



**Name:** Anthony Morrison

**Occupation:** CEO of Affiliate Income Inc., in Madison, Miss.

**Education:** B.S. in Pre-medical Biology from Mississippi College in Clinton

**No. of companies owned/founded:** 10

**Most recent book read:** *You Call the Shots*, by Cameron Johnson

**Best speaker ever heard:** Donny Deutsch

**Wisest bit of business advice ever received:** Invest in yourself; use your time and money to build your own business, instead of someone else's.

You got a computer when you were 13, and instead of playing video games, you used the Internet to buy and sell baseball cards. Are people born with this kind of entrepreneurialism, or do you think it can be learned?

My mom says I was born this way. I've always been able to see opportunities that others couldn't. I definitely think there are certain people who are born with a natural ability to see and act on instincts to create businesses.

But I also think you can teach people to be entrepreneurial.

When I was in college, my friend Justin was studying to be an optometrist. It was our junior year, and he wasn't doing well. So I taught him how to start an online business.

Justin wasn't a motivated person by any means. So when I helped him start this business, I had to push him and teach him that it's OK to think outside the box.

At first, he was nervous. But I said, "You have to take risks to be successful. There's not a successful person in this world who didn't take a risk." I pushed him through his fear. Once he caught on and saw he was making money, he was no longer scared. He ran with it.

In the last two years, Justin has made close to \$1 million. He took some of that money and reinvested it in a local business for his wife. Using money from one business to start another is exactly how I ended up with 10 businesses at age 25.

I taught Justin this mind-set, but he ran with that knowledge. So yes, some are born with it, but others can be taught.

When I started my first business, I never thought about risk or fear. If a business wasn't working, it wasn't that it couldn't work; it just wasn't working the way I was doing it. I've never started a business that hasn't been successful. I just have to figure out the right formula and approach.

Why isn't there a college class on this? What you learn in college won't amount to anything. They don't teach you how to succeed by working for yourself.

*Do you know of entrepreneurs who should be In the Spotlight? If so, send us their contact information with a brief explanation to editor@growingwealthmag.com.*

LEAH MILLER