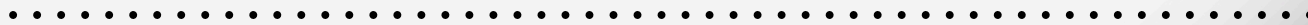


TOP

FINANCIAL STRATEGIES OF
SUCCESSFUL PEOPLE



Welcome!



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Hello and welcome to the first edition of our “Top 5 Things” newsletter. Each issue will bring you the secrets and tips of the healthy, wealthy and successful.

Our clients are busy people (we know you are too!), and we’ve learned a lot over the years by listening to their challenges, needs and desires. Whether you are starting to put your plan together or are already established on the path to reaching your goals, you’ll learn something new you can apply to your life with each issue.

We are excited to kick off the program with The Top 5 Financial Strategies of Successful People. Don’t miss the bonus tip at the end, which has a special offer just for you.

We look forward to hearing your thoughts on the series, and as always, we appreciate your trust in us to help you achieve your financial security now and into the future.

Take care,
Mark

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1 Successful People Plan

Planning is critical to your financial success. If this sounds like a blatant case of the obvious to you - you'd be right. However, the vast majority of people who do not plan their finances end up living paycheque to paycheque. We've seen people who are uber-successful in business, but find themselves working well into the senior years because they had no financial plan.

Ask yourself the following questions and answer them honestly.

1. Do you have an annual budget for your household spending?
2. Do you know (off the top of your head) how much your family spends on housing, food and clothing?
3. Do you have short and long-term financial goals?
4. Do you spend time on a weekly or monthly basis planning your finances? Studies have shown this to be the single most important factor in accumulating wealth.

If you couldn't answer yes to each of those questions, you may find yourself spending your wealth away, leaving little for your retirement and even less for your children when you pass away. If this sounds like you, email me at mark@illnessPROTECTION.com and I'll recommend some resources to quickly get you on the right track.

2 Successful People Live **Below** Their Means

This strategy follows directly from the first strategy. It's impossible to live below your means if you don't know what they are. So, when successful people know how much they can spend on discretionary items and still achieve their financial goals, they live within that budget.

Once you start digging into the nitty gritty of your finances, you might even find that you don't need to sacrifice that daily venti decaf latte after all. The key is to find where you are spending your hard earned money on things that just aren't important to you.

Such items can be small amounts like:

1. **ATM fees** - getting money from an ATM that is not at your bank will typically cost you \$5 per transaction.
2. **Subscriptions** - take a trip through your monthly bank statement and look at every line item. Are you reading the daily newspaper that comes to your house? Do you really need the upgraded package on your cable network?

And can range to large items like:

1. **Your tax bill**: most people pay far more in taxes than they are legally required to do. A quick trip to your financial advisor or tax lawyer could save you thousands every year.
2. **Credit card interest**: many people end up paying incredible amounts of interest on credit card debt that has accumulated over time. If you can't pay off your credit card right away, call them and negotiate a lower interest rate.

The moral of the story is that successful people only spend money on the things that are truly important to them, and everything else - EVERYTHING - gets cut.

Insurance Rates On the Rise

Leading Canadian insurance companies are raising rates across the board - contact us now to avoid higher premiums. Click [HERE](#) for more information.

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3

Successful People **Invest** For The Long-Term

Once you have your finances in order, you'll start to have some money to tuck away into a savings account or an investment. Most successful people invest for the future and are able to put off small pleasures today for big gains in the future. Warren Buffett is the most famous successful person to employ this strategy.

Warren Buffet asks himself a set of simple questions when deciding whether or not to make an investment. Here are the 4 that are most applicable to you.

1. Has the company consistently performed well.
Buffett looks for investments with a proven track record before he puts his money into it. He seeks at least 5-10 years of performance. You might not be investing at the level of the Oracle of Omaha, but this is a great first principle to invest by.
2. Has the company avoided excess debt? This probably won't apply in most of your investment decisions, but what he is really looking for here is to avoid risk. Do your best to manage the risk and reward to a level that you are comfortable with.

3. Does the company have high profit margins, and are they increasing? So, Buffett is not only looking for investments that are doing well today, but looking to project into the future as well. You'll want to make sure that your investments perform well into the future at the 5-10 year range as well.
4. Is the stock selling at a 25% discount or more? What this means is that the investment is cheap relative to the returns that it has delivered, and is projected to return. Again, the direct strategy might not apply, but the mindset certainly does. Looking for bargains isn't limited to your weekly trips to Costco - it counts in your investment strategies as well.

Do you have mortgage insurance from the bank?

There's a better and less costly alternative! Click [HERE](#) to start saving your money.

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4 Successful People **Insure** Against Risk

As successful people start to make more and more money, it becomes really important to insure against the risk of losing it all. If you own a car or a home, you are already familiar with insurance as a risk avoidance strategy.

Successful people find many risk avoidance strategies such as annuities and a diversified portfolio. However, and perhaps more importantly, this strategy is more about your approach in life than a specific form of insurance.

So, start this strategy as young as you can, and ensure that you and your family are covered against risk. We offer a wide range of insurance options that are all affordable solutions, no matter where you are in your wealth journey.

- WEALTHinsurance™
- Critical Illness Insurance
- Long Term Care Insurance
- Long Term Disability Insurance
- ELITE U.S. Healthcare™
- Health Spending Account (HSA)
- Life Insurance
- Term Insurance
- Mortgage Insurance
- RRIF Insurance
- Key Person Insurance
- Partnership Buy / Sell Funding
- Leveraged Insurance Arrangements
- Charitable Planned Giving
- Health Plans
- Travel Insurance

Guaranteed Issue - Critical Illness Insurance - No Medical Required
Get up to \$75,000 if you get sick, and all your premiums back just for staying healthy.
Click [HERE](#) for more details.

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5

Successful People Have A Successful **Mindset**

This one should have come first, but we wanted you to read the “logical and serious” strategies first. You might view this as new age and “touchy-feely” type of advice, but the reality is that it’s true. Study after study show that the most successful people actually think differently than non-successful people in very specific ways. In fact, the book “Secrets of the Millionaire Mind” presents 17 critical ways rich people think differently. Here are the highlights:

1. Some rich people believe that they create their life, while poor people believe that “life happens to me”. The old adage that life is what you make of it turns out to be true.
2. Rich people play to win, while poor people play not to lose. Keep in mind that people who play to win aren’t foolish or enormous risk takers - as any sports team will tell you, “defence wins championships”.
3. Rich people are lifelong learners, while poor people think they already know everything they need to know. This is critical to your success, and the impetus behind this Top 5 series - keeping an open mind to new things is critical to your personal financial success.

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Successful People Take The **Crash Test**

My path to this profession began when my late father suffered a fatal heart attack in 1974. He was 50 years old and I was 11, the youngest of four boys. In a sudden and shocking instant, our lives changed forever. My family's financial health was in jeopardy, there was no will, no key to a safety deposit box, no savings to speak of and my mother (then 48) was forced to re-join the workforce.

I vowed that day that I would devote my life to helping my family, and as many other families as I could, protect themselves from 'what happens next'.

Hundreds of successful people have taken our "Crash Test Your Life" program, and today I invite you to do the same. It is a one hour, risk-free and no-obligation way to see whether or not you are prepared for whatever life may hold in the future. You'll walk away with clear, actionable advice on things you can do today to assure a successful future - one with financial security and peace of mind for you, your family and your business.

Email me at mark@illnessPROTECTION.com with "*Crash Test*" in the subject line to schedule your test.

You've spent a lifetime building your success, take one hour now to protect it — book your *Crash Test*.

I look forward to helping you.