1. GET USED TO REJECTION.

- Jack Ma got rejected from 33 jobs. He got rejected from Harvard numerous times. Often, he would be the only guy to not get accepted.

- Yet today (as of Nov 2014), he is the richest man in China and the 18th richest person in the world, with an estimated net worth of $29.7 billion, according to Forbes.

2. KEEP YOUR DREAM ALIVE.

- Jack Ma believes this to be the “secret code” to Alibaba’s success.

- “Keep your dream alive because it might come true someday.”
3. FOCUS ON CULTURE.

- Jack Ma believes his company’s core competency is the culture.
- “It’s not the technology. I think technology is the tool.”
- “We’ve grown from 18 to 20,000 people and we focus a lot on values, mission, and making sure [it’s a] culture where everybody works for helping others, instead of just making money.”

4. IGNORE THE #LITTLEMAN.

- So many people told him that creating Alibaba was the stupidest idea he has ever had. He would retaliate by saying he doesn’t care how stupid it is, as long as people use it.
- Now 800 million people are using his product.

5. GET INSPIRED.

- When contemplating how to give a great speech, Jack received inspiration by watching Whitney Houston sing.
- He realized the importance and power that comes “if you sing from the heart, if you sing naturally, if you are yourself.”
- His favourite movie is Forrest Gump and finds it very inspiring!
6. STAY FOCUSED.

- “As the CEO, I have to say no to opportunities.”
- When considering opportunities, Jack Ma bases everything on his company’s mission; will it help in doing business, by making it easier?

7. HAVE A GOOD NAME.

- “When I started I thought that the internet is global, we should have a global name. A name that is interesting. Like at that time, the best name was ‘Yahoo!’.”
- He confirmed his hunch about Alibaba being a good name by asking people randomly about if they knew about “Alibaba”. Once he realized that everyone was familiar with it and resonated with it, he stuck to it.

8. CUSTOMERS ARE #1.

- “We believe customers are number one, employees are number two, and shareholder number three. This is my religion”
- “It’s the customer that pays us the money. It’s the employees that drive innovation.”
- Before the IPO, shareholders would tell Jack that they’ve been with him since the beginning, yet during the time of crisis, they’d all disappear.
- “My people stayed. My customers stayed.”
9. DON’T COMPLAIN, LOOK FOR OPPORTUNITIES.

- “When most people complain, where is the opportunity?”
- “Some people complain, some start to change themselves, change others.”
- Opportunities are where the complaints are.

10. HAVE PASSION.

- Jack Ma, from the very beginning, believed so strongly in his company, that his vision was to take it global, to compete on a global level, beyond just China.

- “We need to learn the hard working spirit of Silicon Valley. If we work at 8am and go home at 5pm, this is not a high tech company, and Alibaba will never be successful... Americans are strong at hardware and systems. But on information and software, Chinese brains are just as good as theirs. This is the reason we dare to compete with the Americans.”

- “If we are a good team and know what we want to do, one of us can defeat ten of them. We can beat government agencies and big famous companies, because of our innovative spirit.”

- “We will have to pay a painful price in the next 3 to 5 years. It is the only way we can succeed.”

Click here for more FREE “Top 10 Rules of Success” PDF downloads.
(Including Steve Jobs, Warren Buffett, Elon Musk, Oprah Winfrey, and more...)

Click here to watch the full video on YouTube.*

*Special thanks to Evan Carmichael for creating these valuable videos.