



ULTRA  
SUCCESS

*Discover and Master the Habit that Builds the  
Minds, Wealth, and Power of the Ultra Successful*

# **THE SUCCESS HABIT**



**TOCHUKWU B. OKAFOR**

**FOREWORD BY DR. KC RICHARDS**



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Minds, Wealth, and Power of the Ultra Successful

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## ***Dedication***

This book is dedicated to young Nigerians, professionals, and Africans across the continent who dare to dream of a better life, rise above limitations, and commit themselves to the pursuit of greatness.

May ***The Success Habit*** serve as your guide, your companion, and your reminder that within you lies the power to create something extraordinary and achieve a life of meaning, impact, and fulfillment.

To every young mind determined to turn potential into purpose—this is for you.



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To my children—you are my joy, my motivation, and my daily reminder of why building a legacy of success truly matters.

My heartfelt thanks also go to **Brost Global Housing Estate**, for providing me with a platform in the real estate space to express my potential and thrive. Your support has been instrumental in my journey.

To my **Ultra Success** team players—thank you for believing in me, for fueling my drive, and for sharing in the vision of taking this message to the world. Your energy and commitment inspire me to keep pressing forward.

This book is not just mine; it belongs to every person who has walked alongside me in faith, sacrifice, and vision. Together, we are building a tribe of ultra-successful individuals destined to shape the future.







## ***FOREWORD***

I have known Tochukwu Okafor for over five years — first as the principal of my children's school and later as a relentless entrepreneur driven by purpose, vision, and an insatiable thirst for knowledge. In every season of his growth, I have observed a common thread: he is a man who reads, reflects, and rises as a result. It is, therefore, no surprise that this book you hold in your hands is a distilled expression of a timeless truth that undergirds ultra-success: the habit of continuous learning through reading.

In **The Success Habit**, Tochukwu doesn't just write; he invites you on a journey — a journey behind the curtain of great accomplishments to uncover the secret weapon of every outstanding achiever: a disciplined reading life. From biblical exemplars like Daniel to modern-day moguls and thought leaders, one pattern emerges — success leaves a trail, and that trail is often found in books.

This work is timely, practical, and compelling. In an age of distractions and shortcuts, it reminds us that there are no substitutes for depth, insight, and wisdom. And those treasures are often buried in pages — patiently waiting to be unearthed by the curious and committed.

Tochukwu writes not merely from theory, but from experience. He has built a culture of reading into his life and leadership, and through the ***Ultra Success Book Foundation***, he is now igniting that same passion in others. His life embodies the principle he now champions in this book.

Whether you are a leader, student, entrepreneur, professional, or lifelong learner, this book will challenge and inspire you to adopt the one habit that can multiply your results and reshape your destiny: read intentionally, read consistently, read deeply.

Prepare to turn these pages and turn your life in the process.

**Dr. KC Richards**

*Director, Moneywise Institute*





## **INTRODUCTION**

*"The best part of every man's education  
is that which he gives to himself."*

**Sir Walter Scott**

**W**hat if the one thing standing between you and the life of your dreams is just one habit? A habit that ultra-successful people — from business icons to spiritual leaders — all share in common. It's not luck. It's not a secret. It's a deliberate commitment to one thing: **continuous learning through reading.**

In this book, I'll take you behind the curtain of success to reveal how the world's top performers use reading as fuel for achieving greatness. Whether you are an entrepreneur, a student, a leader, or simply someone chasing growth, you will discover how cultivating this single habit can radically transform your thinking, decisions, and ultimately, your destiny.

Many people believe that education ends after graduation, but ultra-successful individuals understand something deeper: true education begins after formal schooling.

That is why we have many examples of ultra-successful people who dropped out of school or abandoned formal education, and yet maintained a high level of success in their work and life's pursuit. These people never stopped learning. They have **Reading** as a key ingredient for their success.

In the course of my studies, I have come to discover that the one habit that Ultra-Successful people have in common is that **they read a lot**; all of them with no exception. They understand the wisdom of Warren Buffett when he said, "The more you learn, the more you earn." They also understand the wisdom in the popular saying that, **"The experience of others is the best classroom you will ever find!"** Hence, they devote their time to reading and studying materials from the minds of great men and women, dead and alive, from around the world in their books.

As someone who has extensively studied the Bible, let me use one example of such an Ultra-Successful personality from the Holy Book. We all know Prophet Daniel, the most outstanding Hebrew young man among the exiles during Israel's captivity in Babylon.

*A man in whom is the Spirit of the holy gods (Dan. 5:11); gifted in every matter of wisdom and understanding (Dan. 1:20a);*

*a man with an extraordinary Spirit or an excellent spirit (Dan. 6:3); yet he was a man of the books. He told us in Daniel 9:2 that:*

*...I Daniel perceived in the **books** the number of years which, according to the word of the Lord to Jeremiah the prophet, must pass before the end of the desolation of Jerusalem, namely, seventy years.*

Daniel was a man of the book. Hence, through a studious life, he was able to receive wisdom and understanding to pray for the deliverance of his people in exile (Dan. 9).

In this book, you will learn through personal stories, practical tips, and real-life examples — including how I

built a reading culture through the ***Ultra Success Book Foundation*** — and how you can build a life surrounded by wisdom, clarity, and purpose.



*We have many examples of ultra-successful people who dropped out of school or abandoned formal education, and yet maintained a high level of success in their work and life's pursuit. These people never stopped learning. They have **Reading** as a key ingredient for their success.*



**- CHAPTER 1 -**



***Ultra-Successful  
People in The World  
Are Avid Readers***

**W**hen Warren Edward Buffett, an American business magnate, investor, philanthropist who is currently the chairman and CEO of Berkshire Hathaway and one of the most successful investors in the world with a net worth of 161.1 billion USD (2025), was asked about the key to success, he pointed to a stack of nearby books and says: “Read 500 pages like this every day. That's how knowledge works. It builds up, like compound interest. All of you can do it, but I guarantee not many of you will do it.”

A study of 1,200 wealthy individuals revealed that they all share a common habit: reading. However, successful people don't just read anything—they are highly selective. They prioritize education over mere schooling

and personal growth over entertainment. For them, books are more than just pages; they are gateways to learning, wisdom, and the kind of knowledge that paves the way to lasting success.

There is a notable difference between the reading habits of the wealthy and the not-so-wealthy. According to Tom Corley, author of ***Rich Habits: The Daily Success Habits of Wealthy Individuals***, rich people, with annual income of \$160,000 or more and a liquid net worth of \$3.2 million-plus, read for self-improvement, education, and success, whereas poor people, with annual income of \$35,000 or less and a liquid net worth of \$5,000 or less, read primarily to be entertained.

Successful people often prioritize educational books and resources over novels, blogs, and magazines. They are especially drawn to biographies and autobiographies of other high achievers, using their stories as sources of guidance and inspiration.

### **The Old Saying**

There's an old saying about Africans that pains my heart every time I hear it or come across it in writing: *"If you want to hide something from an African, put it in a book."*

I detest this statement. However, when I reflect on the reading culture in Africa—especially in Nigeria—it sadly seems to reflect a troubling reality.

Many Africans, particularly Nigerians, tend to prefer short blog posts, movies, or music over reading books. Yet the truth remains: books are filled with powerful insights and ideas, life-changing information, and timeless practical wisdom that have been transforming the lives of readers around the world.

This lack of a strong reading culture may be one reason Africa still struggles to match the level of innovation, creativity, and invention seen in Europe, America, and Asia.

## **The Goal of this Book**

The goal of this book is to ignite a new reading experience in the lives of Africans, especially Nigerians—to create a new hunger towards reading in the hearts of our people and show why it is always better to learn from the best.

It is to this effect that ***Ultra-Success Book Foundation*** exists: “To challenge the supposed African bad reading

and research habit and to raise ULTRA SUCCESSFUL INDIVIDUALS in Africa through READING REVOLUTION that will unlock Africa's potential. Africans have tremendous potential, and we are doing all we can to harness it by creating a movement centered around reading great books. Through this initiative, we aim to spark a powerful discussion campaign that will inspire deep spiritual experiences, groundbreaking business ideas, innovative solutions, creative breakthroughs, holistic personal development, strong political leadership, and thriving entrepreneurship."



*This lack of a strong reading culture may be one reason Africa still struggles to match the level of innovation, creativity, and invention seen in Europe, America, and Asia.*



**- CHAPTER 2 -**



***Learning from  
Other People's  
Experiences***

**O**ne of the most effective ways to grow is by learning from the experiences of others—both their successes and their mistakes. You can gain valuable insights from both the positive and negative choices people have made.

Human stories serve two major purposes:

- Some are **examples**— “Do what these people did.”
- Others are **warnings**— “Avoid what these people did!”

There are two primary ways to learn from others:

1. **Listening to audio content** such as podcasts.
2. **Reading their books and biographies.**

Every successful person I know is an avid reader. They read constantly. Their curiosity drives them to seek knowledge, and that hunger for insight compels them to keep reading. This is one habit all ultra-successful people have in common—they read a lot.

### **All Good Leaders Are Readers**

There is a powerful truth in the phrase: “All good leaders are readers.” This idea echoes the wisdom of leaders like America's Harry S. Truman, who famously said, “Not all readers are leaders, but all leaders are readers.” Great leaders are committed to continuous learning, and one of their key habits is consistent reading.

When they cannot read – such as while driving or performing routine tasks – they turn to audio programs like podcasts, and audiobooks. As the famous leadership expert, John C. Maxwell notes, “Leaders are readers and listeners; they seek knowledge in every form.” This habit slows them to absorb new ideas and acquire valuable skill, keeping them sharp, informed and ahead in their leadership journey.

### **Whatever you need to learn, there are Books already written on that**

Did you know that there are books written and audio programs available online on whatever you want to

learn; be it on how to be a better speaker, physically stronger, more decisive, more prayerful, more effective as a leader, or how to grow in spirituality, or to have a better influence on other people, become more loving, develop better personality, get rich, build business influence, make money online, win in career and family relationships, etc. Yet, a lot of people don't read them or listen to them! How do you explain that?

In other words, hundreds of successful people in the world have written their stories in books and also kept them in audio format. Yet many don't want to read or listen to them. It is difficult to find any explanation for this. The young man is busy, I guess. He goes to work in the morning, comes back late in the evening, tired but still squeezes out some time to watch TV, he stays on for hours on social media before going to bed. Isn't that enough unreasonable excuse not to read a book? Although he is a nice guy, hardworking, and sincere; yet, he never realizes that one can be a sincere and hard-working person all their life and still end up broke, confused, and embarrassed by poverty.

Remember this powerful truth: *“As a sports professional, if you get seriously injured, your career could be over. But education—practical education—lasts forever. Nothing can take that away from you.”* — **Warren Buffett.**

### **You cannot Help Others without First helping yourself**

I have seen many workers and employees—especially teachers—devote all their time to their jobs, leaving no room to invest in themselves. The only thing they read is textbooks, to enable them to prepare their lesson notes. They do this day after day, year after year, earning the same salary and remaining broke and dissatisfied.

That was my story for years as a schoolteacher—until I began to dig deep into the Bible and immerse myself in life-transforming books. These studies helped me truly discover who I am and what I can do with my life to achieve greater levels of personal success in my work and life. My friend, it's time to wake up. Be a diligent worker, yes—but also become a dedicated reader and intentional learner. Join the ***Ultra Success Book Foundation*** and ignite your life with powerful books that can

revolutionize your mindset and your personal drive for the future.

And what about those who aren't working at all? The young graduates, students, and job seekers who spend their time endlessly scrolling through social media pages, gossiping, watching movies, chatting, and engaging in activities that add no value nor put food on their table. Meanwhile, the very ideas that could lift them for life lie quietly between the covers of books. This book is written specifically for you. It is time to channel your energy into reading materials that will help you uncover the greatness within you—greatness you never even knew existed.

## **You Don't Need to Read All Night to Become Ultra-Successful**

Whether you are working day jobs or not, you don't have to read or listen to audio messages and teaching materials all night to become ultra-successful.

## **Just 30 Minutes a Day Can Change Everything**

Let me be honest with you, you don't need to start with 5 hours a day or quit your job to turn your life around. You

don't need to read an entire library in one month. All I ask of you is this: **just 30 uninterrupted minutes a day — or, if possible, one full hour.** That is all it takes. In that short window of time, you can open the door to a world of transformation. Imagine what could happen if you devoted just 30 minutes a day to reading a powerful book, listening to an insightful podcast, or studying a new skill. That single habit; if done consistently, can redefine your thinking, shape your mindset, and set your life on a new path.

Successful people don't find time—they make time. And the good news? You can start right where you are.

**But if you're not employed yet and have more free time, how are you spending the rest of it?** You should dedicate more of that time to reading, listening to personal development audios, attending trainings and business seminars, or even gaining experience as a salesperson or office attendant. That's exactly how the great men and women whose names you admire today started their journey to the top.

But remember, don't just read anything. Choose content that instructs, inspires, and improves your life, not just

what entertains you. The right information can be the bridge between where you are and where you want to be.

[Join our Ultra-Success Book Foundation using this link...](#)

[Join our Book Foundation's Whatsapp Group here...](#)

**Here's the next key: Make it a daily habit. Don't miss a day!** You can survive with skipping a few meals, but you can't thrive without fresh ideas and constant inspiration. That's why reading isn't just a good habit—it's a success strategy. The most successful people in the world don't wait for motivation to strike; they create it through daily disciplines, like reading. When you feed your mind with quality information every single day, you sharpen your thinking, expand your vision, and unlock new possibilities for your life and business.

As the great Jim Rohn once said, ***“Miss a meal if you have to, but don't miss a book.”*** Let that sink in.

Reading consistently puts you in the top 5% of people who are actively growing. So, even if it's just 30 minutes a day, carve out time. Make reading your daily fuel—because success is attracted to people who are always learning.

## **Man Shall Not Live by Bread Alone**

The Bible says in the Gospel of Matthew that, “One does not live by bread alone, but by every word that comes forth from the mouth of God” (Matt. 4:4). Here our Lord is telling us that the next most important thing after bread is “knowledge or words.” Words nourish the mind; words nourish the soul. A human being must have food and words to be healthy and prosperous. To maintain a healthy daily diet of words, you need to read your Bible, dive into great books, or listen to inspiring audiobooks that nourish your spirit, mind, and soul.

This might be the best place to show you the power of what we are saying in this chapter. Below is a post made recently by John Obidi, one of Nigeria's experts on AI education and training. This is to underscore the fact that feeding your mind with the right educational content is as important as feeding your body with healthy food.

### **Modern man must evolve or die!**

You cannot eat, work and think like your ancestors.

What was perhaps suited for their time, will not serve you in this ultra-competitive landscape of cutthroat

capitalism.

- They prioritized starchy foods, you must prioritize brain fuel
- They didn't care much for mental health. Yours is SACROSANCT
- They freely drank to socialize. You must treat alcohol like poison
- They relied on muscle; you must master, leverage and weaponize the power of your mind
- For them, nature was enough. You must use the beauty of modern medicine and longevity protocols to your advantage

The most valuable forms of non-financial capital you can have are:

- **Your REPUTATION**
- **How your MIND WORKS**
- **Who's in your NETWORK**

If all you have is taken away today, but you maintain these gifts of the Gods, you have no competition.

Lastly, control the world within... and the world without comes to you.

As King Solomon eloquently put it...

“He that hath no rule over his own spirit is like a city that is broken down, and without walls.”

Modern woman, this applies to you too, I guess.  
Rooting for you, always!

— John Obidi

### **Maintain a Balance**

To properly nourish your mind and soul, you must maintain a good balance: read your Bible as well as other great books that cover different dimensions of your life to tap into the treasures of ideas.

You should always read your Bible, which contains 66 books in one and is greater than all other books combined. The best money you can spend is the money you invest in your education.

So, buy books, keep a library in your home, and in your office. Surround yourself with life-changing books.

***Standard Education Will Get You Standard Results.*** If you want something better than standard, you must become self-educated. You need to work on your library. You need to surround yourself with books and get your brain soaked in them: ***“The more you learn, the more you’ll learn.”***

Not long ago, I made a simple yet profound decision — I built a personal bookshelf and filled it with books that

inspire, challenge, and stretch me to grow. Every time I walk into that space, I'm reminded of the kind of mind I'm building.

That bookshelf isn't just wood and paper — it's a visual commitment to growth. It's my silent accountability partner. When I see the titles staring back at me, I'm inspired to read just one more chapter, take just one more step.

Ultra successful people don't just say they value knowledge, they design their environment to reflect it. Surrounding yourself with books is one of the simplest ways to build a reading habit, and a reading habit is one of the surest ways to build a winning life.



*The next most important thing after bread is “knowledge or words.” Words nourish the mind; words nourish the soul. A human being must have food and words to be healthy and prosperous.*





**- CHAPTER 3 -**



***The Great Book  
That Many Ignore  
– The BIBLE***

*“If you read, you will have  
great wisdom for a great life.”*

**Lailah Gifty Akita**

**A**s I sat down to write this chapter, the Spirit of God led me directly to my first book, published in 2018, ***The Master-Key to Success: Wisdom for Rising to the Top***, and revealed something to me that I never realized was so profound. I will present it as it appears in the book, and I encourage you to read the book yourself afterward. Let's begin:

The Bible, as a book of life, contains everything you need to be successful. It tells you about people's successes and failures; it shows you the 'way of a winner'. It outlines how you can be a victor instead of a victim. It teaches you

to have a sonship mentality instead of a slave mentality. It tells you how to think; outlines everything you need to know about God, everything you need to know about yourself, and everything you need to know about people (Mike Murdock).

But you must diligently search and discover these truths with the help of the Holy Spirit, making them your own in Christ through consistent study. Jesus gave us a powerful example in Luke 15:8. It is a story about a widow who lit her lamp and swept her house thoroughly in search of her lost coin. Likewise, every answer we seek is found in the Bible, but we must light the candle of our spirit to discover it. The light that guided the woman represents the Holy Spirit, while the house she swept diligently symbolizes the Bible — the very Word of God and the books that hold divine wisdom.

The book of Proverbs 20:27 said: **“The spirit of man is the lamp of the Lord, searching all his innermost parts.”** You see, what the Spirit of God does is that he quickens our spirit to understand the Scriptures, but he cannot do the searching for us. He also reveals to us the hidden wisdom of God, “for the Spirit searches everything, even the

depth of God.” It is this hidden wisdom of God that we need to uncover to overcome every challenge in our lives. Apostle Paul understood the importance of study in living a successful life. That was why he advised his young evangelist Timothy in 2<sup>nd</sup> Timothy 2:15, ***“study to show thyself approved unto God, a workman that needs not to be ashamed, rightly dividing the word of truth.”*** (KJV). No one will ever know the truth without living a studious life, as St. Jerome said, ***“Ignorance of the Scripture is ignorance of Christ,”*** who is the Truth. This is why St. Paul could instruct Timothy, ***“Till I come, give attendance to reading, to exhortation, to doctrines”*** (1 Tim 4:13). Meaning he should give himself wholly to all these things so that his profiting may appear to all.

We all know how anointed St. Paul was in his time. He was the greatest apostle who wrote twelve out of twenty letters in the New Testament. He was so anointed that the devil said of him, ***“Jesus I know, Paul I know”*** (Acts 19:15). Such was Paul's anointing-rating! But this anointed man, who gave us a revelation of the fulfilled work of Christ on the cross, engaged in a studious life to keep the Spirit of Wisdom alive in him.

In his 2<sup>nd</sup> letter to Timothy, he instructed him from prison, saying: ***“When you come, bring the cloak that I left with Carpus at Tro’as, also the BOOKS, and above all the PARCHMENTS,”*** or NOTES (2 Tim. 4:13).

This reveals just how studious Paul was — no wonder he was a vessel full of divine wisdom. He valued books deeply and never took note-making lightly because he understood that studying was a key avenue for accessing God's wisdom.

It is time for us to draw from the well of divine wisdom by learning from those who possess it. It's time to invest in God's wisdom by reading great works that are rich in insight. The Book of Proverbs is available to us, along with Psalms, Wisdom, Sirach, Job, Ecclesiastes, and the profound revelations found in Paul's letters.

David expressed the power of this pursuit in Psalm 119:97; “Your commandment makes me wiser than my enemies, for it is ever with me.” David became wiser than his enemies because he loved God's Word and kept it close to his heart through consistent study and meditation.

My dear friend, every solution you seek is found in the

Word of God. Every challenge currently weighing you down has a corresponding wisdom solution in Scripture. Establish a regular Bible study routine and start feeding your spirit with God's Word. Set a fixed time to study and follow it with discipline. Get immersed in His Word and receive the “golden key of wisdom” for your success.

Take the advice of David Wilder, who once said, “Seek the lofty by reading, hearing, and seeing great works at some moment every day.” This is the secret of every ultra-successful person you have ever known.



*It is time for us to draw from the well of divine wisdom by learning from those who possess it. It's time to invest in God's wisdom by reading great works that are rich in insight. The Book of Proverbs is available to us, along with Psalms, Wisdom, Sirach, Job, Ecclesiastes, and the profound revelations found in Paul's letters.*





**- CHAPTER 4 -**



***Lessons From The  
World's Most Successful  
Business Moguls***

1. **Bill Gates:** Bill Gates, the co-founder of Microsoft and one of the most influential billionaires of the century, is a voracious reader who credits much of his knowledge and success to books. As a lifelong reader, he devours over 50 books a year, roughly one book per week, despite his busy schedule. His reading list is diverse, spanning science, economics, history, technology, and personal development. Many of his favorite books have significantly influenced his thinking, shaping his approach to business, philanthropy, and problem-solving.  
**Some of his favorite books are:**
  - i. **“Enlightenment Now” by Steven Pinker:**

**How it Influenced him:**

This book emphasizes how reason, science, and humanism have led to progress in health, wealth, and overall well-being. Gates has called it his “favorite book of all time.” It strengthened his faith in science and technology as tools for making the world a better place.

**ii. “Business Adventure” by John Brooks****How it Influenced Him:**

Gates received this book as a recommendation from Warren Buffett, and he considers it the best business book he has ever read. It contains case studies of major corporations and the lessons learned from their successes and failures. Gates has applied insights from this book to guide strategic decisions at Microsoft and shape his philanthropic initiatives.

Gates treats reading as a priority, not a hobby! For him, reading is not just a pastime — it is a fundamental part of his daily routine. He dedicates hours each day to reading, often setting aside time before bed to immerse himself in a book.

**Bill Gates Actively Takes Notes while Reading**

Gates is not just an avid reader; he is a deliberate and

engaged reader. One of the key reasons he absorbs and retains so much knowledge from books is his habit of taking notes and engaging in deep reflection. Gates himself has said: *“You know, I don't read a book without making margin notes. That's one of my rules.”*

This habit ensures that reading is not just about consumption but also about comprehension and retention.



*Gates treats reading as a priority, not a hobby! For him, reading is not just a pastime — it is a fundamental part of his daily routine. He dedicates hours each day to reading, often setting aside time before bed to immerse himself in a book.*





## **- CHAPTER 5 -**



# **Warren Buffett**

## **2. Warren Buffett:**

It will interest you to know that Warren Buffett, one of the most successful investors of all time, attributes much of his success to a lifelong commitment to reading and learning. Despite managing a multibillion-dollar empire, Buffett spends up to **80% of his day reading** — a habit that has helped him develop deep knowledge, make informed investment decisions, and stay ahead in an ever-changing financial world.

### **Buffet Reading Routine: A Lifelong Habit**

Buffett's daily routine includes reading **500–1,000 pages** of material, covering financial reports, business news, biographies, and history. Unlike many people who view reading as a leisure activity, Buffett treats it as a

fundamental part of his job. No wonder these guys are always ahead! You, too, can put yourself ahead by reading great books!

He once said:

***“I just sit in my office and read all day.”*** Imagine that!

Let me ask you a question, please don't be offended: Since your graduation, when was the last time you sat down to read for two or three hours at a go? Not sure? Yet you desire the same level of success these people have.

### **Until you see Reading as an Investment in Knowledge...**

For Buffet, reading is an investment in knowledge. He compares it to how compound interest works in finance. He believes that the more you read, the more you understand, and the better decisions you can make.

He advises young investors:

*“Read 500 pages of books every day. That's how knowledge works. It builds up, like compound interest.”*

Buffett once emphasized the value of reading, saying:

*“The best thing I did was to choose the right heroes. The best way to learn from them is by reading about their lives and decisions.”*

## Buffett understands the Power of Quiet Reading and Thinking Time

Unlike many high-powered executives who fill their schedules with meetings, Buffett prioritizes **quiet time for reading and thinking**. He believes that true wisdom comes from deep reflection rather than constant activity. This practice helps him stay calm, make rational decisions, and avoid impulsive choices based on market hype.

His business partner, Charlie Munger, once said:

***“Warren is sitting on his ass and reading all day—that's what he does.”***

Buffett believes that the more you read, the smarter you become, and over time, this knowledge gives you a competitive edge in decision-making.

## Reading Helps to Reduce Risk and Avoid Mistakes

One of Buffett's greatest strengths as an investor is his ability to **avoid bad decisions**. He attributes this skill to his extensive reading habit. By studying financial reports, business case studies, and historical events, he learns from the successes and failures of others without having to experience them firsthand.

He once said:

***“It’s good to learn from your mistakes. But it is better to learn from other people’s mistakes.”***

Books provide a roadmap for **what works and what does not**, helping readers make more informed and less risky decisions.

### **Books that Shaped Warren Buffett's Business and Investment Philosophy**

#### **i. “The Intelligent Investor” by Benjamin Graham**

Buffett calls this book **“the best book on investing ever written**. The book introduced the core principles of **value investing** — the strategy Buffett has used throughout his career.

Key lessons Buffett took from this book:

- ❖ **Invest with a margin of safety** – Buy stocks that are undervalued compared to their intrinsic worth.
- ❖ **Think long-term** – Avoid speculation and focus on businesses with strong fundamentals.
- ❖ **Ignore market fluctuations** – The market is

like a voting machine in the short term, but  
a weighing machine in the long term.

I am a living example of what books can do in a person's life. In 2015, I read a book that awakened the spirit of entrepreneurship in me — *The Millionaire Fastlane: Crack the Code to Wealth and Live Rich for a Lifetime* by **MJ DeMarco**.

The book introduced me to the three financial roadmaps to wealth for me to choose from:

1. **The Sidewalk Roadmap – Leads to Poorness:** This is the road most traveled. Its siren song is instant gratification. Sidewalkers are carelessly trapped in a “Lifestyle Servitude.”
2. **The Slowlane Roadmap - Leads to Mediocrity:** This is the job mentality that the government, society, including our parents sold to us. “Go to college, graduate, and get a job.” But the result is often servitude and mediocrity, because jobs are rarely designed to make anyone truly wealthy. Those who follow this path may take decades to succeed — unless they choose to switch road maps.

3. **The Fastlane – Wealth Shortcut in a Positive Sense:** The Fastlane is a BUSINESS and LIFESTYLE strategy characterized by CONTROLLABLE UNLIMITED LEVERAGE, hence creating an optimal environment for RAPID WEALTH CREATION and an extraordinary lifestyle. This is the road for entrepreneurs, business owners, inventors, creators, producers, software developers, authors, etc.

After reading this book, I was still working as a school teacher in a private school, earning a monthly salary of just ₦27,000 — barely enough to feed my family of five: my wife, our first daughter (Sophia), my nephew (Peace), and my in-law (Iyke). That experience led me to make a bold decision to change my roadmap. Since then, I have been clear about the path I want to follow in life, and I've remained committed to it despite the odds. Books have the power to transform your perspective, ignite your purpose, and inspire you to achieve greatness.



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*One of Buffett's greatest strengths as an investor is his ability to **avoid bad decisions**. He attributes this skill to his extensive reading habit. By studying financial reports, business case studies, and historical events, he learns from the successes and failures of others without having to experience them firsthand.*





## **- CHAPTER 6 -**



# ***Oprah Winfrey***

**M**any of us admire the success of certain individuals, yet we never take the time to study the process that led to their achievements. We celebrate Oprah Winfrey—one of the most influential media moguls in the world—without investigating what kept her at the top. For your information, Oprah Winfrey attributes much of her success to her deep love for reading.

According to her, from her challenging childhood to building a billion-dollar empire, books have played a pivotal role in shaping her mindset, career, and philosophy of life.

### **How Books Helped Oprah to Escape a Difficult Childhood**

Born into poverty in rural Mississippi, Oprah faced **tremendous hardships**, including abuse and instability.

However, books became her **sanctuary and escape**.

- ❖ She found comfort in **literature, poetry, and storytelling**, which allowed her to imagine a world beyond her circumstances. No matter how battered your life may look, books can help you discover, recover, and channel your life into a great future.
- ❖ Reading gave her **hope, inspiration, and the belief** that she could create a better future. Just as reading has shaped the life of Oprah Winfrey, it can do the same for you — opening doors to wisdom, purpose, and success.

### **Books Inspired Her to Pursue Her Big Dream**

Oprah's love for literature gave her the **confidence to pursue her big dreams** and follow her passion for media and storytelling.

- ❖ As a talk show host, Oprah credits reading with **enhancing her emotional intelligence**, which became a key strength in her career.
- ❖ Books on **Spirituality, leadership, and personal**

**growth** fueled her ambition and helped her navigate challenges.

- ❖ She often says that reading **helped her recognize her purpose**: to inspire and uplift others.

## Oprah's Book Club and Its Impact on Millions

As someone who has long been an advocate for reading, Oprah took her passion to a new level when she launched **Oprah's Book Club** in 1996. She began by recommending books that had personally impacted her life, just as we do in the ***Ultra-Success Book Foundation***. Soon, her Book Club became a **golden ticket for authors**. Books selected for the club often **sold millions of copies**, with many becoming bestsellers overnight.

Oprah did not just recommend books — she **created a movement around reading** where millions of people, including those who rarely read before, began engaging with books in a new way.





*Oprah's love for literature gave her the confidence to pursue her big dreams and follow her passion for media and storytelling.*



## - CHAPTER 7 -



# ***How Ultra-Successful People Make Reading a Part of Their Everyday Life***

**Y**ou don't need to read for 5 hours a day to become ultra-successful — but you do need to read **consistently**. What separates successful readers from everyone else isn't just what they read; it's **how they build reading into their daily lives**.

The most successful people in business, personal development, and even spirituality have made reading a non-negotiable part of their daily routine — just like brushing one's teeth.

In this chapter, you will learn how to do exactly that.

- 1. Make Reading a Daily Habit:** Ultra-Successful people do not read occasionally; they read daily, just like eating or exercising. To build this habit:

- ❖ **Start Small:** Commit to reading for **30 minutes — 1 hour** a day and gradually increase.
- ❖ **Schedule reading Time:** Just like Warren Buffett treats reading like a **priority**, not an afterthought, set a **fixed time** each day (e.g., early morning or before bed).
- ❖ Use the "**Never Miss Twice**" Rule: If you skip a day, make sure you don't the next day.

## 2. Read with Purpose

Ultra-successful people don't read merely for entertainment — they read to acquire knowledge and make better decisions. So, here's what you need to do:

- ❖ Focus on high-value materials like the Bible, business books, Spiritual books, entrepreneurial books, investment books, biographies, and books on your career or field.
- ❖ Ask yourself: *How can this information improve my life or career?*
- ❖ Take notes and highlight key points to

**actively engage** with what you read.

- ❖ Create an action plan and put to work what you learn from reading each book.

### 3. Surround Yourself with Books

Create an environment that encourages reading. Do this by:

- ❖ Keeping books within reach – on your shelf, desk, your phone, and laptops. Just as I recently constructed a mini library in my sitting room. I set out to create a reading-friendly environment in my living room so I could keep great books within easy reach. This is intentional, and it is working fine for me. It can work for you too.
- ❖ Replace passive entertainment (Like excessive TV or social media) with reading time.
- ❖ Carry a Book Everywhere (Or Use an App): Ultra-successful readers treat every free moment like an opportunity to feed their mind — **waiting in line, commuting, traveling, or during a lunch break.**

Most of them either:

- Keep a paperback in their bag

- Use mobile reading apps
- Listen to audiobooks via Spotify or YouTube

**Try This Ritual:**

Replace social media scrolling with a book app. Aim to read or listen for 15 minutes during your *idle time*.

**4. Join a Book Club or Reading Group to Stay**

**Accountable:** You can join the **Ultra-Success Book Foundation** and turn every great mess into greatness. We recommend great books to our members on a weekly or bi-weekly basis, we also organize reading challenges and book reviews, and offer rewards to encourage consistent reading.

[Join our Book Club community through this link...](#)

**5. Start the Morning with Mental Fuel**

“Reading in the morning clears your mental fog and replaces it with clarity.” — James Clear  
**Successful readers start their day with intention.**

Many ultra-successful people (like Warren Buffett, Oprah Winfrey, or Robin Sharma) start their mornings by reading, not checking their phones. It could be 10–30 minutes of:

- Personal development books
- Scriptures or spiritual texts
- Industry or economic news
- Biographies of other great minds

**Try This Ritual:**

Before you touch your phone each morning, read 5 – 10 pages of a book that aligns with your goals.

## **6. Schedule Reading Time Like a Business Meeting**

Reading is not a “someday” habit. Successful readers **schedule it**.

- Jeff Bezos reads before bed.
- Bill Gates blocks off entire “reading weeks.”
- Nigerian CEOs often read at lunch or after morning devotionals.
- I read every morning and at every free time.

**Try This Ritual:**

Block 20 – 30 minutes in your calendar daily — same

time, same place — to read. No distractions. Make it sacred. It will change your life.



*You can join the **Ultra-Success Book Foundation** and turn every great mess into greatness. We recommend great books to our members on a weekly or bi-weekly basis, we also organize reading challenges and book reviews, and offer rewards to encourage consistent reading.*



**- CHAPTER 8 -**



***Try This If You Want to  
Become Ultra-Successful  
in a Few Years***

**R**ead two books a week, and in ten years, it will amount to a thousand books. If you read a thousand books in the next ten years, your life will never be the same. Oprah Winfrey confirms this when she said, “The ability to read books saved my life; I would have become a different person if I had not read books.” This is a woman who suffered child abuse, had a poor beginning, was traumatized with fear of failure, but books restored her and she covered her self-image and it prepared her for a global impact.

The same thing will happen to you if you take this radical step to read books. It will directly influence all the dimensions of your life. Remember, my task for you is

simple: only two books a week. The ***Ultra-Success Book Foundation*** is here to provide the support you need, guide you on which books to read, and help you access them with ease.

If you have not read two books a week for the last ten years, you are about a thousand books behind. Can you imagine the incredible disadvantage it would be ten years from now to stand in the marketplace a thousand books behind? To some confrontations, you won't be a match; for some opportunities, your knowledge will be too lacking; for some value, your philosophy will be too shallow (**Jim Rohn**).

If you don't read books, you will lack some vital and practical life skills, knowledge, insight, values, and lifestyle that could help you navigate life better.

### **The Spirit is Willing, but the Body is Weak**

*Watch and pray, that ye enter not into temptation: **the spirit indeed is willing, but the flesh is weak**" (Matt. 26:41)*

This popular Bible passage captures the ongoing internal conflict between the spirit and the flesh — two opposing

forces within every person. It is important to recognize this battle and take deliberate steps to work on yourself.

There are mornings when your mind urges you to read, study, or get to work, but your body resists, saying, “I can't even get out of bed.” What do you do then? The answer is balance. Your soul should prosper just as your mind does. So, make it a point to nurture both your spiritual and physical health. Strengthen your spirit by reading books on spirituality and that ignite your inner fire. Develop your mind with materials that challenge and grow your thinking. And don't forget your body — read books on nutrition and wellness to help you stay physically healthy.

### **In Addition, Take Listening to audio Programs Seriously**

Another powerful way to learn from ultra-successful people is by becoming a great listener. Surround yourself with successful individuals and pay close attention — not just to what they say, but how they say it.

As Stephen R. Covey emphasizes, “Seek first to understand, then to be understood.” Many success experts, including Jim Rohn and Brian Tracy, suggest

absorbing wisdom through audio programs and repeated listening to mentors' insights.

The good news is that listening to successful people has never been easier than it is today. With just a smartphone — or even a basic phone with a memory card — you can access audio programs, podcasts, and audiobooks that can transform your life in any field.

You can absorb their insights while doing other activities, such as driving, exercising, or getting dressed in the morning. Listen repeatedly, until their ideas become your ideas — their inspiration, your inspiration. Zig Ziglar talked about the accumulated hours that come from repeated listening of audio content and equated it to the hours university students put in to qualify for their diplomas or degrees. He said people who spend a lot of time driving can get enough education from what he called ***Automobile University***. The message here is to be intentional with this powerful program of reading, listening and learning designed to change your life.

Remember, well-written, well-spoken, well-received,

well-learned, and well-invested ideas can be your driving life force for wealth and happiness.



*If you have not read two books a week for the last ten years, you are about a thousand books behind. Can you imagine the incredible disadvantage it would be ten years from now to stand in the marketplace a thousand books behind?*

*To some confrontations, you won't be a match; for some opportunities, your knowledge will be too lacking; for some value, your philosophy will be too shallow **(Jim Rohn)**.*



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## ***Discover the One Habit That Transforms Ordinary Lives Into Extraordinary Successes***

What sets ultra-successful people apart? It's not luck, talent, or even hard work alone—it's a **habit** that shapes their minds, multiplies their wealth, and empowers their influence.

In *The Success Habit*, Tochukwu Okafor unlocks the timeless principle that has fueled the greatest achievers in history. With practical wisdom, real-life insights, and a spiritual depth rooted in faith, this book will show you how to:

- Reprogram your mindset for unstoppable growth
- Build daily disciplines that attract success
- Align your passion with purpose and vision
- Create lasting impact in your career, finances, and relationships
- Discover your voice and value and
- Launch sustainable businesses

This is more than a book—it's your roadmap to becoming ultra-successful.

**Tochukwu Okafor** is an author, mentor, trainer, and real estate consultant, and the founder of **Ultra Success Global, a Business Development Consultancy, Human empowerment, and a Marketing Firm** dedicated to raising ultra-successful people across Africa and the world. With a passion for personal growth, leadership, and intentional reading, he inspires individuals to discover purpose, unlock potential, and cultivate lasting success.



***"Your future success is one decision away.  
Start today—make *The Success Habit*  
your daily habit."***

