

# DRAGON'S GET RICH GUIDE!

**ONLY IN ZOO!** Multi-millionaire *Dragons' Den* beanpole Peter Jones gives his tips on how to make a lot of cash... and keep it!



Outside it's called 'The Gang'.

## 1 GREAT IDEAS MAKE MONEY

"In the last series of *Dragons' Den*, I invested in the iTEDDY. We got a multi-million pound order with Argos and the bear's creator, Imran Hakim, became a millionaire. I also had major success with Levi Roots and his Reggae Reggae sauce. I got the deal for him in Sainsbury's and his product outsold tomato ketchup. He is making a lot of money. It doesn't get better than that."



Bear with me, the first year turnover is here somewhere.

overpaid for a car in my life – I've always got a discount. I want a bargain. Even if I'm buying shirts, I won't go into one shop and buy a £100 Armani shirt if someone down the road is selling it for £80. I will be down the road saving 20 quid."

## 3 STAY ACTIVE

"I became a fully-qualified tennis coach when I was 17. I still play tennis, sometimes with Andy Castle from GMTV. Andy used to be the British No1 and I've played with him at Wimbledon. I even broke his serve once!"

## 4 DON'T BE AFRAID TO FAIL

"I bought my first house when I was 19. I married at 22, which is pretty young, but I still managed to have a beautiful house, a BMW and a Porsche. But I made some key mistakes and lost all my money. All I had left was my office, so that's where I had to live! While I tried to start a new business I slept on the office floor for six months – I even washed there every day with cold water. Honesty, there's no greater incentive to go and make money."

## 5 ALWAYS BE CONFIDENT

"If you're confident, if you hold yourself well – and

you happen to be 6ft 7in, like me – it's pretty daunting for anyone you're pitching to. But beware – you can alienate some people walking into an office, especially if the buyer is 5'4" and a little bit porky. You're gonna have to work a little bit harder to get a deal from them."

● **Catch *Dragons' Den* every Monday night at 9pm on BBC2**



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