entrepreneurs, investors and success coaches.

After producing such outstanding results in so many areas of his life, Jamie decided to fulfill a promise he made to one of his personal mentors and pass on what he had learnt to others. From this, the 21st Century Education and the 21st Century Group was born.

Today, Jamie has educated more than 450,000 people worldwide and helped thousands achieve financial abundance and long-term success.

Nominated for ‘Young Australian of the Year’ in 1999 for his achievements, Jamie is a successful entrepreneur, investor, sought after success coach, internationally renowned speaker and world-leading educator, sharing the stage with some of the world’s most successful entrepreneurs (such as Sir Richard Branson, Harry Dent, Tim Ferriss, and more).

He is also the author of numerous globally applauded publications such as the best-selling books ‘What I Didn’t Learn At School But Wish I Had’ and “Think & Grow Rich For The 21st Century”.



[www.JamieMcIntyre.com](http://www.JamieMcIntyre.com)

[www.21stCenturyEducation.com.au](http://www.21stCenturyEducation.com.au)





Jamie McIntyre - Author

**'ARNIE'S' GIGANTIC ACTION HERO ENERGY AND SUCCESS DOESN'T STOP WHEN HE GETS OFF THE FILMSET – IT JUST KEEPS GROWING BIGGER! SEAMLESSLY MOVING FROM ROLE TO ROLE, FROM MR. UNIVERSE TO MULTI-MILLIONAIRE BUSINESSMAN, HOLLYWOOD MEGA STAR AND GOVERNOR OF CALIFORNIA, ARNOLD PUMPS SERIOUS RESULTS INTO WHATEVER HE SETS OUT TO ACHIEVE IN LIFE.**

Arnold seized the American dream of the 'land of opportunity' and completely ran with it, from success to success, from 'Terminator' to 'Governator.' Many have succeeded in politics, business, sports or stardom, but has anyone ever succeeded in all areas? This is what makes Arnold's achievements stand out and why so many people ask him, 'What are the secrets to success?'

Self-Made Millionaire and Author, Jamie McIntyre, explores this topic while sharing the fascinating life story of a man who mingles with the world's most influential business people and famous celebrities.

This book is also just simply a fun read! Arnold's sense of humour is hilarious and his quotes don't stop at, 'I'll Be Back!'

Other bodybuilders were just as big and may have been almost as good as Arnold, but as he readily admits, the difference between himself and the others was his approach to mentally winning.... Apply Arnold's psychology of success to bodybuild your life!

**"Money doesn't make you happy I now have \$50 million, but I was just as happy when I had \$48 million."**

Arnold Schwarzenegger

### Here is what you will learn:

- How to model a highly successful entrepreneur. Did you know that Arnold made his first million from business not Hollywood?
- **The power of positive thinking and a winning mindset**
- How to apply Arnold's 6-step 'Rules to Success'
- **How to become a self-made millionaire by modelling someone with a PhD in results**
- How Arnold started his career and achieved all of his goals against adversity
- **Valuable life lessons with famous quotes from Arnold himself**
- How to transform ideas into reality

Jamie McIntyre has been featured in:



The Courier-Mail

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