

<http://www.telegraph.co.uk/news/newstoppers/howaboutthat/6150417/Tycoon-to-give-away-1m-to-readers-of-his-book.html>

Telegraph.co.uk

Tycoon to give away £1m to readers of his book

A property tycoon, Ben Benson, is giving away £1million of his personal fortune to 10 readers of his first book, *The New Rules of Wealth*.

Published: 10:41AM BST 07 Sep 2009

Mr Benson, who has amassed a £60million property portfolio, will give the readers £100,000 in cash each in the first giveaway of its kind.

Mr Benson, 34, who splits his time between luxury homes in London and Huddersfield, West Yorkshire, said: "Ten people are going to get that money, irrespective of how many copies of the book we sell.

"My motivation with the book is not to make money. If it was, I'd be using that £1million to start another company or buy a load of properties. The thing I really get excited about is helping people achieve what they want to achieve.

"We will sell a lot of copies of this book, but I don't necessarily count things in terms of pounds and pence anymore. I wanted to do something different. This has never been done before."

Mr Benson spoke to 200 entrepreneurs for his book including Jacqueline Gold, chief executive of Ann Summers, Simon Woodruff, founder of the Yo! Sushi chain, and property developer Kevin Linfoot.

The New Rules of Wealth, which took him seven months to write, explodes what he believes are the myths surrounding wealth and provides rules for successful money-making.

Each copy of the book, which has not yet been printed, has a unique number. Mr Benson will announce one number online every two months and the lucky owner of the corresponding book will get £100,000.

About 14,000 copies have already been ordered at www.millionpoundbook.com.