

**The Legend
Of
Ron
LeGrand**

The Legend Of Ron LeGrand

*With sincere apologies to Horatio Alger
and his author*

By Dan S. Kennedy

World famous author whose materials can be found at

www.dankennedy.com

www.NoBSBooks.com

www.RenegadeMillionaire.com

www.RenegadeMillionaireMarketing.com

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On The Occasion Of His 600th Birthday

**The large print
edition.**

**Because, well,
Ron needs to be
able to read it.**

Chapter 1
In The Beginning

Shortly after Henry Ford popularized the horseless carriage, a young man named Ron LeGrand secured employment as a car mechanic in a roadside garage.

The work was hard. In those days, there were no auto part stores or warehouses, so every broken axle or hand-crank had to be fabricated from scratch with hot metal from the coal furnace, hammered into shape on an anvil.

Inspite of his lowly station in life and poor workingman's wage, Ron irresponsibly married and started a family.

One night, he and his wife fought over the cost of repairing the washing machine in their home, on which the wringer was damaged.

This brought Ron's unhappiness with his work and wage to a boiling point. While this might motivate most people to return to school for higher education or to seek the advice of a career counselor or to enlist in the military or to investigate other job opportunities, Ron did none of those things. Instead, he responded to an advertised free seminar about how anybody could get rich in real estate – never stopping to ponder why anybody who really knew how to get rich in real estate would be giving free seminars.

Chapter 2
Plucky Ron Proves Persistent

At the free seminar, Ron discovered that a free seminar is never actually free, a simple lesson he has never forgotten.

In order to enroll in the weekend course offered at the seminar he needed thousands of dollars. He borrowed money from co-workers, friends, family, neighbor's, the washer repair fund and the baby's milk money. Then he left town.

Upon seeing a police roadblock in the distance, he assumed it was for him - sadly, a habit that has stayed with him - and he returned home to attend the course. By day Ron continued his labors as a lowly mechanic, by night he studied his real estate course by candlelight, and, occasionally, to save on the costs of candles, by the light of a full moon.

Studying the course was almost as hard as his day job, as its 380 pages were, of course, on stone tablets, making for a monstrously heavy 3-ring notebook.

But Ron was persistent, and completed the course in record time. Fortunately it had a lot of pictures.

Chapter 3
Ron Ventures Out Into The Big World

Wearing his suit bought from the Sears & Roebuck catalog worn only once before at his wedding, carrying his paperboard briefcase, a bag of ham sandwiches and five dollars in coins, Ron waved goodbye to his wife and child and boarded the train.

Over the next several years, Ron LeGrand traversed the American countryside, bargaining with ignorant farmers and unfortunate widows, often securing the deeds to their homes and farms in exchange for unsecured interest bearing promissory notes and counterfeit Babe Ruth baseball cards he made with a little hand-printer he'd forged while still working at the garage.

From this experience, Ron created his own motto, now famous worldwide:

**The Less They Know,
The More I Make.**

He returned home a millionaire.

Chapter 4
*Ron Discovers They're Born Even Faster
Than One A Minute*

Ron went on to buy more than 62,000 homes as well as apartment buildings, factories, shopping centers, golf courses and houses of ill repute in his spotty career, perfecting a business system for which he coined the term "*quick turn real estate*"[®], referring to his practice of buying quickly, then turning around and running like a bat released from captivity in hell before a posse could form.

However, his discovery of the seminar business led Ron LeGrand to fame and fortune eclipsing his real estate career. Part tent evangelist, part vaudeville performer, part carnival barker, Ron traversed the country at a hectic pace, preaching his gospel of "cash now, not equity later - eat dessert first" to audiences of dust bowl and Depression desperate men and women and others.

Later, when television was invented, Ron would stay true to his circus-like roots by populating his shows with midgets and a bearded-lady.

Early in this second career, Ron had lunch with P.T. Barnum at the famous Egress Restaurant in New York, where Barnum passed on his favorite success principle to Ron:

**"There's a silver lining
in every crowd."**

Ron never forgot it.

Chapter 5
The Cult Of Ron

Although handicapped in having to promote his seminars by telegraph and homeless men with signboards lined up along streets (as telephone poles were not yet proliferate), Ron still attracted hundreds of thousands of people to his strange cult - sending them all forth attired in identical lumpy double-knit suits with blindingly ugly ties, and "We Buy Houses For Cash" tattooed on their foreheads and buttocks.

This army of investors operating outside the laws of civilized real estate took America by storm, causing President Roosevelt to urge Congress to pass anti-LeGrand legislation. Ministers urged mothers not to let their sons grow up to be We Buy Houses For Cash investors.

Chapter 6

Lion In Winter:

An Aging, Billionaire Cult Leader

In The Twilight Of His Career

In their later years, turn of the century industrialists like Carnegie and Rockefeller, and contemporary billionaires like Gates and Buffet became philanthropists, giving away their fortunes to benefit humanity. Andrew Carnegie, for example, bought, built and paid for hundreds of public libraries in cities and towns throughout America, where people could access information for free. The aging billionaire LeGrand, asked about the possibility of furthering Carnegie's contributions, decried the making of how-to information available for free as "reprehensible" and proclaimed "Let them buy tapes!"

Today, LeGrand celebrated his 600th birthday in his 46,000 square foot Florida mansion bought out of foreclosure with no money down and no payments for a century from the failed Sheets Carlton National Bank after the great banking crash - brought on by the more than 700,000 homes and hi-rise condos financed with the 300% Of Equity Loans invented by LeGrand.

For several hours, he sat on his gold-encrusted throne on the raised platform in his mansion's huge foyer, beneath its crystal chandelier shaped like a house, receiving guests....hundreds of employees, investors, seminar speakers from his events all pretending to be his friends, bearing gifts. Seated at his side, his strikingly attractive 8th wife, Anna Nicole Smith

LeGrand. His longest marriage, incidentally, was to his 2nd wife Beverly, a woman half his age, who left him for a younger man, Fidel Castro (after Viagra® was outlawed) and now operates ten casinos in Havana.

Incredibly, LeGrand still travels frequently to make personal appearances at his companies' seminars. He now flies in private jets, of course, accompanied by a team of nurses and doctors, on-board defibrillator, twenty-seven lawyers, Anna Nicole, and his spiritual advisor, Tom Cruise.

It is still quite a sight to see the stooped over LeGrand come on stage, leaning on his gold-plated walker, a nurse wiping the drool, as he straightens, focuses, and pronounces "Stop stepping over dollars to pick up nickels". Unfortunately, both the nickel and the dollar bill were removed from circulation more than 20 years ago, so a goodly portion of his audience has no idea what he's talking about. But that never mattered.

Chapter 7

Will The Real Ron LeGrand Please Stand Up?

To some, Ron LeGrand is a folk hero. An American icon. A classic rags-to-riches-by-separating-masses-from-their-money story.

To some, he has been a motivational force, inspiring countless people to leave their jobs and careers, disrupt their family lives, mortgage their homes to the hilt and embark on a lifetime of pillaging communities for profits beyond the wildest imaginations of rank and file citizens. He has, in fact, made millionaires of thousands of ordinary men and woman, to the shock and surprise of their in-laws.

To the real estate profession, he is a criminal genius on par with Moriarty, who they have been frustrated by and unable to stop inspite of decades of determined effort and millions of dollars spent on lawyers and political lobbyists.

President Al Gore identified LeGrand as one of the most dangerous menaces to the environmental well-being of this planet, citing the millions of trees destroyed to print all those "We Buy Houses For Cash" flyers, and the excess emissions from the fuel burned by all the cars and vans driven around by members of the LeGrand cult searching for properties.

Fortune Magazine said he has had greater impact on the financial landscape of America than all the locust attacks, hurricanes, tornadoes and other natural disasters of the past two centuries combined.

Le Grand has contributed significantly to the business and self-improvement literature of our time, authoring 92 books including the New York Times bestsellers *"Scheme And Grow Rich"....."How To Buy Your Neighbor's House When He Isn't Looking"....."Rich Ron, Richer Ron - What's The Matter With You?"....."How To Take Over A Small Country With Your Roth-IRA"* and *"The 8 People You'll Foreclose On In Heaven."* He has appeared on every major television show spanning decades, although his appearance on the Ed Sullivan Show had to be blacked out from the wallet down.

He is not widely recognized as a deep-thinking philosopher, however he did win grudging respect in the world political community for finally succeeding where twenty two U.S. Presidents had failed with the LeGrand Mid-East Peace Plan. In Ron's innovative and unorthodox plan, half of the population of Israel, Lebanon, Syria and Iran are employed as tele-marketers calling the other half of the population constantly, so everybody is too busy making or receiving calls to fight. The LeGrand Institute For Disease Cures And Other Stuff, funded by donations forcibly extracted from attendees at LeGrand's seminars, also recently announced its findings that tele-marketing cures cancer.

Privately, LeGrand has been a devoted husband to eight wives, father to twenty-three children, grandfather to one hundred and fifty six boys and girls, and he has a hard-of-hearing golden retriever who likes him.

Epilogue
A Personal Note From The Author

Ron LeGrand is older than dirt.

I like being around him because he makes me look thinner and feel younger.

I have known him for longer than my marriages added together, or almost that long, but not quite as long as I've had my best pair of cowboy boots. Which, incidentally, look a lot like the skin on his face.

Anyway, I've known him a long, long time.

Ron is one of the most interesting characters I have ever met. He makes Kinky Friedman seem stable and Courtney Love seem talented.

I have written this book in celebration of his 60th birthday. Although he is a man of many notable accomplishments, given his diet, making it to 60 may be the greatest of all his accomplishments. Certainly the least likely.

I have noticed him leaving the room more frequently of late at our Platinum meetings. At first I thought this was for implementation. It turns out it's for another reason. With that in mind, I have sent along a practical gift with this book.

By the way, I get at least \$100,000.00 to write this many words, so this is a really big gift. Hope he remembers that if he's still around when my 60th birthday rolls around. I just had one client give me a new car. I can't recall even getting a fruit basket from Ron. Ever. Given that everything he is today he owes to me, this is sad. (When Ron met me, he thought 'marketing' was what his wife did at the grocery store. And if you want to get the same kind of smart advice that made Ron rich, you can get it at dankennedy.com, NoBSBooks.com, etc. Not that I'd shamelessly pitch all the time like Ron does. *That's embarrassing.*)

Anyway, I've known Ron a long time.

And, inspite of what everybody else says about him, the truth is, I've counted every minute of the association as a privilege. He has been a good client, and much more importantly, a good friend, an inspiration. He is that rare guy you can do business with on a handshake and still have your ring and your watch. He has, in fact, had enormous positive influence and impact on the lives of thousands, maybe tens of thousands of people and created real opportunity where there was none before. He has left the path behind him better for his visits, and I look forward to seeing what he does with the path ahead.

*Re. that "you can do business on a handshake" thing: I'd still recommend written contracts. After all, at his advanced age, who knows when his memory'll turn to pudding. And, by the way, this is not intended as substitute for legal or other appropriate professional advice; this author accepts no responsibility for any decisions or actions any reader may take as alleged result of that comments or any other portion of this book; this is published for entertainment purposes only. Every other legal disclaimer ever invented also applies.

**Happy
Birthday,
Ron
& best wishes for
60 more**

Dan Kennedy