

BEN WENT FROM SELLING TOILET ROLLS TO OWNING A PROPERTY EMPIRE



MILLIONAIRE: Ben Benson, 34, with his book, *The New Rules of Wealth*

Tycoon ready to give away a cool £1million

A BUSINESSMAN who went from selling loo rolls on an MK market to lucrative property investments is offering £100,000 to 10 lucky readers of his new book.

Ben Benson was only 14 when he began work on a household goods stall on the old Groveway Market but two decades on his property portfolio is said to be worth £60million – and he is the author of a self-help book *The New Rules of Wealth*.

And one of the principles of the book – and indeed for Ben himself – is that “great wealth requires great responsibility.”

And it is that belief which Ben says compels him to part with £1million of his own money for 10 randomly-selected book

Report by Anna Sexton

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buyers. There’s no gimmicks, no pyramid schemes he says. Each book has a unique code and eventually 10 of the codes will be randomly chosen. Then, the owners of those books will each get £100,000.

“I will however want to mentor the people who receive the cash because unless those people adopt the right mindset the money could easily be gone within a year.”

As well as the chance to win big, Ben believes his book can help readers find and make their own personal wealth.

He added: “I interviewed more than 200 people on the Rich List including Sir Philip Green, Simon

Woodroffe and Jacqueline Gold. What I found was a common denominator in those people.

“I learned wealth is a by-product of something else.

“Don’t set out to be wealthy but decide what you enjoy doing, work out what you’re good at, and combine the two.

“That’s what you’re supposed to do in life.”

Ben, now 34, rejects the notion that he is just a property tycoon.

He spent a large part of his career training top bosses – after his teenage work as a market trader supporting his ill father at home in Conniburrow and later Stantonbury.

He now divides his time between homes in London and Yorkshire.