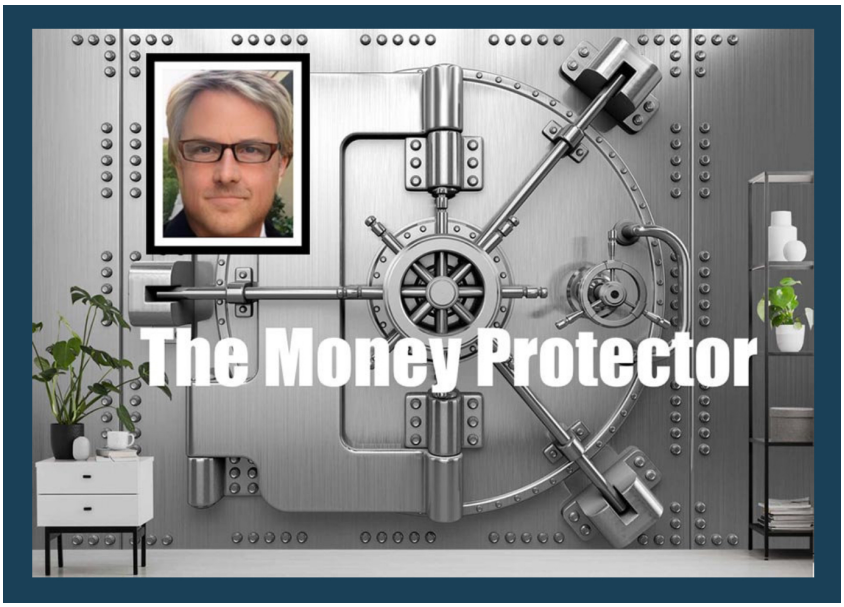
“GET TO KNOW YOUR MONEY”

*Secrets Of The Super Rich*

*A MONEY PROTECTOR BOOK SERIES*



“An investment in knowledge pays the best interest.” --Benjamin Franklin

## Introduction

I wrote this book because we are in a crisis. According the the AARP, 50% of people in the U.S. are worried about running out of money in retirement. Only 35% think they will be able to retire comfortably. With people living longer these days, many people tell me they worry about outliving their money. And there are more baby boomers and Gen X people than ever getting ready to retire. It’s a full blown crisis.

Shockingly, despite all of this, most of these same people say they have no real plan for retirement or significant plan to protect their hard earned money. That seems strange and counterintuitive. I wondered why?

So, as CEO and founder of The Money Protector wealth advisory, I just had to learn more and investigate. Because it’s second nature to me. As a former Press Secretary to John McCain and award winning investigative reporter for many years earlier in my career, I set out to investigate what has gone wrong here, and why we find ourselves in such a sorry state of affairs, and what can be done to fix it.

My conclusion after hundreds of hours of research, and talking to scores of economic experts is this: The underlying symptoms and fingerprints that characterize this crisis is a profound lack of understanding and dysfunction many people have in their relationship with money, wealth and how to protect it. Blame the economy, the pandemic or a preponderance of baby boomers entering retirement, but the most compelling reason may be you.

That’s why, now more than ever, you need to Get To Know Your Money. Hence, the title of this book.

By getting to know your money and forging a healthy, long term relationship, you will avoid the dire consequences of deciding *not* to gather that knowledge and financial acumen, whether by design, fear, dysfunction or complacency. A healthy relationship with money forms the building blocks of financial success and wealth building. It is the very foundation, and it must be poured well and properly. By you.

The choice is yours. If you choose *not* to get know your money, it will become nearly impossible to take advantage of the many extraordinary wealth building and protection strategies included in this book. So the stakes are high. The good news is I will show you how and why to rid yourself of this dysfunction for good. And it may just save you in retirement, or aid in making your retirement much more comfortable.

I have tried to write this book as conversationally as possible, without artifice or financial jargon, so that you know exactly how to Get To Know Your Money, and profit from it. Literally and figuratively.

What to expect? You will learn the secrets and often esoteric strategies/methods/tools of how wealthy people acquire, sustain and build their financial empires. And how they follow and adhere to an ingenious, proven wealth blueprint road map that they themselves created, wrote and blazed.

You will also learn  how they not only survive a financial crisis or pandemic, but often thrive by having a healthy obsession with never losing money. Perhaps you remember what Warren Buffett said on this subject, a man who seems to have followed his own advice quite well, thank you. “"Rule No. 1: Never lose money. Rule No. 2: Never forget rule No. 1.” Well said, Warren. Now I will show you exactly how to apply these rules.

Ultimately, I hope you will find that this book is the best place for you to learn how to build and protect your hard earned wealth and savings, no matter how much money you have.

How? Simply follow the money trail of the super rich, their wealthy footprints in the sand and financial breadcrumbs they left behind to illuminate your path. I’ve put it all together in this book. Just for you.

Follow The Yellow Brick Road…

Sincerely,

*Dan Mechem: CEO and founder of The Money Protector*

**<u>Table of Contents</u>**

**Everything You Know About Money is Wrong**

What if I told you that nearly everything you know about money is wrong? Like what to do with your money, how to best protect it, how to shield it from taxes, and build wealth the right way. There is so much disinformation and financial propaganda in the mainstream media, half truths and fiscal fake news about sacred cows like the 401k, so it's no wonder everything you know about money is wrong. And much of this disinformation is peddled and promoted by the strong and well financed Wall Street lobby, hoping to fill their coffers with your money.

And that's not all. Your relationship with money is most likely unhealthy and stagnant…where you are unwittingly playing the starring role. Stuck in a bad romance.  On Facebook, your relationship status with money would be: "It's Complicated". :)

Or to quote Lady Gaga (perhaps the first reference even to Lady Gaga in a book on finance and wealth), “Caught In A Bad Romance”. Ironically, your money relationship often has the allure and fingerprints of a bad romance. Lack of communication, understanding, and knowledge, an inexorable trifecta of dysfunction that can cost you plenty. Literally.

So let’s unpack this dysfunction. How well do you know your money? Unlike most of our important relationships, many people spend their whole lives and never really get to know their money. They don’t spend time on it. They don’t attend to it. They don’t get to know their money. Again a costly mistake that often happens very early to people in life, and that habit becomes hard to break.

Many even blindly hand it over to their financial advisor with little or know plan or knowledge about what is happening with their money.. like giving your car to their mechanic when they have no clue what’s under the hood. Or what about when they swipe our cards or check out online and only briefly think about their cash or even see a bank statement a few times per year.

Or they trust their spouse and hand everything over to them about money, or to an often educated, albeit well intentioned, family member who has no idea what they are doing. (More on that later in my story about one of my best friends who seemingly lost all of his money because he never took the time to get to know his money. Don’t miss this story!)

A healthy, long-term relationship with your money is essential to a strong financial future. And that starts with knowledge and spending the time to get to know your money, even with the basic blocking and tackling of your finances and knowing where your money is coming and going, and who to trust to be a good steward.

Money is already your best friend. You just don’t know it yet. That’s because you haven’t taken the time to get to know your money. And it takes time and significant effort. The truth is, it can be a great friend. Your best buddy. But this relationship often doesn’t start off quite as easily as you’d like.

Don’t wait. You need to take the first step, trust your instincts and get to know your money before its too late and you miss out on a myriad of oppor-

tunities to build and growth wealth for you and your family. This is one case where Fear Of Missing Out (FOMO) is a healthy instinct for you, because you don't want to miss out on your financial future. You want to be there for it, protect and nurture it to grow unabated.

The goal of this book is to help you change this dysfunctional relationship with money, and point you towards the North Star of a healthy, profitable and meaningful long-term relationship. But this often rocky relationship..like many a bad romance.. is something many people have trouble changing, or trying to jettison…this rather strange and bewildering game we call money.

Money is a big, scary word to most of us. We work hard to earn it and then we feel like we better hang on tight because if we don't, it's going to disappear. Money is very shy—it doesn't like to show itself off or get your attention by bragging "Hey, look at me! I'm money! Pay attention to me! As a result, you have no clue how to get it to stick around or how to get more of it. Don't be intimidated by money—get comfortable with it.

In the book, you will find out how to take back control of your financial future. You will learn that the way you have been educated about money is wrong. Completely wrong. The current education system, Wall Street and the financial media actually work to make your relationship with money dysfunctional. And who profits? They do! Not you!

You rightly deserve better. I am often shocked at the articles I see from supposedly credible financial publications about money and wealth that are completely and utterly wrong and steering your towards disaster with you money. And that creates dysfunction. The financial press is often filled with incomplete, oversimplified fake news.

Like many dysfunctional relationships, your problem with money is likely rooted in rather profound misunderstandings, albeit innocent, and lack of knowledge. When you get to know your money, you can truly take control of your financial future. And that is real financial freedom you can take to the bank.

**My Book**

The first half of my book is dedicated to examining and illuminating the why's and how's to "Get To Know Your Money." The second half is focused on the specific financial tools, strategies wealthy people use to build and protect their wealth every day for generations to come. The Rockefeller's. Vanderbilt's. And modern day titans like Elon Musk and Jeff Bezos.

I think you will really enjoy learning and unpacking what the tools and strategies you need to know and embrace to build and protect generational wealth. Equally, if not more important..especially if you are near or in retirement.. *protecting y*our money as it pertains to trusts, compound interest, advance tax planning, and most important. This includes the tools and strategies used by the super rich to get more rich, and protect their wealth like a Brink's truck. The hallmark of the super rich.

Much of what I discuss and detail for you is how to build real, legal wealth off the radar of Uncle Sam and the overzealous IRS, or others skilled at taking your wealth away. It is never to early or too late to start planning your strategy on ways to create *and* protect generational wealth.

This is not a book about money management, nor is it yet another text book on investing. "Get To Know Your Money" offers insightful information and objective advice so that you can get use to know your money better. With a healthy relationship with money, you will have peace of mind. This includes things I will show you to make sure you never run out of money in retirement. This is big issue since the AARP reports that nearly 50% of people near or in retirement worry that they will run out of money.

Funny at times (I hope) but always informative and easy to read, I believe it's an excellent place to start getting to know your money by building wealth. And when I say building wealth, I mean real wealth - not just the kind of wealth where you have a big house and fancy cars and sea planes, but the kind where if you lost every penny you had today, you could come back and be wealthy again tomorrow.

In plain English, I'll show you how to build and secure *enduring and lasting* financial independence and freedom that you pass on to your heirs. That's the Rockefeller way, and the way of the super rich.

There is so much you can learn, and will learn by reading this book and keeping an open mind about the new ways I will show you to get to know your money. So strap yourself in!

**Your Money In An Uncertain World**
*Survive A Stock Market Crash and Profit!*

Your money is unwittingly caught up in our increasingly uncertain and chaotic world. Pandemics. Apocalyptic fires and natural disasters. You name it, there is a palpable threat, and a perfect storm of financial worries for many people. Seemingly a chaotic environment for your money and wealth.

Despite the profound uncertainty, chaos and volatility in todays world, I will l teach how to protect your wealth even in the worst of times, largely immune to the vicissitudes and slings and arrows of fate, over which you you have no control. The super rich can't control the weather, or when there might be a stock market crash, or when a pandemic comes and goes, but they know damn well now to build and protect their wealth no matter if it's a sunny day or the sky is falling.

Their methods works during a pandemic, or a rollercoaster stock market, or even the next pandemic, God forbid, if there is one in our lifetime. All by following the prescriptions and wealth protection secrets the wealth people use to build an armada to protect their money, estates and families.

Example: look how many of he super wealthy, including billionaires have had their net worth skyrocket during the pandemic, one of the most challenging and volatile times in American history, And yet, they are not just surviving the pandemic, they are actually doing *better* during this kind of a chaotic time, profiting from it, and building exponentially more wealth.

You can too, if you closely follow my advice and guidance in this book. No matter if the stock market tanks. And you don't have to be a billionaire to use and exploit most of the tools I will detail later in this book.

Speaking of the stock market, many people are putting way too much into the risky and volatile stock market – where they can experience a devastating 20%, 30% or even 50% loss. Remember 2008? Remember the definition of insanity is to repeat the same mistake over and over again without learning. Remember what Einstein said about this: “Insanity is doing the same thing over and over and expecting different results.

Much of this book is a collection of strategies so that you do not repeat the mistakes of 2008 that many people experienced, by leaving your money and wealth exposed, vulnerable and unprotected.

This book is not just a bunch of feel good simpleton Tony Robbins style mumbo jumbo about getting rich. (Sorry Tony) I think there are some real golden nuggets here for you, and real substance and meat on the bone as you read on. As you get to know your money, I will provide you with a relatively straightforward, wealth-building philosophy that will unharness the power of lower taxes and compound interest.. the essential ingredients and financial nutrients you need for life-long wealth in an uncertain world.

This book will teach you the secrets of the super rich, demystify and deconstruct how they build a veritable force field to protect their money from being absconded, forfeited, or forcefully taken away by creditors, litigants or even an ex-spouse.

You have the same exact tools at your disposal and learn what you can do today to protect yourself and your hard earned wealth in our chaotic world from financial predators and from the oppressive, rapacious government entity I despise the most in our world: the IRS..or what I call Income Really Stolen. Your Income!

**Knowledge Is Power**
*Knowledge: The Antithesis to Your Money Dysfunction*

First, you need to get to know your money in terms of education. That is the essential tenet of this book. When is the last time you took the time to read a book like this one about your financial future? Read everything you can about money. Voraciously. Study how the rich get rich. In detail. You need to spend more time and energy in your relationship with money.

Spend more time together, getting to really know and understand your money. And although it seems simple, but the relationship you have with your money is actually quite complicated and nuanced.

Ultimately, you must set a new course to building a healthy, long term relationship with your money and wealth. Like any relationship, you need to invest time and energy to make sure it is sound, safe and grounded. Knowledge is power. Knowledge provides you more choices and freedom to build the economic future you want. You have to start there. Period.

Start by asking yourself this in the mirror.. and be honest: How well do you really understand your money? Do you know where it's going, and how to achieve your financial goals in any meaningful, substantive way? Probably not. Even if they have an advisor or financial planner, many people admit they don't really know their money, including those who have so called "financial planners".

The bottom line is this must change. You need to build what my colleague Ethan Samuels calls "financial intelligence." And kickstart that relationship with your money into high gear.

**Change The Way You Think About Money**

Like any bad, relationship, you need to have the courage and fortitude to end your dysfunctional relationship with money, and chart a new financial

course. But change is hard. You must fundamentally change the way you think about money to become financially free and happy.

The framework introduced in this book will provide you with a solid understanding of what it means to build substantial generate generational wealth by thinking about money the same way the super rich do. And I am talking about the specific things that rich people do that you need to study and copy. Rinse and repeat. How?

By way of background, before I became a licensed financial professional and founded The Money Protector Wealth Advisory, I spent many years as an award winning investigative reporter. So naturally these instincts kicked in as I discovered the dysfunction many people have with their money.

Over the last three years, I have studied and analyzed the super rich in infinitesimal detail, interviewing and talking to hundreds of financial experts about money and wealth. By reading and absorbing this book, you can profit from not just from my knowledge, but their financial acumen, habits practiced by the rich, their strategies..their often very functional and happy relationship with money.

But first you must change, and be a new person financially. Be open and transparent about getting to know your money, and that you don't know everything there is to know. You don't know what you don't know. You can change the way you think about your money and set a course and by studying with me the well worn trail that has already been charted and traversed by the super rich. This book is your map and compass. And it's starts by you getting in the game.

## Lessons Learned

*Wealth is the ability to fully experience life. --Henry David Thoreau*

Thoreau is right. Wealth does give you the ability to fully experience life, no matter whether you are a woman or a man. But the trick is you need to get to know your money first to attain that wealth. And you need to end the vicious cycle of being a "Wage Slave, chained to a 9-5 job where you will have a hard time building wealth, living paycheck to paycheck, forever stuck in a financial purgatory of your own making.

It's really quite simple: The less you know about money, the more mistakes you will make. I run a wealth advisory, but in reality, I often feel like a wealth and money therapist for my clients. Like them, (before I started working to change their habits) chances are you have a dysfunctional relationship with your money.

Oh and if that money could only talk, the stories we would all hear!! Let's examine the underlying causes and constituent elements of this dysfunction, starting with another personal story of mine that is both instructive and poignant. It relates to a close friend of mine who is truly a poster child for financial dysfunction and not getting to know his money. I will change his name to protect his privacy.

Let's call him Fritz. Fritz and I grew up together, he was a close friend in high school from a very wealthy Cincinnati family and inherited $2 million dollars when he was 18. Seemed like he was set for life, with his good fortune. He did'nt have a care in he world. Some of us were jealous that he would never have to work a day in his life. The silver spoon.

But he called me one day recently 30 years later.. in tears.. saying he was broke. He was beside himself and inconsolable. I was shocked to hear this. I had never seen him in such a terrible state of mind. He then told me his story. Like any other day, he said the went to the bank ATM and for some reason no money was available.

He went into the bank branch and for the teller told him the unfortunate, almost unbearable news: "Sir, I am sorry but your account is empty." My friend protested and said to her: "That's impossible!!??" But she replied: "It's true Sir, you've apparently run out of money."

My friend left the bank crestfallen and terribly shaken. He told me he had never looked at his bank account or a bank statement. Never even been inside the bank to see a bank teller or ask about his money. Ever. The money was always there. He never took the time to really understand or have a relationship with his money. In fact, he said he never even looked at a bank statement. He had no idea what was going on with his money. Zilch. Never took the time to get to know his money.

But there's a twist. My friend's story has actually has a surprise happy ending. He called his mother after all of this transpired, just like he called me,

to tell her she was broke. She was quite elderly, and after admonishing him said “Well, son I set up a a life insurance policy years ago for you, so at least you have that”.

At the time, this did not comfort Fritz, but the devil is in the details. It turns out this policy was not just a standard term insurance death benefit but instead a “cash value” life insurance policy that wealthy families (like The Rockefeller’s have used for years) to build and sustain generation wealth.

His mom got him a policy in his name in 1978, and with the premiums she put in for her son over time, he had actually accumulated $2.6 million in his policy 30 years later. He never looked at the policy, or knew about it, never opened his mail with his insurance statements about his policy, and the money grew exponentially and unobstructed all those years. He did not know it: but he was building quite a fortune! (Or his mom was on his behalf)

So my friend called me a week later after confirming this with the insurance company and told me: “Dan, I’m rich, I’m rich,” I laughed so hard after the phone call with him.. that he could be broke one day, and rich almost the next. Hilarious.

But on a serious note: there is much to learn here. Now, you may have no sympathy for my friend and his dumb luck and good fortune here with the $2.6 million in his cash value whole life insurance policy, but his dysfunction with money speaks volumes for all of us. He had no idea about his money.

He never took the time or energy to get to know his money. He was lazy, like many people, about his money: having no idea that he even had a cash value insurance policy. Never even going to see a bank teller. And it almost cost him dearly. He got lucky. But it’s much better to get to know your money before it’s too late. Very few of us are as lucky as Fritz.

Another common yet preventable error is when people hand over their money to an advisor without really having a plan, or even giving detailed oversight over what is going on. As I alluded to earlier, that’s like giving your car to your mechanic with no idea what’s under the hood. And blindly hoping for the best. That’s a recipe for disaster when it comes to your money. And yet, it is done all of the time.

Honestly, many of my friends have confided in me that they have no real idea what they or their advisors are doing with their money, no matter how much they have. Not in any substantive way. They just hope for the best. What a terrible mistake.

Remember, knowledge is power. And just because your advisor has some knowledge of your money does not mean you should abdicate and hand over that responsibility for that to him/her. You need to get to know your money. Better than your advisor. Don't completely outsource your money management to anyone. You need to be the primary manager.

I believe much of this dysfunction is rooted in our educational system's woeful lack of teaching anyone about money. Most schools don't teach anything other than perhaps a perfunctory finance class by the time you graduate from high school. And unless you major in finance or accounting in college, you will reach 21 without knowing almost anything about money: your money: how to invest, what pitfalls to avoid.

I talked about the lack of education and courses about wealth accumulation and protection earlier. In my research, I have found almost know high school, or college programs that offer a course on protecting and guarding your wealth/money, and yet it is one of the most important things you can learn in your life, something the super rich have done in America for generations.

You see, it's not just money that's passed down to them like the family heirloom, it's the knowledge of how to protect it. Most of these iconic families like the Rockefeller's, for example, know how to generate wealth, and how to keep it. More on that later.

Without understanding your money or having a real relationship with it, you are on a slippery slope indeed. Like any relationship you get into without really knowing the person, your broken and ill-informed relationship with money is bound to falter. And many people pass on this lack of educations about their money to their children like a bad gene, and to their children's children. Call it a generational curse. And the antidote? Education. Education is the key to making informed financial decisions and recommendations. Getting to know your money.

**My Journey**

I know this because this is very much my own story and journey. At age 50, I realized I did not really have a keen sense of my own money: blindly handing over my money to an advisor I rarely heard from (despite his credentials) I had an epiphany one day when the market had a serious correction that I really had no idea about my money, in any meaningful sense.

I had gone to a great private high school, an illustrious private college where I graduated with high honors and took an advanced economics class. I served as John McCain's Press Secretary and later a reporter, and yet, during all that time I never had any meaningful education about money.

I almost never talked to my parents about it, or learned anything from them about it. Not their fault. That's how it is for millions of people. And I most certainly learned nothing about protecting money. Most people don't think about protecting their money until they've lost it.

Once I realized this, I started talking to friends and peers and many told me honestly and candidly that they had the same problem. As I said earlier, their relationship with their money was equally dysfunctional. At the time, my Facebook status also was: "It's Complicated".

Because I spent a long time as an investigative reporter in my career, my natural instinct here was to find out why people have such a bad relationship with their money, almost like I was doing an investigative series. I first had to do some introspection, I had to face myself in the mirror that my relationship with my own money was broken and dysfunctional.

I started by voraciously reading every finance, investing book I could get may hands on. I talked to hundreds of people about their money, including people who have enormous wealth. But still that was not enough to quench my thirst for knowledge.

Ultimately, I decided the only way to cure what ailed me was to get licensed as a financial professional and create The Money Protector wealth advisory.

So that's exactly what I did. And that's been my journey and one of the best things I have done in my life!

The good news is, while I recommend you read as much as you can too, I can impart much of what I have learned in this book for you, so you can really profit from this knowledge, and learn how to have a much better relationship with your money. One that keeps on giving. The centerpiece in my life..in my journey.. is how to best protect what you have spent your whole life earning.

At the heart of getting to know your money is being able to shift the relationship with your money from one that is passive and disconnected, to one that is engaged and proactive.

My grandparents, having weathered the great depression of 1929, had some of their money hidden in their mattress. They spent much of their lives living in fear of their money. How does your money behave? Is it under control? Is it liquid or all tied up in knots in accounts or products where you often can't touch it, like sacred cows like the 401k or an IRA.

I believe that tying up your money in a tax hostile environment like these "qualified plans" (i.e. 401k's, IRA's and other government sponsored savings plans) means your money is stuck in neutral, and afraid of its own shadow. What do I mean by that?

These kinds of government plans are terrible. They may seem great on the surface, but the problem is that you are deferring paying taxes on these funds until the government says you can take distributions. And we all know tax rates are going up in the future.

So keeping your money stuck in these kinds of accounts means it is feeling scared. Afraid to grow. But in reality, your money should feel free and open, and ready to grow, unobstructed by the government and harsh, often avoidable punitive taxes. It should grow tax free as far as the eye can see. More on that later in our Tax Friendly vs. Tax Hostile chapter below.

Remember this as key takeaway here: do everything you can to make sure your money has velocity, growing with compound interest and, as I said earlier, not scared sitting idle in some measly money market account that's

being eviscerated by inflation, a low yield bond, low interest CD or bank account.

Or, even worse, trapped inside a qualified plan like a 401k or IRA, (sorry Dave Ramsey, you are wrong promoting the deeply flawed 401k) just waiting to be taxed and stolen by the greedy and rapacious IRS, all too willing to swallow your money whole.

To begin building your better half…you new wealth building and protection self, you need to get the game.

## Get in the Game

*The more you keep, the more you make*. Remember this phrase. It's the like the fraternity password phrase to be admitted to the super rich club. They know it better than anyone, no matter whether they are a woman or a man.

To become wealthy and one day join the super rich club, you must first end your dysfunctional relationship with money. You need to get in the game. Just get in the game. You get nowhere by having your money sit idle.

You would be amazed at how many people just sit on the sidelines because of fear, especially during the CoVid pandemic. But you need to think big. Don't be afraid to get in the game. You should replace that negative fear with a constructive, good fear: FOMO. The fear of missing out on building wealth and creating your own financial future, where you star in your own life's own design.

If you think about it, money is really a game rich people play. You should be too. But it takes a great deal of time, knowledge and acumen, none of which is out of your reach. But it is much more complicated, obtuse and nuanced than Monopoly. There are super high stakes here for all of us, and the financial future you build..or squander. There are winners and losers, and typically the super rich almost always find a way to be on the winning side. And that's no accident. They relish and covet the super wealthy playbook you will learn about later in this book, and you should too.

They know the game full well and have memorized the rules of engagement like the back of their hand…After all, they are the ones who wrote the rules

in the wealthy person playbook in the first place. In the end, as discussed in the last chapter, it all comes down to taxes, and the game is won and lost on the battlefield of paying as little tax as possible.

According to Pro Publica…"In 2007, Jeff Bezos, then a multibillionaire and now the world's richest man, did not pay a penny in federal income taxes. He achieved the feat again in 2011. In 2018, Tesla founder Elon Musk, the second-richest person in the world, also paid no federal income taxes."

Pro Publica goes on to say: "Michael Bloomberg managed to do the same in recent years. Billionaire investor Carl Icahn did it twice. George Soros paid no federal income tax three years in a row. The IRS records show that the wealthiest can — perfectly legally — pay income taxes that are only a tiny fraction of the hundreds of millions, if not billions, their fortunes grow each year."

Such is the state of affairs in the United States now. Like it or not, the super rich have all the marbles. But does that mean you don't get in the game? Absolutely not. Don't lose your marbles by sitting on the sidelines, and reading story after story about how the super rich profit from their super rich playbook, where they are allergic to any and all taxes.

Bezos, Musk, Bloomberg, Icahn, and Soros..They have a seat at the table. But you most likely do not. You may not like or approve of the game that they play by with their armada of advisors to pay little or no tax and their accoutrements of success.. Nonetheless, you need to get in the game and start building wealth. Again, like me, you need to obsessively study and analyze the rich and pour over their playbook like they are a laboratory rat. Watch and assimilate their every move, memorize their wealth playbook, and profit from it. Literally.

You probably don't understand or know these most of the esoteric rules of engagement and financial tools they use to build and protect wealth amid the rarified air of super rich. Truth be told, the super rich have turned wealth building and protection into high art. They and their advisors have spent inordinate amounts of time perfecting how to protect their wealth, by not paying taxes and shielding their money from the IRS. It's all legal, even though much of what they do takes advantage of certain loopholes.

From my days as John McCain's Press Secretary and White House Correspondent, I can tell you that Congress..every few years.. makes a bunch of perfunctory noise about how little taxes the wealthy pay. But I think it is very unlikely that the laws will change to take on the billionaires and their wealth for a number of reasons, not the least of which is that these wealthy titans give tens of millions of dollars to the campaigns of the same Senators in Congressman who are supposed to write new laws to close the IRA tax loopholes for the super rich. And very few legislators are going to bite the hand that feds them.

In the end, theirs is a formula that creates wealth that keeps on giving. Wealth unrestricted, unharnessed and unrestrained from the grip of the IRS. In the pages to come, I will show you how the rich get rich *and keep it*. Think of this book as your DIY guide to the same financial tools, resources, and solutions practiced by the wealthiest 1% of American families for generations. And that starts with playing damn good defense with your money.

## Be A Wealthy Woman

Studies show that many women resist getting in the game, and therefore have a dysfunctional relationship with money, much more so than men. This is not a sexist or inflammatory statement. Think of it this way, as a woman, your relationship status on Facebook with your money is most like-

ly “It’s Complicated”. Not for all women, but certainly for many. Let’s zoom in.

This assertion is based in fact, and backed by many recent studies, where many women start out with money at a young age with a disadvantage. It’s not a level playing field with men. We all know that women make less money than men. According to a recent study..women have more debt than men – and less of it is actually paid off. And most telling, women are significantly less confident when it comes to investing. And fearful and ambivalent about getting to know their money.

In fact, he relationship between women and money is often characterized by not having a strong enough connection. A recent poll by the wealth management division of UBS found that while 85% of women manage everyday expenses, only 23% take the lead when it comes to long-term financial planning.

Another study found that most women, 92%, feel comfortable with short-term finances, such as managing their household finances, but less than 73% of women are confident in their ability to invest money smartly, compared to 87% of men. This lack of confidence translates means that women invest 40% less money than men do.

This is exacerbated by the CoVid pandemic, which has created a great deal of generalized fear, and many women are simply choosing to be in survival mode. Many say they are sitting on a ton of cash, not investing, just sitting on the sidelines. Sadly, the money they have in a bank account, a CD or money market is being eviscerated by inflation.

So survival mode is not the answer and hardly a solution to build and protect your wealth as a woman. It's time to walk away from fear and survival mode and get to know your money.

Most important than the numbers and analysis above is the fact that not enough women are stepping up to their financial plate – where they can make a huge impact for themselves and their families by taking the time and interest to build wealth for their financial future. They put way too much trust and control of their money to a spouse or loved one and don't take ownership to get to know their money.

To provide more context here, realize that money and women have a complicated relationship from the start as I alluded to earlier..money is often seen as taboo, so women don't discuss it even with those closest to them. This conundrum means that lots of women lack confidence around money and miss out on valuable financial opportunities because they are afraid of being judged wrongly by - or judged more harshly than - their male counterparts for taking smart financial risks.

In addition, may women aren't familiar with the financial world, so they are scared to make mistakes that they think could potentially lose them all their hard-earned money. That fear causes often causes unnecessary paralysis and inaction, and ultimately costs women plenty. They could have been building wealth but they are forever sidelined by fear. Doing nothing, fear and inertia is costly for many women.

I want to tell about a tragic, powerful personal story of mine that underscores and illustrates this point quite well. A story about a woman I knew who paid a very dear price with this kind lack of education and knowledge about getting to know her money. When I was an investigative reporter, I interviewed “Jane Doe” who was in a domestic violence shelter, hiding from her abusive and violent husband. Like many of these crazy men, he had violated restraining order after restraining order. She lived in constant fear, and did not even feel safe in the shelter.

She told me during the interview that she wished she knew more about money, finances and investing so she could get away from this man and not feel so financially vulnerable. But she never did. Never had the time. Or just did not make the time.

She said that maybe she could have moved out of her house and gotten away from this horrible man by establishing a strong, independent financial footing, and financial freedom. Her own bank account, Her own investments. Her own money. But sadly, she never took the time to get to know her money.

Tragically, her husband broke into the shelter and murdered her about a week after I interviewed her for this story. I was in shock, and the reverberations have lasted until now. Little did I know that years later, part of my abiding mission and passion in life is to help women with their money and finances to honor "Jane Doe" by helping teach women what they need to know to build wealth the right way, protect their money and build independent wealth and finances.

As with this tragic story, lack of education is a root cause of this dysfunction with women and money, and for all of us…for that matter. Inexplicably there are no classes for wealth building and wealth protection. My staff and I have studied and analyzed this and looked high and low, but there are al-

most no finance classes…at any level..that really wealth building a*nd protection*.

Here's the deal..as a woman, you MUST take the time to learn more, money and wealth as if *your* life depended on it…is too important to leave to someone else, least of all your husband, wife, or partner. This is why as The Money Protector, I help so many women with basic finances and wealth building tools that most had no idea about and were so gratified to learn about. Why? Because Knowledge is power. You need to get to know your money. Let's look at one other example that is also quite unfortunate, but illuminating.

Sadly, there are many financial horror stories I have heard from my female clients and even from friends of mine, often much more profound and telling than most of those that happen to men. One woman told me that after her husband died suddenly, in the aftermath of her grief two days later, she cried uncontrollably because he was gone after realizing she had not idea at all about the couple's money, finances, wealth.

She never took the time to be involved in the finances for she and her husband. She delegated this all to him. She thought they were financially sound, because that's what her husband always told her. But the truth was brutal and just the opposite. It turns out the couple's finances were mired in debt. He never paid the premiums on their life insurance policy for her in case he died, so there was no insurance money for her at his death.

Unpaid bills and debt that was now her burden to shoulder. The weight of this ultimately meant that she lost not just her husband, but also her house, because it soon went into foreclosure because of the mountainous debt her husbanded racked up that she never knew about.

I know it is hard to hear these stories, but they are real, and I hope you learn from them. So, it's time for you to be an empowered woman. Learn the basic blocking and tackling of finances. Educate yourself about investing and other financial topics. Become financially literate. Financial literacy=Empowerment.

You need to be financially independent and have your money be as strong as you are as a woman. Not tomorrow. Today! Don't put it off. That's what

Jane Doe did. She procrastinated until it was too late. She wanted to learn more about finances and money, but she didn't do it.

She may have had all kinds of pressures and responsibilities that conspired together to make it hard for her to become financially literate, but she did not. And in so doing, made a choice. Life is often the sum total of the choices we make or don't make. And the brutal truth is this may have cost her her life. It's not her fault. Please understand I am not blaming her. I feel profound grief, visceral sadness and empathy for her still, many years after this happened.

In addition to getting to know you money, here is a financial commandment you need to follow at all times. No matter your circumstances, never, ever *ever* depend on a man…or anyone for that matter..for your money or finances. And never ever give them complete, unilateral control over your money, finances and investments.

This is why, as The Money Protector my wealth advisory is doing a "Wealthy Woman" education and wealth tips series every March, in honor of Women's History Month. There are *so many i*mportant new things you need to learn in your journey to Get To Know Your Money. As a woman, your money needs to be just as strong as you. You need to learn to build wealth the right way, and be the captain of your own ship. And that means learning how to protect your money like a billionaire.

**Protecting Your Money Like A Billionaire:**
**Tax *Secrets of the Wealthy***

*I made my money the old-fashioned way. I was very nice to a wealthy relative right before he died. --Malcolm Forbes*

With so many people failing in their relationship with money, let's turn our attention to the wealthiest of the wealthy. How do they do it? Why is their relationship with money so strong? Why and how did they get to know their money? What's their secret?

As I gathered more and more knowledge in my journey to divine the secrets of the super rich and protecting their wealth, the investigative reporter in me really sprung in to action, I became obsessed with learning the truth, In fact, I have studied the rich as if they were a laboratory rat, interviewing many super wealthy people and extracting as much wisdom and insight as I could muster.

And here's what I discovered: they pay almost no taxes. Yes, we have all heard that but the amount is even less than I could have ever imagined. It's astonishing. According to an analysis by ProPublica, the richest 25 Americans banked $400 billion in gains but paid only 2.4% in taxes. It's important and instructive that we learn from the super rich and how they accomplish this, regardless of whether you find this appalling and unjust or believe their business acumen of paying little or no taxes is not a sin per se, and has, in fact, protected their wealth.

And that is very much by design not by accident. It may seem unfair to the rest of us, but they have learned the money game and we can profit from their knowledge. I have investigated this and spoken to a number of very wealthy people, and their story and relationship with money is almost identical. You might say their Facebook status update is they are "In A Relationship": with their money.

It's a very healthy relationship at that. And the centerpiece of how they build wealth is an obsession, an almost obsessive fixation on protecting their wealth with *tax mitigation strategies*. The trick is finding ways, and using a carefully calibrated array of financial instruments to have as little taxable income as possible. And this is not just something that CPA's do. It has to be pro-active tax mitigation strategies and tools.

How? First, they have a clear plan to protect their money, and an entire financial armada around them that is dedicated to shielding their money, not just making it. It's almost as if they have erected a force field that does not allow any of their money to be absconded by anyone: not the government, not creditors or even litigants. They have the same playbook and strategy to protect their wealth. And a passion and zeal for it because they don't want to lose a dime of their hard earned wealth. We should all have that same passion to guard our money.

Again, the super rich have a singular and often maniacal focus and obsession with not losing any of it. And that is what distinguishes them from the rest of us. A super wealthy friend of mine living on the Palm Springs area recently told me: "I am not a risk taker any more. I have money now, so today I worry about losing it instead of making it". Couldn't have said it better myself. Remember, your wealth is one of the most important things in your life, so protect it first. Pay as little tax as possible.

**The Best Offense Is A Good Defense**
*Putting Protection First*

*"Rule No. 1: Never lose money. Rule No. 2: Never forget rule No. 1."*
*Warren Buffet*

What I have learned in my years of studying the super rich and investigating wealth protection is that the best offense is a good defense. The better you are at defending and protecting your wealth, the easier it will be for you to play offense and make more money. In fact, making money and protecting it are inextricably intertwined. This is how can you build wealth like a pro without the experience or knowledge of what the pros are doing. I'll show you.

If you are closing in on retirement age, it's time to play defense, and as investment attorney Walter Bak says: "Even if your financial advisor did a great job on offense growing your money, itt may be time to play defense" That means getting with a new advisor who is more skilled and a practitioner of wealth defense and protection.

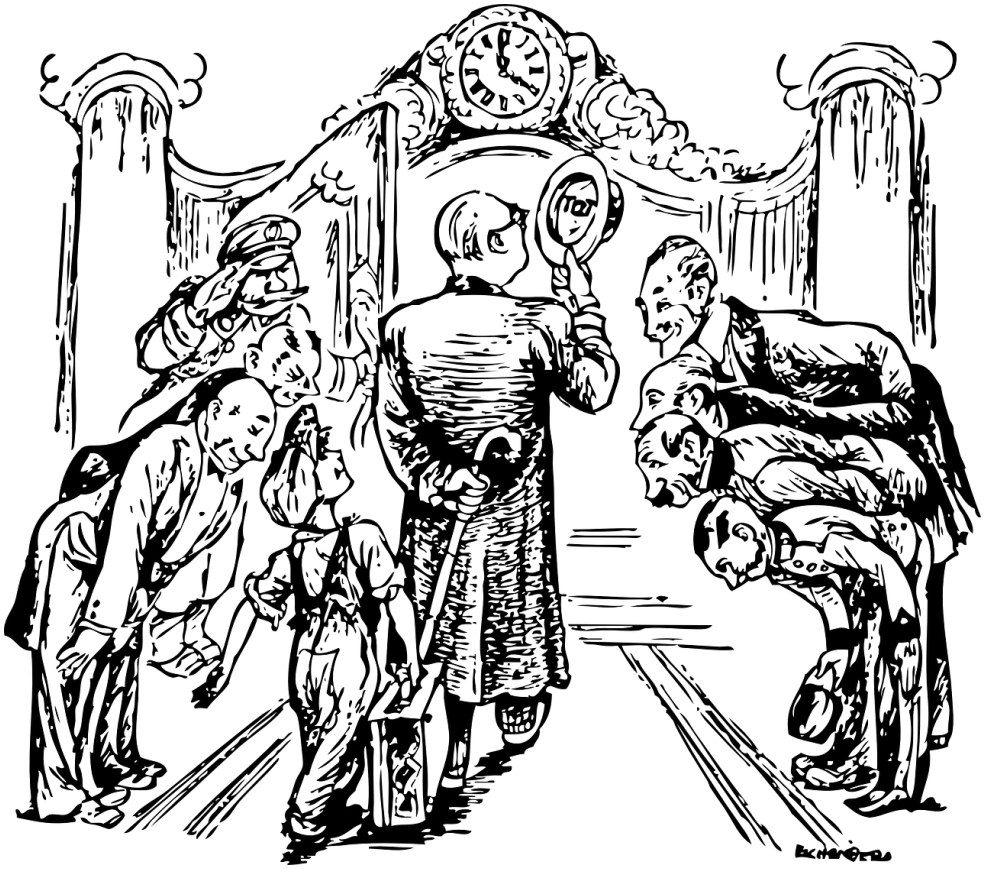
Bak goes on to to say this: "Any game plan that doesn't include a solid defense just isn't complete. No matter how much you've earned and saved, you can't count on a win until you're confident you'll have enough to meet your income needs in retirement. It's all about protection — especially these days, as pensions are becoming a thing of the past for so many workers. To accomplish this, it may mean saying thank you and goodbye to the financial professional you have now, the broker or adviser who's really great at offense, and looking for someone who could be great at working on a defensive option. The skills it takes to manage a portfolio for a couple in their 60s are substantially different from those used to manage money for a couple in their 40s or 50s."

In my experience, Bak is dead right here. The truth is most people keep a close eye on the wealth creation side of the equation, and review their assets from time to time, but wealth protection if often neglected..the their detriment. It should be an integral part of your financial planning, but often it is not. Most people have no plan in place. Shocking but true.

Protecting money is not as sexy as making it, but arguably more important especially as you near retirement age. Most people are taught how to make

money; very few are taught how to protect it. You earned it, now you must learn how to protect it like its your first born.

Let that sink in. That's what the super wealthy do with grace and style. The unvarnished truth is that a high proportion of people who have earned money will lose and frivolously squander it. But the super wealth have almost a religious zeal, like Warrant Buffett to never lose their money and protect it like Fort Knox. You should too. Let's take a look at the four critically important areas where the best offense is a good defense.



*Tax Shelter: The super wealthy weapon of choice to protect money*

This means you need to find the very best tax shelter for your money. That's what the super wealthy use. It's one of their staples whether it is a domestic or foreign tax shelter. And they have used this for generations to build generational wealth.

It's fair game to have a tax shelter in my view. The IRS is after all of us with a reckless abandon, and we need to do everything in our power to shield

and protect our wealth from their overzealous wealth land grab. I see that as perfectly fair. Wealth is a game and there are winners and losers. You are a loser if you don't have the right tax shelter to protect your money like the super wealthy do. Every day. Every way.

As CEO of The Money Protector Wealthy Advisory, I have spent years researching and investigating this, and found several tax shelters the are shoulders above the rest, most notably a financial tool called The Flex Method. It is an ingenious way for many people to earn 12-24% returns on their money tax free, because it is not taxable income by the IRS. Whether it is the Flex Method or another tax shelter, the first weapons in your best offense being a good defense is a bulletproof tax shelter.


*Protect Your Money from a stock market crash*

With the crazy, wild gyrations of the stock market, you better have a plan and strategy to protect your money from a crash our severe downturn. Research shows that people are more afraid of a stock market crash these days than anything else. In fact, Warren Buffett and other experts say the stock market may crash this year, and that means wealth protection is more urgent than ever…your hard earned money and wealth is threatened, and the lack of a wealth protection plan really puts you at risk. By the way, research shows that the majority of people who lost big during the market crash in 2008 still have no plan in place to avert that crisis again now.

*21st Century Wealth Attacks: Cybercrime and Ransomware*

Cyber criminals and ransomeware. Guess what? It is frighteing, but cyber-criminals are now turning their focus to high net worth people in the U.S., not just government agencies and companies. They are using their increasingly sophisticated and insidious tools to freeze your data and steal money with ransomeware. Faceless thieves working 24/7 to take everything you've got. And the data on this is scary and daunting.

Ransomware is now a $20 billion dollar industry. Over 714 million attempted ransomware attacks in 2021 alone. The average bill for recovering from a ransomware attack is $1.85 million. Every 11 seconds a business is attacked

Cybercrime, which includes everything from theft or embezzlement to data hacking and destruction, is up 600% as a result of the COVID-19 pandemic.

Top three cyber attackers in 2021:
Outsiders – 70%
Organized Criminal Groups – 55%
Internal Bad Actors – 30%

In a recent study from Cisco, published in 2021, 86% of organizations reported having at least one user connect to a phishing site. Therefore, a wrong click from an employee can expose a business to massive risk.
A 2019 study from Axis Communications found only 15% of organizations surveyed are adequately prepared for a cyber attack

A McKinsey & Company study identified Only 16% of executives say their organizations are well prepared to deal with cyber risk. In 2021 analysts looked at all the attack datapoints and it showed that cyber criminals were moving away from a “smash and grab” approach and beginning to do reconnaissance on victims prior to attack, seeking victims with no protection or misconfigured systems.

You need to be pro-active to guard and protect your wealth from the menace and onslaught or hackers and ransomware. The hackers are like Whack a mole, you knock them down and they come right back up. So you need to be on guard like never before. Protecting and growing your wealth means having a cybersecurity plan and strategy to protect your money, especially with hackers renewed and maniacal focus on high net worth people.

*SMART ESTATE PLANNING*
Super Rich Wealth Building Tool

Third is improper or faulty estate planning that could be causing big leaks or even gaping holes in your wealth. Astonishingly, more than 50% of Americans don't even have an estate plan. And if you do, I can virtually guarantee there are better, more comprehensive and customized solution to protect your wealth, the hard earned money you worked for your whole life. Why put that at risk? Super wealthy people always spend an inordinate amount of time with the right estate planning. That's partly why they are so wealthy, because they don't want to lose the money they have worked so hard to earn. A friend of mine who is worth gazillions told me once recently: I don't obsess over making money, where I lose sleep is over losing it.

But you would be amazed how many people I meet who work feverishly their whole lives to build wealth only to see in squandered by bad, superficial and poorly executed estate planning. It pays to do this right. And please jettisons the idea that you can do an estate plan online with the bargain priced estate plan offering companies. As my Dad often says, when you want to do something right, and it's very important to you, "Don't Take Cheap Pills". An estate plan may not a cheap date, but it will be worth it in the end for your long term relationship with money.

*Best Offense Is A Good Defense Conclusion*

With all these modern day threats to your wealth, what can you do? Well, ss they used to say in the Wild West, you don't come to a gunfight with a knife. So don't fight wealth protection attacks with antiquated weapons. To combat wealth erosion, you need the very best tax shelter, cybercrime and ransomeware protection, and the best of the best estate, trust and tax planning.

## Put Protection First

Getting to know your money means having a strong wealth protection plan and strategy in place. Of all the threats to your wealth I articulated in the las chapter, here is the biggest problem of all. And I am just going to be very direct here. It's you. You probably have no real meaningful wealth protection plan in place. I didn't ten years ago. Many of my friends don't, nor do millions of other Americans. And here's why.

I played linebacker on my college football team, and my coach always used to say that the best offense is a good defense. Well, that's also true when it comes to money. Have you ever really thought about how to best protect your money and assets? It's something that falls between the cracks of the financial services industry. A specific and detailed wealth protection strategy is not really the province of a financial advisor, financial planner, CPA or estate attorney. They each have pieces of the equation as it pertains to you wealthy, but not a well designed, cogent strategy specifically to protect your hard earned money and assets.

Do you have a specific plan or strategy by you or your advisor for wealth protecting? Probably not. And it's really not your fault. No one taught you this: not you parents: not a teacher and most likely, not even your financial advisor if you have one. Be honest, ask yourself: do I really have a wealth and asset protection strategy? Chances are the answer is no. How can you possible get to know your money if this is the case.

Most financial advisors, to their detriment and to their clients, only focus on the acquisition of money, they rarely.. if ever.. focus on protection. They focus on the climb of the mountain (making money) not the descent. (protecting it and having a plan for distributing your wealth that is not an afterthought) The truth is very few financial advisors offer you a specific, tailored action plan to *protect* you wealth, they don't think that the best offense is a good defense. It's not part of their financial vocabulary or training, or how they get paid. They think the best and only offense is a good offense. That's all they know. This myopic, single-minded approach to wealth is terribly misguided and can cost you plenty by ignoring a strong defense.

By wealth protection, I am not talking about the standard logic of diversifying your portfolio or other planning, I am talking about creating a detailed, bulletproof *wealth protection plan*. If you want to protect your wealth, then

you must invest in protecting yourself. You must have a detailed, bullet-proof personal wealth protection plan. So do you? Do you have a plan? You must and can build an impenetrable moat around your castle, and all of your loyal subjects…i.e. your family and generations to come.

The hallmark of well protection, especially if you are near or in retirement, is: Get off your high risk, high return testosterone driven mindset and start protecting your wealth. In today's world, with the myriad of attacks, threats and perfect storm attacking your wealth from every angle, *you must put protection first*.

Leave the high risk, high reward to the high rollers in Vegas. And if you are thinking about a steamy, hot romance with cryptocurrency, just know that this relationship will be highly volatile and risky. You might just get caught in a "Bad Romance", to quote Lady Gaga (maybe the first time she's ever been quoted in a book about money :) And stop chasing the latest shiny object, like ETF's. They are way too risky and unproven. So ditch your FOMO of cyptotcurrency in your mad, unhinged Don Quixote quest to find a fortune. Instead, it's time to protect your money. Don't risk it. Adjust your risk tolerance to a high threshold to protect everything you've built. It's really that simple.

As you learn more and become well versed in wealth protection, you will edge close and closer to protecting your wealth like a billionaire, like a Brink's armored truck. And you don't have to be Warren Buffet to do so. Let's take a deeper look at how the super rich and how they make trusts their top priority.

**IN TRUSTS, WE TRUST** (Wealthy people do)
*Protect Your Wealth From Creditors, Lawsuits, and Divorce*

This is one of the most important ways to get to know your money: Trusts. Trusts are the go to strategy for wealthy people to build and protect their wealth and assets. According to Pro Publica, more Than Half of America's 100 Richest People Exploit Special Trusts to Avoid Estate Taxes. You need to go to school on how these wealth people do this, and it is not just with the heft and weight of all that money. It's just being smart by setting up the right kind of trust to best protect the wealth for you and your family.

Offshore tax havens used by individuals and corporations cost governments trillions of dollars annually. Economists estimate that individuals have stashed anywhere from $8.7 trillion to $36 trillion in tax shelters around the world. But not all of the tax reduction tactics favored by the rich involve offshore accounts in the Cayman Islands or Bermuda. There's a variety of places the rich hide money to lower their tax burden and shelter income. I for one, have no issue with anyone avoiding paying unnecessary taxes. It's a cat and mouse game. Better to be the cat.

We have all heard about trust fund babies, these people with a silver spoon who live off their inherited trust money and never worked a day in their life. Well guess what, you may not be a trust fund baby, but you can and should create your own trust no matter how much money you have, trust me. :) Let's take a closer look together.

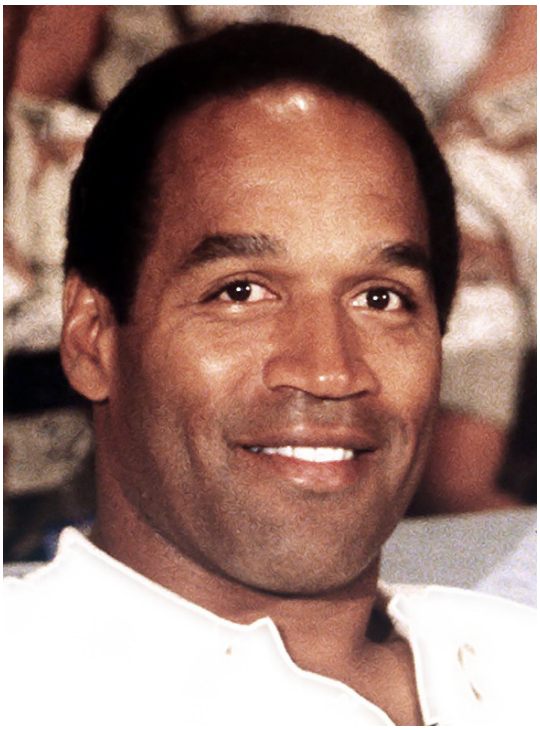
Trusts, which come in many different forms and varieties are the go to financial strategy and tools the top 1% use to generate and protect wealth. There are many different types of trusts, but most share a common reason for being—to help you take care of the people and causes that matter to you. Asset management, estate planning and tax efficiency are only some of the benefits.

If you've never heard of a trust or aren't sure what they are all about, don't worry. Think of trusts as bulletproof financial "containers" into which you can put money, real estate, and other liquid assets … basically anything you own and want to put into the "container."

The cool thing about the container is that it can be designed in a number of different ways—and one of these designs can be something that benefits YOU.  Trusts At their core, trusts are a legal structure that is set up to protect, invest and pass on assets from one person or group of people to another with certain conditions or guidelines.

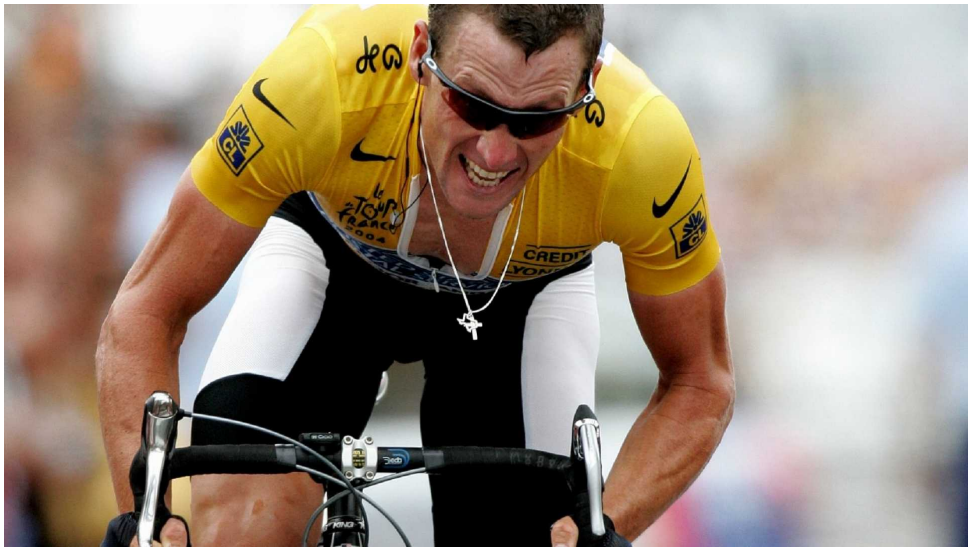
Trusts and Estate plans have been used by wealthy families, like The Rockefeller's..for decades to protect, grow and pass down their wealth while saving on taxes. Like those with big money, you too can set up your own trusts to save taxes, avoid probate and protect the people and causes you care about the most.

You typically set up a trust by funding it with cash, real estate, or other assets. It's then governed by the laws of your state with guidance from the "trustee" (who is often a lawyer or financial services company) who administers and invests the trust's assets, as well as its distribution to your heirs in accordance with your wishes.



This is really how the wealthy protect their money. Two of the more high profile celebrities that have done so (not that I am condoning this, but just proving the point about the efficacy of using trusts to shield your money and assets) are O.J. Simpson and Lance Armstrong.

First let me say that I detest O.J. Simpson. The abhorrent domestic violence. And I believe 100% in his guilt. But the way he protected his money and estate was and is quite instructive. Despite owing $33 million to the Brown family as part of the court judgement, O.J has a significant portion of that money protected in a special trust, so that the money cannot be touched, garnished or taken from him.



Lance Armstrong has fallen hard after admitting to doping while winning seven Tour de France titles. With an estimated net worth of $125 million, mostly from sponsorships and endorsements, Armstrong is facing several lawsuits seeking many millions in damages.

The New York Times has noted that Lance had done a lot of asset planning in his career, including establishing trusts, to help shield his assets for the future. While much of his net worth is still potentially exposed to the claims of creditors, it appears his retirement assets are likely at least partially shielded from creditors' claims and will likely stay out of reach from the courts.

In the end, Armstrong's best asset protection strategy may have been his retirement planning. While he has set up a number of trusts to protect his property and other assets, the biggest beneficiary of his retirement planning could be Armstrong himself over the long term.

Again, Armstrong and Simpson are deeply flawed human beings, perhaps even tragic, but their extreme cases who's the efficacy and power using trusts to build an impenetrable was around your money and assets.

No matter how you feel about either man. I use these two examples because in both cases, creditors and other parties wanting money from them had powerful allies and attorney's backing them up, and they still could not get a penny from Simpson or Armstrong. And regardless of whether you agree with the system or not, as long as we have it, you can and should use to protect your estate, assets and wealth. And understand the laws and rules of engagement.

Shifting gears here…did you know that despite the extraordinary power and prowess these financial tools, Shockingly, less than 50% of Americans have a trust or estate plan. As part of getting to know your money, you owe it to yourself..literally..to study and set up the right trust and estate plan.

Most people have heard of trusts, but few of us actually understand how they work. Do you know why trusts are set up? Are they only for the ultra wealthy?

What is the difference between a revocable living trust and an irrevocable trust? All of these questions can and should be answered by an estate attorney with an assist by your CPA. For the sake of time, I will not go into the myriad versions of trusts you can set up. It depends completely on the complexion and nature of your assets, finances, and goals for you financial future.

But the key salient point here to remember is: Trust in trusts. And I know of no better way than to build generational wealth than with the proper establishment of your trust and estate plan, particularly with the right kind of whole life insurance policy wrapped inside. Life insurance inside a trust is about as bulletproof as you can get when it comes to protecting your hard earned money and wealth.

**Control And Leverage**
**The two most important words in the super rich playbook**

*A nickel ain't worth a dime anymore. --Yogi Berra*

What are some of the other personality traits and financial strategies of the money that billionaires have amassed? Control and leverage.

*Control: Here is what I mean by control*

Most people don't control their money at all. For example, over 80 percent of money saved for retirement goes into retirement accounts like a 401k or IRA, where you can often not touch that money.

But billionaires wouldn't be caught dead using this kind of strategy to grow their money. And just because you don't have as much money as them does not mean you have to use these kinds of "qualified plans" to grow and pro protect. your money. In reality, again it's all about control, controlling your money at all costs.

The hallmark of super wealthy is that they control their money. They are 100 percent in control at all times. Do you have this kind of control with your money? Most likely the answer is no. Most people unwittingly rely on government qualified funds to hopefully fund their retirement, with say a 401k or IRA. I am sorry but that is often a pipe-dream.

Don't allow the government to tell you how much to put in, or when for you take the money out for distribution. If you think about it, that's crazy! Why does the government, or anyone for that matter, have the right to tell you what to do with your money in this restrictive and controlling manner? You need to control your money like a billionaire. Money: It's yours and you are the master of it. You decide what to do with it. Just like the super rich do.

In fact, all of these government sponsored plans in effect create separation from your money. It's your money after all. But with qualified fund government plans, you are out of touch with your money, even estranged from it. Think about how bizarre this crazy this is.. Often they leave you with no cash flow and put handcuffs on your ability prevent access your own cash. And there are much better places to put your hard earned cash, in what I can a "Tax Friendly Zone" that we will visit in Chapter 8.

Wealthy people never allow anyone, not the government, not anyone, to control their money in this fashion. They wouldn't dream of it. So follow their example. The DNA of the super rich is that they control their money, along with their financial team of advisors, at all times. They always have control and liquidity to take advantage of the next business or investment opportunity.

*Leverage: Here is what I mean by leverage….*

Control: here is what I mean by control: you must be always the captain of your own financial ship at all times, fully in command and in charge to steer with a solid anchor in deep waters. The new unshakable financial you. :)

Controlling and leveraging your money should the very backbone of getting to know your money. Believe me, it's good to go school on how billionaires control their money. I hope you have learned and absorbed this. Class dismissed.

**Advance Tax Planning**
*The Rise of The Tax Strategist To Save On Your Taxes*

Another hallmark of the super rich is they practice advanced tax planning with almost a religious zeal. And I am not talking just about going to your CPA. Most CPA's are good with finding deductions, but few in my experience are good or truly skilled at *pro-active* advanced tax planning. The super rich have an armada of advisors who work to build advanced tax planning which helps protect their estates. You should too.

I am not a CPA but The Money Protector works closely with a team of forward looking, brilliant tax strategists. The best is Ed Cotney, who wrote a wonderful book called Tax Secrets Made Simple. He is a pro-active tax strategist, and has worked for years to fashion the very best tax strategies to save you money. Most of what he and I work on together for Money Protector clients are strategies and tools most CPA's don't use or have not even heard of. Much of this is what is called Advanced Tax Planning, and I highly recommend you consider employing it to build and protect your wealth.

The purpose is to help you protect your wealth from the existing and or new tax laws. I am not talking about advance tax planning like planning to do

your yearly income taxes. And I am not just referring to paying additional taxes, but avoiding them all together.

The goal of a tax strategist is to help business owners and families pay less tax and enjoy more of their life. It's really that simple. Advanced tax planning is the process of using the principles of efficient tax planning and minimizing your taxes. By utilizing advanced tax planning you can substantially increase your lifetime wealth. Ed does many amazing things, but focuses quite a bit on helping you convert "qualified plans" like pension plans..and like 401k's and IRA's into better protected and tax efficient plans for you and your heirs.

Let's look at an example from Ed's playbook.  Something I have never seen from a CPA. A great example of advanced tax planning: what I call Charitable Giving Redefined. In its most elemental form, when you donate to a charitable organization, or multiple organizations, you can save big time on your taxes by considering an underperforming stock in your portfolio as a stock grant instead of a cash donation. He has multiple smart ways to optimize your philanthropic gift to not only help the charity you support, but pay alot less taxes in the process.

Whether it's Ed Cotney or another tax strategist, he bottom line is you need advanced tax planning to minimize your taxes and maximize your wealth and play the game like a billionaire. And here's another amazing fact: the truth is the rich pay a small premium to setup all of the components that protect them. And you can too. It's worth every penny.

**Don't Trigger A Taxable Event:**
**Secret Sauce Of The Super Rich**

Now this is a little know, subtle point that illuminates how the super wealthy almost never pay taxes. The secret: don't do things, like selling an asset, that will trigger a taxable event with the IRS.

The rich have billions in the bank does not mean that money is taxable. When stocks, mutual funds, and investment accounts rise, the rich don't pay taxes on  increases because they are unrealized gains. The only thing that would trigger a tax event is if that wealthy person sold any of those assets. But often they don't. Adding a billon to their net worth does not mean it is income or taxable.

Said another way, the rich have billions in the bank but does it mean they are taxed on it? No. The rich do not pay taxes on all that money because it is unrealized. They don't sell their stocks and funds so there is nothing to tax. Adding a billion dollars to their net worth does not mean it constitutes income or taxable profits in real life. Rich people don't pay taxes on their gains because the value of their investment assets is not considered income and there are no capital gains taxes.

And guess what: assets are a fantastic and easy way for the super wealthy to avoid income tax. They can be used as collateral by the wealthy who borrow against their assets to fund their often lavish lifestyles. Just like unrealized gains are not taxable, debt is not either. It's actually quite brilliant if you think about it in that sense...

You need to take a page right out of this playbook, and you don't need to be a billionaire to implement this strategy. The secret is build a wealth strategy and portfolio that does not necessitate or create a taxable event, insofar as possible. That's the secret sauce of billionaires. And for my money, building your assets in such a way that you don't have to pay taxes is not wrong but rather shrewd and perfectly legal. More on taxes later in this book.

## Cryptocurrency and Digital Assets: Your Money In A Brave New World

Today your assets like cryptocurrency can be held online in a digital wallet, and transferred to friends & family, the world over with a click or a swipe. This brave new world of cryptocurrencies and digital assets is here to stay.

In fact, your money is entering a brave new world of digital currency and assets, whether you are ready for it or not. Traditionally, asset protection attorneys protected their bank and brokerage accounts, real estate, business interest, art and other things of value.

Now more and more attorney's and digital asset practitioners are also protection crypto assets, which includes digital coins, utility tokens, and NFT's, often placing them in domestic and offshore APT's, Asset Protection Trusts. Today, there are more and more professional financial trustees, banks and other custodians who are equipped to keep your digital assets safe and protect them.

However, for my money, unless you have money to burn, investing in crypto currencies is like going to Vegas. You can use play money, but do not waste your hard earned savings on this highly speculative currency, unproven and wildly volatile. Sadly, there are many stories in the media about people losing enormous amounts of money chasing this dream.

There are always new shiny objects to chase in this world, always a new gold rush, and one that seems like a sure bet. But that does not mean you have to be like the dog at the dog track chasing the mechanical rabbit over and over again because that's what all the other dogs are doing. That would be doggone wrong. Blaze your own financial path.

And the recent stories about NFT's begin stolen on the Open Sea platform is profoundly concerning. Sorry to disappoint all of you who are running headstrong into crypto and NFT's, but The Money Protector is sitting this

one out. I will enjoy doing the play by play as fortunes are won and lost, like the tide rolling in and out again.

**The Baby Boomer Crisis:**
**Fear Of Running Out of Money in Retirement**

Alarm bells are ringing out. 50% of Americans are afraid of running out of money in retirement. Only 35% think they will be able to retire comfortably. Even some of my wealthy clients worry that a stock market crash or other shock to the economy could devastate their hard earned money and make their retirement precarious.

It's a full blown crisis because so many people in or around retirement age- don't have enough saved for retirement. It's an unmitigated disaster and getting worse with the new specter of inflation and other economic daggers pointed at the heart of your wealth. It's a time bomb waiting to explode for the Gen X age demographic as well. Much of this dysfunction is that boomers have not take the time or interest to get to know there money, and have a real plan to build and protect their wealth even when retirement is right around the corner!

Also, it is a fair bet that taxes are going up to pay for the spending spree that Uncle Sam is on. Uncertainty is at an all time high. The stock market is

predictably unpredictable. Real estate is riding high now, but many people I think it is a bubble that could burst flames just like the Hindenburg.

This underscores even more what I have been saying and emphasizing in this book, namely that money and wealth protection is more important than ever. With all of this volatility, uncertainty and inflation, *you simply cannot afford to lose money*. It's that simple.

So, think like a billionaire. Have a plan to protect your money. Don't lose it. Again, don't risk by chasing the next shiny object like that ETF or new cryptocurrency your friend told you about or that new high risk, high reward start up company that's bound to go public with a huge investment from you. Don't risk it. Not now, especially not if you worry about running out of money in retirement. Have discipline. Stop swinging for the fences. Leave that to the boys of summer.

In my investigations of people and their money, I learned, shockingly, that most of my baby boomer and Get X friends and peers have no real retirement plan, certainly not a well thought out one, and some don't have any substantive, solid retirement savings other than their Social Security. Research show that the majority of people in country are simply not prepared for a stock market crash or shock to the economy. So there are two forces here: people are worried about running out of money in retirement, and they have no real substantive plan to protect their money assets. A really double whammy.

If you are banking on Social Security for your retirement, and for that matter Medicare, good luck with that. You would be suprised to learn how many people I talk to who still rely on Social Security for income in retirement, whether they are taking it now, or in the future. Social Security is in a very precarious state of affairs, and many experts feel that its debt could soon overwhelm the program and make it go bankrupt. Don't count on Social Security. I tell my clients not to bank on it, and simply assume it's not there. Because it could vanish quicker that a David Copperfield magic trick.

This is a shocking outage and yet another example of many people not taking the time or interest to get to know their money in such a critical time for them and for our economy. And that's just plain wrong.

So here's the deal: if you are you are a baby boomer or Gen X, you HAVE to have a wealth protection plan and strategy. If you don't, you are up Shitt's Creek without a paddle.

**The Tax Trap Time Bomb**


The Tax Trap. It's a trap that many people are not aware of and they are unwittingly being led down the wrong path. Here's the deal: Marginal income rates are likely to go up significantly, Uncle Sam is on a spending spree binge, the IRS about to be empowered with many more agents with sharpened fangs.

The truth is your wealth, no matter how much you have, is encountering an unprecedented, historic attack from all sides. They are coming to get you. And that's no hyperbole. It's the truth. Are you prepared? I would venture to say: absolutely not.

The bottom line is you have to find additional sources of liquidity to face up to rapidly escalating wealth transfer obligations when you die. You see, it's all about taxes. You need to make sure you are not caught in a tax trap made of quicksand. That means having imaginative and bulletproof wealth accumulation strategies that mitigate or are completely immune to the rising tax obligations you will be facing in life.

Most advisors have no idea what I am talking about here in how to best craft and implement such a strategy, I don't care how many licenses or titles they have. And many are not legally able to give you any tax advice. That

means most of the decisions they are making about your money have nothing to do with tax implications. That's scary.

Capital gains, estate transfer death tax, marginal income tax rates, state taxes, local taxes. They are all going up, know one knows how much. But we all know they are going up. And that means you must have a plan. Life increasingly is a gauntlet you must run through while being attacked with the slings and arrows of all kinds of taxes. And you better know how to run the gauntlet. It's called tax mitigation, one of my favorite ways to get to know your money. It's why the super rich almost never pay taxes.

While well intentioned…the overwhelming majority of CPA's are *not* proactive tax strategists. They may be very good at finding deductions for you, but they rarely understand or fully appreciated the difference between a tax hostile vs. a tax friendly environment. (see below) And taxes are rarely focused on by traditional financial advisors. How can that be? How can your tax strategy and its impact be ignored or overlooked? That's crazy. You simply must pay attention to taxes and have a pro-active, aggressive tax mitigation strategy. And again, there are few courses about this or education about this, which is astonishing to me. How about trading that course you took on Medieval History for a course on Tax Mitigation? Now that makes perfect cents to me.

**Tax Hostile or Tax Friendly Zone?**
***That Is The Question***
*Pay taxes on the seedling, not the harvest*

*Rich people have small TVs and big libraries, and poor people have small libraries and big TVs. --Zig Ziglar*

If you want to acquire wealth, you need a big library metaphorically, which is to say, you must amass and gather the kind of knowledge that will lead you to the promised land. And here is a VERY important, critical insight: it much better to pay your taxes on the seedling, not on the harvest. I cannot emphasis or underscore enough how important this is. It may feel counter-intuitive because it is the opposite of what many so called money experts tell you, most of whom are ill-informed, and not even licensed financial professionals.

Let's dig deep and explore this terrain. Most people unwittingly have much of their money tied up in what I would call a "tax hostile environment". IRA's, Roth, 401k's all have the common dominator that you are deferring taxes. That might have been advisedly many years ago then these strategic were invented, but in today's world, they are a receipt for disaster for your money.

The bottom line is you will keep less of your money unless you know what you are doing. And that is the essence of The Money Protector and getting to know your money. Taxation rates are, historically speaking, are on sale. And again, please write this down: *it is better to pay on the seedling, not on the harvest.*

Remember this: products like the 401k and IRA's seem great and they can be reasonably good accumulation vehicles, but in the end they have a fatal flaw: they are deferring the taxes you will be paying, and Uncle Sam is licking his chops waiting to collect. Ever wonder why most super wealthy people have no retirement accounts like this? It's an inefficient, wrongheaded way to generate wealth and loaded with a tax burden you pay during the harvest. We all know that the super wealthy avoid paying taxes like the plague. They are allergic to taxes. With good reason. You should be too.

We all know that with marginal income tax rates are bound to go higher in the future, so it just makes sense to redeploy your money into a more tax friendly environment from this tax hostile environment. I know it seems simple or perhaps oversimplified but you really do have a choice, often times, about how much you will be paying in taxes.

It requires education, enlightenment and the kind of investigating and due diligence that I have done to find the promised land of paying less tax. And you can learn much of that here in this book, so I will save you a ton of time in learning about this.

So remember this, at the risk of redundancy: It is always better to pay your taxes on the seedling, not the harvest of your accumulated wealth. So get in the zone, the Tax Friendly zone. It's a great place to be, and it's easier to get there than you imagined. Just follow the Yellow Brick Road that Warren Buffett, The Rockefeller's and other iconic American families have paved for you.


**Dave Ramsey Is Wrong:**
***The 401k Time Bomb***

Let's drill down a bit deeper into the issue of a tax friendly vs. tax hostile zone by taking a closer look at one of the most coveted and touted retirement tools, the infamous and enduring 401k…the tools that was never designed for what it has become and it deeply flawed. Okay, it's time for me to take on the sacred cow of the 401k.

Ditch Your 401k..albeit carefully. Okay, I said it. Maybe one of the worst financial instruments every created, I don't care what Dave Ramsey says, If 401k's were so good, why is it that I don't know one of my wealthier clients that have one. They wouldn't be caught dead with a 401k. For many reasons. Tax bomb. No control. You really want the government, this crazy government which brought you the DMV and the Obamacare debacle, to be in charge of your money.

It's is what one financial expert calls America's Greatest Retirement Mistake, in the words of my colleague Phil Bodine. Bodine points out in his fabulous treatise on 401k's the following:

1) Limited liquidity: You don't control your money and withdrawals. That's crazy!
2) Limited Safety: your money has significant market risk. Bad Idea
3) No guaranteed rate of return: What?
4) No guaranteed tax benefits: Ouch?
5) No easy exit strategy: Big Brother..the government tells what to do with your money!

To quote Bodine: "In our immediate-gratification society, deferring your taxes by funding your 401(k) sounds good. But when the tax man comes calling in your non-earning years, he'll tell you what your tax liability is as soon as you begin taking withdrawals.

Most people believe tax rates will only go up over the long term, due to our country's unsustainable debt and aging demographics. What do you believe your tax rate will be in 10, 20, or 30 years' time? If higher, then why shovel as much money as possible into your 401(k) and delay your tax liability at an unknown rate, while currently Taxes Are On Sale? It does not make mathematical or logical sense."

If you are still clinging to your 401k despite my rather brutal assault here, just listen to the father of the 401k, the inventor Ted.

"Market volatility and the do it yourself aspect of the 401k has failed many Americans. If I was starting from scratch today with what I now know, I would blow up the existing structure and focus on how many is allocated."

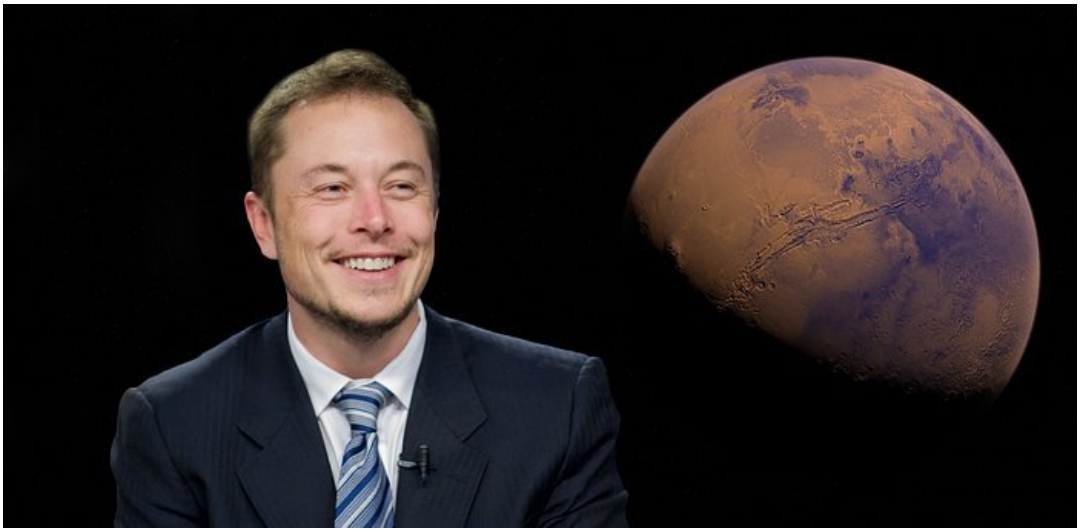
There are so many better places to put your money inside a 401k. For my clients, I prefer those financial tools that are tax free and are graced with the magic of compound interest. More on that soon.

**How The Rich Use Debt To Build Wealth**
***Good Debt Vs. Bad Debt***


You need to discover what the rich have known for centuries: good debt can help you build wealth. It's the very engine and locomotive of wealth accumulation. If we somehow erased all the good debt from this world, we'd find ourselves back in the Stone Ages. Good debt is what allows mankind to advance and progress. The rich use good debt to build wealth. Period. You should too.

You don't have to be rich to borrow money to build wealth. But you should use this exact same tactic and strategy to build wealth with good debt. Let's dig in here.

The rich borrow a lot of money to use for investments. But poor and middle class families don't borrow money often to build wealth. Yet this is the same strategy the rich have used for many years to get richer and make more money. Good debt is an essential part of any wealthy person's portfolio.



Unfortunately, much of the so called expert finance advice gets it wrong, and keeps many poor and middle class families stuck in financial purgatory where their wealth building is compromised. That's because often the discussion of debt is oversimplified, not nuanced enough and just plain wrong. Because you have to parse this discussion into good debt vs. bad debt to make any real sense of it so to Get To Know Your Money.

While I agree with advice about paying off bad debt such as credit cards and advocating savings like an emergency fund, many so called finance experts dumb down this subject and in doing so, completely misses the boat about good debt that is talked about so often by Robert Kiyosaki and other finance experts, whom I agree with.

The Motley Fool puts is quite eloquently: "When rich people borrow, they do so because they want to improve their overall financial situation, and they can do that by leveraging the money lenders provide. ... Or they might use a margin loan to invest more money in the stock market so they can try to earn a higher return."

And here's the key insight and perhaps the most compelling reason of all for why the super rich use good debt: By borrowing money and assuming new good debt, the super rich are avoiding taxes? But how? You can do the same thing and you don't have to be a billionaire to make it happen.

As Forbes says: "When the world's richest man wants cash, he can simply borrow money by putting up—or pledging—some of his Tesla shares as collateral for lines of credit, instead of selling shares and paying capital gains taxes." In fact, Many of the country's richest people, including Elon Musk and Larry Ellison, borrow against their stock while avoiding capital gains taxes. Their secret? Write this down. Use lines of credit and collateral, in-

stead of selling your stock shares and paying capital gains taxes. Lines of credit…good debt…can be your best friend, right Elon?

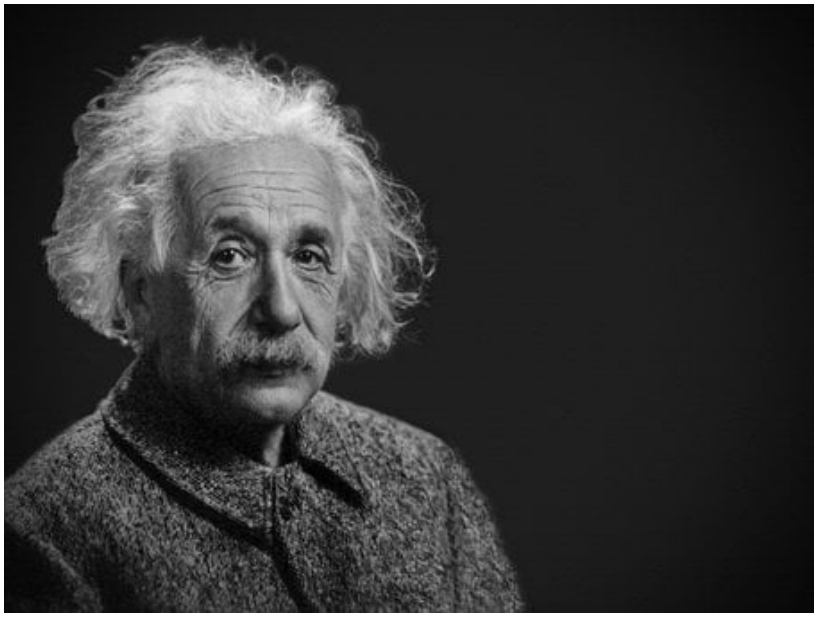
Because good debt, structure properly, is good! Borrowing money from the bank for your mortgage puts more money in your hands to growth wealth in much more significant ways, with compound interest, the subject of my next chapter. Don't get drunk on good debt, just use it properly to build wealth like a boss.

A black and white oversimplification of this subject, and insistence from a few well known finance experts to pay off that $500,000 because it is "bad debt", well that could likely leave you house poor, and your money could have been growing tax free and compounding interest. That same $500k could be worth millions by not paying off the mortgage and you then unharness and catalyze the magic of compound interest. It's good debt. So debt is not a swear word as long as it is good. Good debt is a hallmark of what the super rich use every day to build even more wealth.

And one of the distinguishing features of the super rich is that they always have money, and liquidity to take advantage of using good debt for a new investment opportunity. You should too. Remember we talked about the impotent of liquidity for you earlier in this book.

So here's the bottom line. Do you want to be rich? We all do. Then understand and accept the super wealthy playbook about using good debt. Then understand how debt can work for you, not against you. Once you know how to leverage debt to create wealth, then your dreams of early retirement and growing passive income streams from real estate investments will become a reality.

Ultimately, good debt is a tool – a way to leverage your money to build more wealth. If you have good credit, you can borrow money at rates well below what you can earn on investments. That's why it makes sense to borrow money to build wealth – so long as you use the right debt in the right way.



**The Magic Of Compound Interest**

“Compound interest is the 8th wonder of the world. He who understands it, earns it; he who doesn't, pays it.

Einstein was a genius for many reasons including this little known quote: “Compound interest is the eighth wonder of the world. He who understands it, earns it. He who doesn't, pays it.” I can tell you that in my research for this book, I learned something that is also the province of the very rich: something they know like the back of their hand: it’s called compound interest. And I believe the single best and safest way to build and protect your wealth is with compound interest.

Let’s turn to our friends at Investopedia for a definition of compound interest. Stay with me here, there is some math to digest. So strap yourself in.

*What Is Compound Interest?*

“Compound interest (or compounding interest) is the interest on a loan or deposit calculated based on both the initial principal and the accumulated interest from previous periods. Thought to have originated in 17th-century Italy, compound interest can be thought of as "interest on interest," and will make a sum grow at a faster rate than simple interest, which is calculated only on the principal amount. "

“The rate at which compound interest accrues depends on the frequency of compounding, such that the higher the number of compounding periods, the greater the compound interest. Thus, the amount of compound interest accrued on $100 compounded at 10% annually will be lower than that on $100 compounded at 5% semi-annually over the same time period. Because the interest-on-interest effect can generate increasingly positive returns based on the initial principal amount, compounding has sometimes been referred to as the "miracle of compound interest.”

Surprisingly, compound interest is such an important tool to build your wealth—but something very few people know about. Getting to know your money means putting compound interest on the top of your priority list in wealth building.

But it’s not just me: some of the world’s most intelligent people understand and exploit the 8th wonder of the world. Just look at what Warren Buffet had to say about it, “My wealth has come from a combination of living in America, some lucky genes, and compound interest” (The Richest Man in Babylon).

As I said earlier, some well know financial pundits and self-appointed money experts will tell you that you should always pay off your car loan or house mortgage with cash! Absolutely the worst advice. Because it prevents you from harnessing the power of compound interest, because you don't have the cash to put it in motion.

Here is the idea boiled down: the dollar you have in your hand now is potentially worth much more in the future. Take a moment to absorb this, and write it down.

Again, I am not saying don't save money. What I *am* saying is you need to allow your money to work harder for you in the future. And the best way I learned to do this after my exhaustive research is with the magic of compound interest..

It's really quite simple..compound interest is the best way to get rich. It's not a get rich quick scheme, it's a marathon not a sprint because it takes time to build wealth with compound interest. But in this case, you should be happy being the tortoise and not the hare.

As discussed earlier, you are also missing out using the magic of compound interest by keeping your money in the bank getting 1 percent interest, or a paltry money market account ....getting clobbered by inflation... when you could had your money in much better financial tools strategies earning compound interest year after year.

Or maybe you mistakenly park your money in bonds, where the yields are now extremely low and being massacred by the new inflationary climate we are in, and you miss out on the magic of compound interest from a better opportunity for your money. Think of it this way: deploy your money in financial instruments that have the best compounding interest return. This is a subtle point that many people don't consider, and why I wanted to focus on this all important subject.

Without fulling considering how to unharness the power of compound interest, chances are your money is stuck, not living up to its potential. And that's exactly the kind of money dysfunction I have talked about in this entire book that you must avoid like the plague.

It’s time to increase its velocity with the magic of compounding interest. Now that’s getting to know your money. And remember this key insight: A dollar today is worth far more in the future because of the multiplier effect and inherent properties of compound interest. Einstein had it right. You should too.

**Liquidity: Secret Sauce of The Super Rich**

A billionaire’s slickest asset may be liquidity. And one you might not really think about. But, getting to know your money means always having liquidity, Warren Buffett style.

This is so important and the secret sauce of billionaires. So, let’s meet the liquid asset. It’s defined as a type of asset that can be converted into cash easily and quickly while retaining its market value, these financial tools help protect you in the event of an unexpected setback. That's why it's important to assess the total value of your liquid assets, so you know exactly how much cash you'd be able to access quickly in a tough spot.

To calculate the total value of all your liquid assets, add up the cash you have in all financial accounts and investments that can be easily accessed. That includes money market accounts, mutual funds, certificates of deposit

(CDs), checking and savings accounts, and any other account that would be simple to convert into cash fast. Know how much money you could access immediately if you lost your job or encountered some other financial disaster.

Don't let the word liquid fool you. Yes, it's a fancy term for cash, but it's not just about dollars and cents. It also includes other high-value assets like stocks, bonds, mutual funds and even retirement accounts that can be easily sold or converted into cash.

While the amount of liquid assets you keep on hand depends on your financial situation, keeping a little extra cash in the bank is never a bad idea. In fact, many billionaires hold a significant portion of their wealth in liquid assets - Microsoft co-founder Bill Gates is one such billionaire.

Imagine you're driving to work one morning when you get a call from your mechanic. He tells you that the timing belt on your car just broke, and it's going to cost $5,000 to replace. Unfortunately, your next paycheck isn't until next Friday, but the mechanic says he can have your car up and ready by tomorrow if you pay him today. Because you don't have enough cash on hand right now to cover the repair bill, having some liquid assets set aside is helpful in these kinds of cases. You can easily access the cash value of your liquid asset and pay for the car repairs without breaking your budget or dipping into savings

Liquidity also allows you to remain flexible and take advantage of a new investment opportunity that requires larger sums of cash more quickly. That's why the super rich always have liquidity: so they can take advantage quickly of an investment opportunity or some chance to build their wealth.
If you money is stuck in non-liquid places, and hard or difficult to access, you may have lost the opportunity of a lifetime for a new investment that passes you by. Liquidity is a necessary and vital part of wealth building.

For billionaires, liquid assets are a way to ensure that if their company goes through a rough patch, they have money to sustain themselves in the meantime. Liquid assets also serve as an insurance policy in case of market crash or other unexpected event.

Liquid assets are a crucial part of your financial health. If you needed cash quickly, how much would you be able to get your hands on? If it's not

enough, you might want to adjust the balance between liquid and illiquid assets in your portfolio. You can do this by adjusting your holdings in highly liquid stocks, which have more daily trading volume, so that they generate a higher return in proportion to other investments. Or you can add alternative investments such as private equity, hedge funds, and real estate in order to increase the overall liquidity of your portfolio.

So, let's get liquid. Again, your liquid asset is cash (or something you can sell for cash) that could be used for whatever you want, like making a down payment on a home. These assets are easy to convert into cash and retain their value, so keep them in mind when calculating your net worth.

**Get Rich And Die Smiling**

**“The lack of money is the root of all evil”**
**George Bernard Shaw**

If you choose not to Get To Know Your Money, and not follow the advice and prescriptions in this book, you may find ourself lacking money. And wealth. And that often leads to temptation, get rich schemes, and bad decisions for many people to compensate for their lack of money.

Your knowledge gap is no longer an issue for you because now you know what to do from reading this book; the mosaic of strategies and tools I have woven to help you build and protect the right kind of wealth..and avoid lack of money.

You know so much more than before starting this book: You are now the master of you own destiny, realizing your money dysfunction and lack of understanding is now a thing of he past. You acknowledge that almost everything you knew about money before was wrong. That’s a tough admission, but that kind of introspection and honestly is the yellow brick road to your wealthy future.

As I said before, knowledge is power. And now you know so much! How to build and protect wealth with the super rich playbook, understanding and profiting from your newfound knowledge about liquidity, compound interest, wealth protection, trusts, smart estate planning, how to borrow money like a billionaire to build wealth, good debt vs. bad debt, protecting your crypto and other digital assets, how to be a wealthy woman, (if you are one) control and leverage, how to play and master super rich tax avoidance game, tax friendly vs. tax hostile places for your money, don’t trigger a taxable event, avoiding financial blunders and sacred cows like the 401k, and how to get in the game that the super rich have mastered because they wrote the rules of engagement and the book itself. And you can build and protect all of this wealth no matter whether our country is in a fiscal crisis like a stock market crash or a pandemic. Now that’s a spicy meatball!

One of my good friends used to say: “My goal in life is to die smiling”. I love. That. And by employing and taking action on the things I have articulated in this book, you can take control of your financial future and die smiling.

So, congratulations: now you know exactly how to “Get To Know Your Money”. Be a wealth builder and protector! Make it happen! Believe if you follow the blueprint articulated in this book, you will have a recipe for building substantial wealth and leaving an enduring legacy for your loved ones. And protect it with these strategies and tools like your life depended on it. Because it does. You can now officially change your Facebook status from “It’s Complicated” to “In A Relationship”. Well done, Grasshopper. Keep on smiling.

I’m Dan Mechem, The Money Protector.

———————————————————————————————————

**About The Author**

Dan Mechem is a licensed financial professional and and accomplished media and entertainment executive. He started his career as Press Secretary for John McCain before becoming an award winning investigative and political reporter. Mechem went on to become VP & GM for a division of Nielsen, running their media and entertainment practice for 7 years.
Dan is also co-founder for one of the top skin cancer non-profits in the world, SknVue, and serves as Senior Advisor for CyberFort Advisors, one of leading cybercrime and ransomeware prevention companies in the U.S.
He is also a Channel Partner for Blockcerts, a company that is emerging as a leader in the blockchain space. Mechem lives with his wife, Eliana, daughter Alma and two eccentric, needy cats in Southern California.

———————————————————————————————————



Disclaimer: all opinions and ideas herein are from expressly from the author. Results are not guaranteed from any of the topics discussed in this book. Past performance is no guarantee of future results. We are not financial or investment advisors and do not sell securities or investments. Dan Mechem is not a registered financial advisor, so all opinions expressed hernia are from the author and are not be be construed or viewed as investment advice from a licensed advisor. However, as part of our team, the Money Protector Wealth Advisory does have multiple strategic partners, who are licensed financial advisors, CPA's, estate attorney's, tax strategists and cybercrime/wealth experts.