## Contents

**Foreword**  Jeffrey Gitomer  
xi

**Preface: How P.T. Barnum Almost Killed Me Twice**  
(and Why I Don’t Really Mind)  
 xv

**Acknowledgments**  
xix

1  Presenting . . . the Greatest Marketeer of All Time—  
   *P.T. Barnum!*  
   1

2  P.T. Barnum’s Amazing 10 Rings of Power for  
   Creating an Empire  
   11

3  Bonus: *Barnum’s Rules for Success in Business*  
   by P.T. Barnum  
   19

4  P.T. Barnum’s Amazing Mind-Set for Success  
   25

5  Attention! What P.T. Barnum Learned When He Was  
   Almost Hanged  
   43

6  Barnum Knew People Would Spend Their Last Nickel  
   on This One Thing  
   63
7  P.T. Barnum’s Secret for Making Unknowns Famous and Himself Rich  79
8  The Shakespeare of Advertising’s Rules for Jumbo Success  103
9  How an Unknown P.T. Barnum Met Queen Victoria—and Got Rich  115
10  How Barnum Purchased the Business of His Dreams with No Money  125
11  P.T. Barnum’s Secret for Surviving Disasters and Tragedies  141
12  How P.T. Barnum Wrote His Own Ticket to Success  155
13  Bonus: My Exclusive Interview with P.T. Barnum  163
14  How P.T. Barnum Got Rich Right after Going Broke  175
15  Bonus: *The Art of Money Getting* by P.T. Barnum  185
16  How to Barnumize Your Business  217

Epilogue: *Farewell* by P.T. Barnum  229

*Notes*  231

*Bibliography*  237

*Resources*  244

*About the Author*  246

*Index*  247