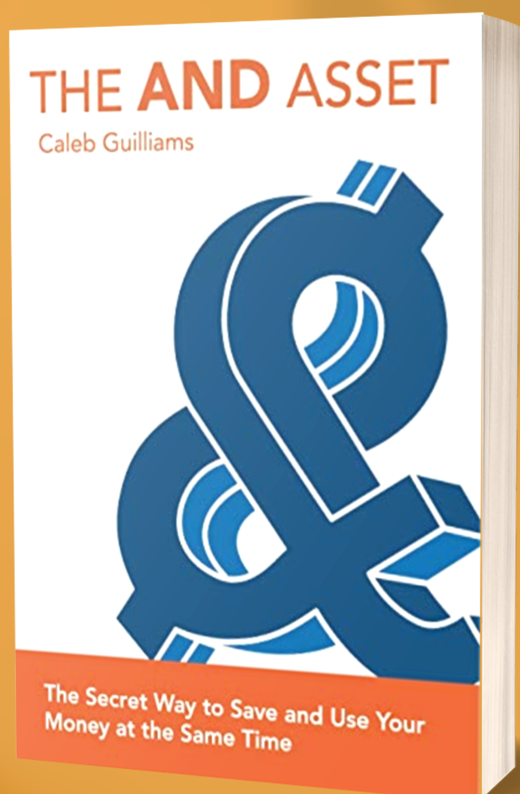
BETTERWEALTH

# THE AND ASSET™ HANDBOOK

**Breaking Down The Science of The And Asset and Why It Is Considered The Most Powerful Asset On Earth**




CALEB GUILLIAMS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# THE FINANCIAL PYRAMID & THE 4 GUIDING PRINCIPLES

Welcome to the And Asset™ handbook! First of all, I just want to congratulate you for being here. I truly believe that this handbook has the ability to make a dramatic and lasting impact in your life.

It is my mission to show people the truth about creating freedom and control in their lives, no matter how contrarian the ideas. In fact, the more contrarian an idea is, the more likely I am to take a closer look, because most of the time the 2% are doing things that the 98% are not. You'll see the power of the And Asset, and why it has been used for hundreds of years as the financial foundation for many of the world's most powerful individuals and corporations. I think you'll soon realize why you haven't heard of this before. But you'll also realize just how powerful it is, and why it can be such an impactful tool in your life.

In this handbook, I want to dive deep into the And Asset and provide the nuts and bolts of how the And Asset works, what it is, and why it's so powerful. I will also show some case studies on why the And Asset is the greatest place to save and use your money at the same time. The And Asset was the core reason I became obsessed with transforming American financial education, and getting this message out has been my mission and my fire to jump out of bed each and every morning. While it may seem like overkill, I truly believe the And Asset has the power to change lives, give unmatched levels of peace, confidence and freedom in one's financial life. I hope that by reading this handbook, you will become as much of a believer in the And Asset as I am.

Please read this with an open mind, because I'm going to be telling you some things that go against what you've previously been taught but, as Albert Einstein said, "the measure of intelligence is the ability to change". If you are open to learning, and even questioning what I am about to say, you will see that this is much more than anew product or get-rich-quick scheme. It is a monumental pillar in the history of wealth creation, and you will see that the concepts in this small handbook can have an instant and lasting impact on your life.

## "The measure of intelligence is the ability to change."

ALBERT EINSTEIN

**Why The And Asset?**

To begin, I want to share a concept that will change the way you think about finances forever. You see, there is something called a financial pyramid, and everybody is building one, whether they know it or not. Every dollar you save for the future is building your financial pyramid. The way you build this financial pyramid will determine whether you live in constant fear, scarcity and anxiety for your future, or whether you will live in confidence, freedom and security. If you build your financial pyramid correctly, you will not only ensure you have enough money to maintain your standard of living for the rest of your life, but you will also have money left over to live a truly intentional life; a life where you are in control and where you wake up enthusiastic about what lies ahead.

What is this financial pyramid, and how can you ensure you build yours correctly? Well, your financial pyramid is composed of two segments. On the top half of the pyramid you have your "high growth assets" segment, this is where you have investments that carry risk. On the bottom half, you have your "safe assets" segment, which is made up of safe, cash-like reserves.


This bottom segment of "safe assets" should be the biggest piece of your financial pyramid, as it forms the foundation, yet most people have their financial pyramids completely upside down.

For 98% of people, their financial pyramid is built on stocks in a 401(k) mutual funds, risky real estate, and possibly equity in their business, but they only have a tiny percentage built on safe money vehicles.


If you are building your financial pyramid on risky, high growth assets, you are putting your future in danger, and could be in for an ugly surprise. I know many people who lost huge chunks of their retirement savings, sometimes more than half of those savings, simply because they built their financial pyramid on risky assets rather than safe assets.

The big question is, "If I need to build my financial pyramid on safe assets, and most safe assets are growing at less than 1% per year, where can I possibly put my money where it will grow into a sizable nest egg?" That is the core question we will be answering in this handbook. In the following pages, you will see why the And Asset is the ultimate safe asset. Not only will it let you build your financial pyramid on a secure foundation, it will let your money grow into a sizable nest egg. It will also offer many other benefits. I hope you are as excited about this as I am.

**Who This Is For**

Before I dive in, I know a lot of you have read my book "The And Asset" and have seen the amazing benefits that it provides, but you still have a lot of questions. Maybe you want to know the science behind how your And Asset should be structured. Or, maybe you want to know how you can spend the money you have put into your And Asset. Well, I have a lot of empathy for people like you because I was that same person. I went on a two-plus year journey just figuring out how this works, learning how the "watch is made" so to speak. This handbook is an outline of the five elements that I believe you need to understand in order to fully grasp why the And Asset is so powerful. We're going to start by breaking down what the And Asset is and the three types of plans that allow this strategy to be custom-tailored to each family or individual, but first, we're going to walk through the core principles that guide every financial decision we make here at BetterWealth.

# THE 4 GUIDING PRINCIPLES


The four principles I am about to reveal are not just fancy words chosen to put on a poster or to make us sound smart in front of potential clients. They are the foundation of every decision we make, and truly sit at the core of everything we do. This is because we believe these principles are the four essential building blocks of a financial plan that provides both security in your future, and also freedom to live an intentional life which you truly love. The principles are Clarity, Efficiency, Consistency and Use, and we will dive into each of these individually. Without these four principles in action, you will either fail to hit your goals, or struggle much more than you need to, or simply end up hitting a goal that didn't actually get you what you wanted.

However, by making sure each decision you make aligns with these four principles, you will not only reach your goals, but you will reach the goals that will be most meaningful and impactful in your life. And, you will reach them faster than you ever thought possible.

Finally, these four principles will provide some valuable context to the power of the And Asset, and why we are such a believer in it. As you read through this handbook, even if you are considering alternatives to the And Asset, use these four principles as your guide. I will show you how the And Asset aligns with all four of these principles, but I still want you to pay close attention to why each of them are so important, and determine for yourself how you can align best with each of these principles.

**Principle 1-Clarity: Start With the ROR In Mind**

The first principle we're going to cover is Clarity which actually has nothing to do with money. It does have to do with something called ROR, but not the ROR you think. You see, when I talk about ROR, I'm not talking about rate of return. Instead, I'm talking about something I call "**return on result**".

**Return on Result means that you are focusing on the result of your financial actions, rather than just the rate of return**.

For example, you have three big goals in your life. They are to retire on a beachfront property, provide your kids with the best opportunities possible throughout their life, and eventually pass on your legacy through a sizable death benefit. Then you would want to ensure you have a plan that provides growth for the future, liquidity throughout your life, and life insurance to provide for your kids when you pass away. However, if your financial advisor tells you to lock up all your money in a retirement account, they are only looking at one metric - Rate of Return.

As we will discuss, the And Asset is a multi-dimensional tool that does much more than simply give you a rate of return, give you the ability to do much more with your money and live a life much more aligned with your true desires. To show my clients how they can fully take advantage of this, I ask every one of them to think about what their life would look like if money wasn't an issue. In other words, if you had $10 million, or unlimited dollars, what would your life look like? Once they have that desired lifestyle in mind, they can start making decisions based on whether that decision will help them achieve more or less of that desired lifestyle. If you want to achieve true financial freedom, it starts with getting clarity on the results you want. Then, build a plan to get those results; not just look at a number in your retirement account.

**Principle 2-Efficiency: Minimize Opportunity Cost**

The second principle to understand is Efficiency, and there is actually a formula I wrote in my book describing how efficiency is achieved. This formula is: $E=MC^2$. Essentially this shows that E, Efficiency, is the product of M, Money, multiplied by C squared, or Compounding and Control. The power of the And Asset comes when you realize that you can achieve maximum control and compounding. This in turn lets you save more money, thereby maximizing each piece of this equation. This is so important, because it is not an "Or" asset any longer, and you are now eliminating the false choice of living for today or saving for the future.

Perhaps the most important piece to remember about efficiency is Opportunity Cost, because Opportunity Cost factors in both money and time and makes each decision cost much more than we originally think. Most people think of each purchase costing them the price on the price tag. Opportunity Cost means they are paying far more than just the sticker price. You see, by spending a dollar, you are not just losing that dollar, but you are losing what that dollar could have earned over the rest of your life.

For example, if you spend $100 today, you are missing out on the $380 of interest that $100 would have earned over 40 years, at aconservative 4% interest rate. Being mindful of every purchase you make could add up to aLOT of extra money in retirement.


There are many other ways to enhance efficiency in your plan, such as optimizing your assets, liabilities and cash flow. Overall, efficiency comes from having the highest volume of money growing at the fastest rate, while having full control and access to that money. The more you can optimize each of these variables, the more efficient you will become, and the faster you will achieve your goals.

**Principle 3-Consistency: Maximize Your Incentive To Save**

As mentioned before, efficiency comes not only from the compounding and control of your money, but also from the amount of money that is being compounded and controlled. Thus, the ability to be consistent in our savings, and save more money in any savings vehicle, is extremely important. Fortunately, by using the And Asset as the foundation for your savings, our clients are able to save three to four times as much as they would have otherwise. How? Well, we'll go into this in more detail later. But, when you're able to show your dollars how to do multiple jobs, while maintaining control at all times, it becomes a no-brainer to save as much as possible.

**Principle 4 Use: Investing In Your Greatest Asset**

Finally, all this boils down to the single idea that you are your number one asset. If you are an investor, or have money in the stock market or real estate, you might think that there are one or wo assets hat trump all others. Well, I'm here to tell you that the asset which will produce the greatest return of them all, is yourself. Rather than investing in other people and other assets, what if you could start increasing your own value and start investing in yourself more than anything else? If your money is set up with an And Asset in this way, could you not become more powerful in your life as a business person, as a spouse, as a parent, as an investor?

When you can stop worrying about emergencies or your future financial security, will you be able to think more profusely and start taking advantage of new opportunities? Ultimately, this freedom is what lets you live the life you truly want. No matte what you invest in, the beauty of all this is that you get to choose exactly what you want that to be.

The fourth principle of Use simply means that every decision you make should ultimately help you use your money in a way that aligns with your goals. Use is simply putting the first principle, Clarity, into action, and is letting you live the life and realize the ROR, or return on results, you set out for yourself.

**Summary**

If you have clarity on where you want to go, and are handling your money efficiently to create extra cash flow. If you are saving that money in a place where it can both grow and be controlled. And if you use that money to put your goals and dreams into action, that is true financial success.

**Take The Next Step:** If you are ever interested in learning more, or want to find out if this is a good fit for you, click below to learn more.

CLICK HERE
TO LEARN MORE

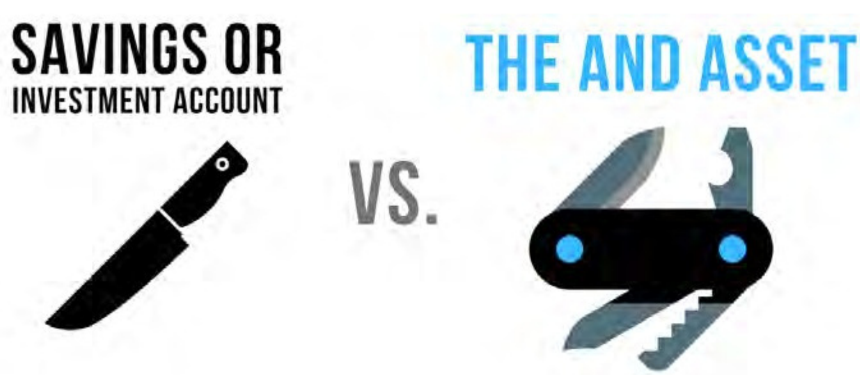
# 2

# THE AND ASSET OVERVIEW

**A Multi-Dimensional Tool**

If this is your first introduction to the And Asset, then you should know that, at its core, the And Asset is a specialized type of life insurance policy. It is built with a special type of life insurance company. However, rather than thinking of this as life insurance, or any other financial vehicle for that matter, I want you to think of the And Asset as a beautiful bucket. Imagine that every dollar you put into this bucket will grow for the rest of your life, not even stopping at retirement. Not only is the money in this bucket always expanding, but you also have access to the money and can take advantage of it for opportunities and emergencies. All without ever taking money out of the bucket and harming its growth (I'll explain that more, shortly). This money is also creating wealth that will be passed on to the people you care about most and create a legacy for multiple generations to come. Finally, by simply putting money into this special bucket, you are getting a huge list of extra benefits such as tax-free growth, tax-free use, tax-free distribution when you pass away, and even protection of your income in the case of disability or illness. If you knew a bucket like this existed, how long would you wait to start using it?

This amazing bucket is exactly what I'm diving into with this handbook, and these amazing multi-dimensional benefits are why I believe the And Asset is going to be so transformational in your life. Rather than looking at the name or stereotypes of a product, I am asking that you simply look at the pros and cons of every option available to you. I know you will soon agree with me that the benefits of the And Asset far outclass any other savings product or vehicle you may know. Remember that this is not made to be compared to other investments. It is not an investment, but it has so many additional benefits and components. It would be like comparing a steak knife to a Swiss Army knife. One is multi-dimensional and one is single-dimensional. You just can't measure them by the same standards.




# THE 5 KEY BENEFITS


To give you a quick overview of some of the most powerful benefits the And Asset can provide you, here is a glance at the 5 key benefits we will be diving into in this handbook:

1. **Lifetime Compound Growth**
2. **Control/Use Of Your Dollar**
3. **Future Cash Flow (Retirement Benefits)**
4. **Ability (And Incentive) To Save More Money**
5. **Protection of Your Life & Legacy**

**Lifetime Compound Growth**

The first important piece of the And Asset is its power to provide uninterrupted compound growth for your entire life. Opportunity cost means missing out on the interest you could have earned for the rest of your life. Compound interest refers to the growth of that dollar and put that interest back in your pocket. Albert Einstein is often quoted as saying that compound interest is the eighth wonder of the world. Whether he actually said that or not, the fact that this simple concept of compounding is being touted as one of the great wonders of the world shows how powerful it can truly be. Using the same math as the opportunity cost example mentioned earlier, if you save $100 today, you are not just saving $100, but you are also gaining the $380 of interest that those $100 will earn over 40 years, at a conservative 4% interest rate. That, in and of itself is powerful. What's interesting to note is that the majority of that growth did not happen until the very end of those 40 years. If you look at the total interest earned after 30 of those 40 years, those $100 will not have earned $380, but only $224. We are three quarters of the way to 40 years, but we are barely past 50% of the total interest earned. The sad reality is, most people stop after 30 years of growth. They start to withdraw money from their savings.

Then they hit retirement. Imagine if you had a way to let this money continue compounding for 10, 20 or even 30 more years, without losing out on your retirement income! If you live for 30 years into retirement, that $100 would not have just earned $224, but $951. This is the power of uninterrupted compound growth, and one of the reasons the And Asset can be so incredibly powerful.

**Control/Use Of Your Dollar**

In addition to compound growth, you will want to control and have access to money as you go throughout your life. You can cover your living expenses, as well as any extra emergencies, opportunities, or luxuries that may come up. Most of the time, with typical retirement accounts, or any other account that provides solid growth for your future, you will NOT have access to that money. In fact, you will likely be penalized for any money you withdraw, and kill the precious compound growth of that money.

However, with the And Asset, you not only have uninterrupted compound growth of your money for your entire life, you also have complete access to this money as well. Imagine having your money compounding for the rest of your life, and still being able to access and control that money when opportunities or emergencies come up. This is the power of the And Asset, and is why you can truly live in peace, knowing your financial future is secure.

**Future Cash Flow (Retirement Benefits)**

The And Asset is also going to show up powerfully in retirement. The use of the word "retirement" always makes me cringe because I don't necessarily believe in retirement. I believe that providing value to society gives our lives meaning, and retirement only exists because people give up on finding work they care about and get stuck at a job they hate. I prefer to call retirement income "future cash flow". The reality is that life insurance, when set up properly, is the one of the greatest places to store capital and create that future cash flow. This is because you eliminate your chance of loss and you also have your money sheltered from increasing taxes.

**Ability (And Incentive) To Save More Money**

One of the most important pieces of the And Asset is the ability, and incentive, to save more money. You have a single place to store all your money, where it can grow for the future and be accessible at any time. It can provide for you and your family in retirement, as well as in case of your death. Why wouldn't you put as much money into it as possible? Instead of feeling like your savings will just be sitting there useless, or locked up in an investment account, you now have the ability and incentive to save more money. This simply adds fuel to this amazing engine.

**Protection of Your Life & Legacy**

thing I trademarked at BetterWealth was "Legacy Wealth Strategy™" because I wanted to; show people that by funding an And Asset, you are both starting your legacy and protecting; your future ability to earn money. There's not many other places you can do that.

The And Asset is going to show up powerfully in the case of your death. Since the And Asset is,; at its core, a life insurance policy, you are getting a death benefit along with all your other living

benefits. You will not only receive lifetime compound growth, complete control of your money, and amazing retirement benefits, but your family will be protected no matter what happens to; you. And, you will get to pass on a legacy to multiple generations.

**Summary**

First part of the And Asset handbook is just to give you an overview of why I'm such a huge fan; of the And Asset. It's also why I think the "And" component of giving your dollar more than one; job is so key. If someone says you can get a better rate of return somewhere else, they may be; right. But, they're missing the entire point of using the And Asset, and missing out on all the; other incredible benefits that come with it. They're missing how this shows up in your life, and; that is why we will be going more into the nuts and bolts in the next chapters of the handbook, so you can really get a grasp of what this is.

I just want to let you know that all of us here at BetterWealth are truly excited to serve you. We; believe that setting up a properly structured plan can have a huge impact in your life all by; itself. Having the plan and process that goes along with that will take your confidence and; success to
a whole new level. We also believe that there is an incredible level of peace and confidence; that comes from having atrusted community to fall back on in times of uncertainty or; emergency.
That is exactly what we have worked so hard to create. Thanks again for being here, and for; letting us spread amessage we believe can make an instant and lasting transformation in your; life, and in the lives of millions around the world.

Next we'll dive into the science of how this works and how you can use this to make an impact in your life today!

**Take The Next Step:** If you are ever interested in learning more, or want to find out if this is a; good fit for you, click here to book afree Clarity Call with one of our Wealth Coaches, or go to; https://meetings.hubspot.com/victor20

CLICK HERE
TO LEARN MORE

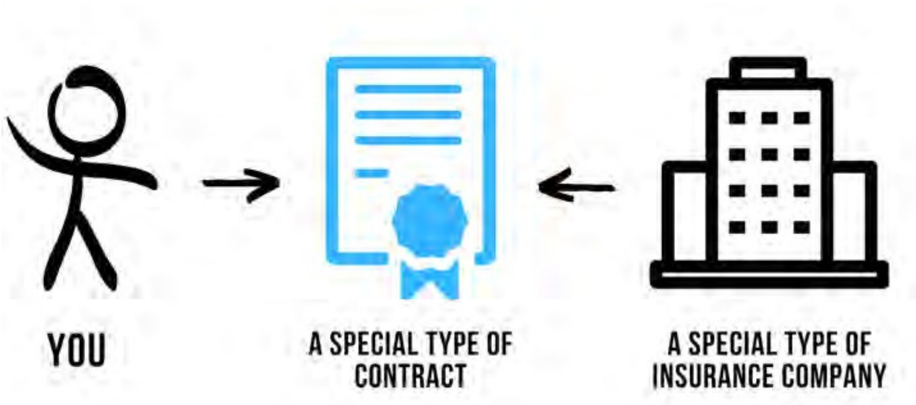
# 3
# THE SCIENCE

Now that we have an overview of why the And Asset can be a powerful tool in your life, we are going to take a deeper dive into the science of it and really understand how it works. If you have read my book, you know by now that the And Asset, in its simplest form, is overfunded whole life insurance. This is the specialized type of life insurance policy I mentioned earlier. However, there are a lot of people out there who oversimplify or misinform about this type of policy. So, we're going to break down exactly what this insurance policy looks like and how it behaves. This is extremely important because it has to be structured properly and I want to make sure you have a really clear understanding of how this works.

**The Owner, The Contract & The Insurance Company**

When you think of life insurance, there are really three pieces that are involved. You can draw these side by side on apiece of paper if that helps you out. First, we have you as the individual. Some people call this the insured, or the owner. Next, we have the contract, or policy, which is between you and the insurance company. Finally, we can draw a building to illustrate the life insurance company. In its more complicated form, this contract is a unilateral contract, meaning that as long as you keep up your side of the bargain, the insurance companies will be on the hook for their side of the bargain.

In atypical term insurance policy you would be on the hook for spending a small amount of premium, otherwise referred to as your payment, which might be monthly or annually. In return, if something happens to you and you died during the term period, the insurance company is on the hook and has to pay your beneficiary, or the person that you decide the money should go to. This is atypical life insurance policy, where there's a contract that you enter into, which is the policy itself, and there is the insurance company.




**Why The And Asset Is Different From Typical Life Insurance**

When we talk about an And Asset, we are referring to a very different, and very special type of life insurance contract. We're structuring this policy to maximize your cash today, rather than in distant future. The first thing we need to ensure is that we're working with the right kind of company.

Various life insurance companies will structure these policies very differently, and will give you vastly different living benefits, so you want to look for a special type of life insurance company. Specifically, a mutually-owned, dividend paying whole life insurance company with a proven rack record.

**The Key: A Mutually-Owned, Dividend Paying Whole Life Insurance Company With A Proven Track Record**

**Piece #1: Mutually-Owned**

The first piece in this phrase is "mutual". When you think of mutual, you probably think of a credit union and think of having an ownership stake or a benefit for being part of that entity. A mutually owned life insurance company works the same way. It's owned by the policyholders, which means rather than the profits going to stockholders, as they do in a "stock" company, the profits go directly to you. This is the big benefit of switching from partnering with a stock company to a mutual company.

**Piece #2: Dividend Paying**

This leads into the second important piece of a properly structured policy; the need for the policy to be made with a dividend paying company. We want our company to pay us dividends because we're an owner, and we want to participate in the profits. The process of receiving a dividend dramatically increases the growth of the policy.

**Piece #3: Proven Track Record**

The third piece that's important when choosing an insurance company is that it has a proven track record. We want to make sure we're working with a company that's financially strong and that has good ratings. Most importantly, the company must be in this for the long term. The simple fact that you have a mutually-owned company means that the company is likely to be financially strong, but there are different ways to research that. You want to make sure that the company is committed to the policyholder, committed to whole life in general, and has a history at demonstrates safety and stability. There are a lot more things to look out for, but these are the core factors that will help you choose a solid company to make your policy with.

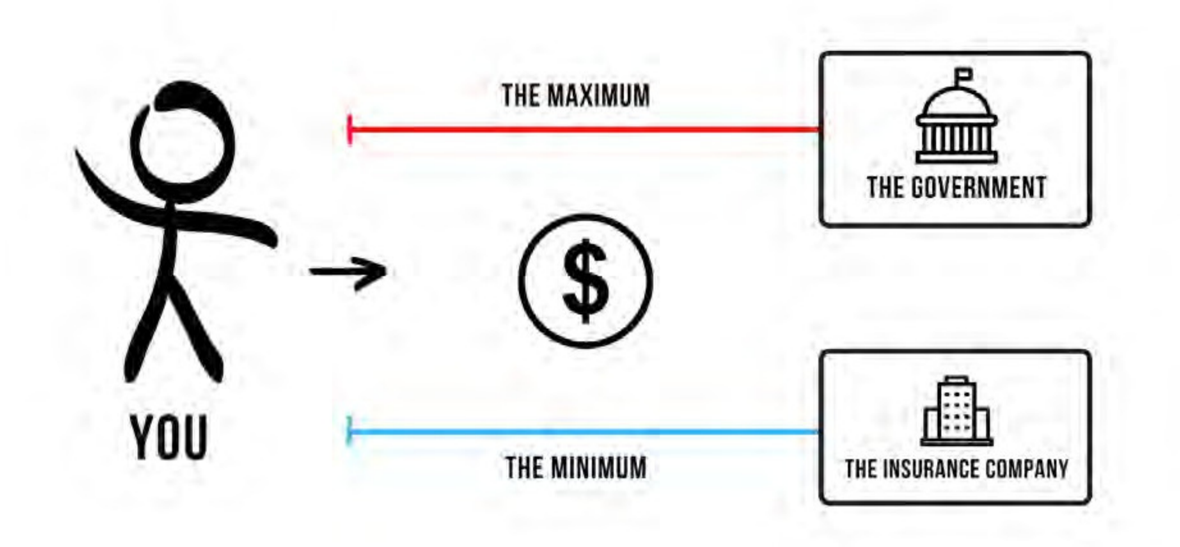
*Side Note: An insurance company is the only company right now that offers both an interest rate benefit and a mortality benefit. In other words, they're the only type of company that hedges both interest rate and mortality. Having an ownership stake in such a strong company is really important in such a crazy world where certainty is so hard to find.*

**The Basics Of Structuring Your And Asset**

How do we ensure the policy is structured properly?

First, it's essential that the contract is overfunded. To illustrate this, let's say there is a maximum death benefit of $1 million. For a life insurance policy with a death benefit, there will be a minimum and maximum to the amount you can pay towards that death benefit. The minimum payment for this $1 million of death benefit is going to be $1,000, while the maximum will be $10,000. Just for this example, most people would say this is silly. "Why would you pay the maximum for the same amount of life insurance?" This is where it's important to know who determines the minimum. You see, the insurance company determines the minimum because they are promising to pay a very large sum of money in the case of your death. If you don't pay the minimum, they don't have any incentive for holding up their end of the deal and paying out a death benefit when you die. This makes sense, because they want to make sure that they're not taking an unnecessary risk.


But now, here's the crazy part. Who do you think determines the maximum amount of money that you could pay for the same amount of death benefit? Well, if you said the government, you'd be correct. Why in the world would the government care how much you pay for your life insurance? Well, it's because you receive special tax benefits and advantages by over funding these life insurance contracts. Remember, this is a private contract. This contract allows your money to grow tax-free, to be used tax-free, and to be passed on tax-free if set up and used properly. That alone should tell you why the government puts a limit on it, because people can take a huge advantage of this incredible tax strategy.




*Side Note: The And Asset also has some extra tax advantages that help vs. 529 plans, getting sued, and having protection from creditors. You can learn more about these special advantages on our BetterWealth Youtube channel or by speaking to one of our Wealth Coaches.*

When we're trying to maximize the living benefits and cash value of this policy, we want to pay the minimum insurance cost. At the end of the day, the insurance cost simply goes towards building your death benefit, rather than your cash value. Rather than paying for something you will never benefit from in your own lifetime (as you do with term insurance), overfunded whole life insurance is letting you contribute to a permanent asset. You're not only going to have a large sum of money to pass on when you die, but you are going to increase the cash benefits, or living benefits. You can see some amazing advantages from this contract immediately. Remember, the key point here is to maximize your cash and, going back to the relationship between time and money, maximize both the compound growth and the control you have over every dollar.

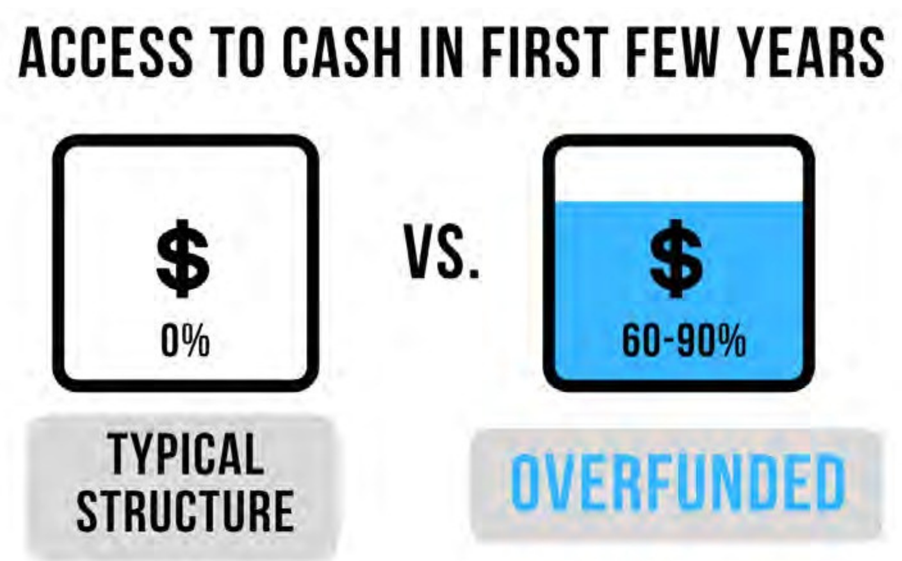
If you think about this from a big picture perspective, we have you as the owner, or the insured, and we have a private contract. When we talk about regulations, we are referring to a private contract that's specially designed to maximize your cash. There are many other things, as you'll see, which generate from that foundation. What we're going to do now is take a look at three different types of plans. There is a disclaimer I have to make; these numbers are general. Every

person we work with is different. We work with multiple companies at BetterWealth, so this is just one of the various options you could be looking at. Every time numbers are shown, they may not apply to others since everyone's situation is different.

**Overfunding vs. Typically Structured Life Insurance**

With that being said, this example will still be extremely valuable to you, as it explains some key points that will help you set this up properly. First, there are differences between typical whole life insurance and overfunded whole life insurance. You will usually have zero cash value in the first couple of years with typical whole life insurance, meaning that you will not have access to most of your money. It takes along time to grow and you're on the hook for big premiums. Eventually you will have access to more of that cash value, but you lose a lot of control in the early years.

The big difference with overfunded whole life insurance is that you have significant levels of control and access to your money from day one. For example, rather than having access to none of your money in the early years, we can structure these overfunded policies so you have access to around 60-70% of your money in the very first year, and sometimes even up to 90%. While this number is variable, you will have access to exponentially more of your money than if it were set up in atypical policy. Furthermore, this money will continue to grow. Your death benefit will continue to grow as well. So, while you have access to incredible amounts of your money in the early years, you still get to benefit from the constant growth of your cash value and death benefit.




The next thing to know is the difference between a "base contract" and "paid up additions" (PUA) rider. The base contract is the required premium to keep your policy active, and the PUA is the amount you are overfunding, which can be thought of as the ‘excess’ you are putting into your policy. For example, we might have a base of 10-30%, meaning the required premium would typically be between $10,000 and $30,000 to keep the policy active. There are also provisions in the contract that say you don't have to pay this your entire life, meaning you can stop your payments prematurely. You could do other things within the contract to subsidize the base, but the policy stays alive and your money continues growing. It's really important that we build a flexible policy, and that the base can be small because that is the amount you will be required to pay.

**Option 1: The Cash Flow Plan**

A lot of the time, we will shoot for a Cash Flow Plan which has a 30/70 split between base and PUA; 30% goes to base and 70% goes to PUA. It is called the Cash Flow Plan because it works best for people who have consistent cash flow and can deposit money into their policy on a regular basis. We can adjust this split in either direction. It really depends on what's the best for your situation, but this is a typical split. It provides great flexibility while also allowing you to overfund the policy nicely.

We also have to look at it in terms of the death benefit because the death benefit can vary with different structures. We want to make sure you are getting the amount you desire. There is not a single right or wrong way to do this, but that's a general guideline as it relates to the ratio between base and PUA.

**Option 2: The Front-Loaded Plan**

The next option is great for someone who may not have a consistent stream of cash flow or if they simply have alot of money sitting somewhere, and they want to place it into their policy initially. For example, someone may have the ability to put in $100,000 for the first year but can only provide $20,000 per year after that. The cool thing about the Front-Loaded Plan is it allows us to create an And Asset with aspecial contract where you can place a large amount of money in, allow it to maintain its tax-free status, and still access approximately 80-90% of that money from year one. Pretty amazing!

It’s important to point something else out as well. With this example of high early cash value, the death benefit is high. This is because we're buying an additional term rider to allow for extra overfunding, and we're doing it in such a way that maximizes the cash. We're not putting you at risk, but it's allowing us to put alot of money in quickly. As you can see, the time value of money makes this really powerful as this money is going to compound for you the rest of your life. You not only have control over this money but it will compound for you tax-free, and will eventually bless fuure generations as well. These are just a few reasons we set up a lot of Front-Loaded Plans and why this can be powerful if you are in a situation where it makes sense for you.

## CASH FLOW PLAN

| AGE | PREMIUM | CV (Cash Value) | IRR (Int. Rate of Return) | DB (Death Benefit) | DB IRR |
|---|---|---|---|---|---|
| 35 | 20,000 | 13,184 | -34.08% | 1,700,000 | 8400.00% |
| 36 | 20,000 | 27,497 | -22.53% | 1,708,082 | 775.50% |
| 37 | 20,000 | 44,550 | -14.17% | 1,708,876 | 302.52% |
| 38 | 20,000 | 64,629 | -8.35% | 1,709,785 | 172.47% |
| 39 | 20,000 | 85,626 | -5.13% | 1,710,781 | 115.91% |
| 40 | 20,000 | 107,698 | -3.08% | 1,712,362 | 85.24% |
| 41 | 20,000 | 130,765 | -1.71% | 1,713,292 | 66.28% |
| 42 | 20,000 | 154,895 | -0.72% | 1,714,269 | 53.54% |
| 43 | 20,000 | 180,431 | 0.05% | 1,716,117 | 44.47% |
| 44 | 20,000 | 207,217 | 0.64% | 1,717,048 | 37.70% |
| 45 | 20,000 | 235,589 | 1.14% | 1,718,979 | 32.49% |
| 46 | 20,000 | 265,538 | 1.55% | 1,720,482 | 28.36% |
| 47 | 20,000 | 297,108 | 1.89% | 1,721,832 | 25.02% |
| 48 | 20,000 | 330,431 | 2.18% | 1,723,251 | 22.27% |
| 49 | 20,000 | 365,576 | 2.43% | 1,724,596 | 19.97% |
| 50 | 20,000 | 402,915 | 2.66% | 1,726,940 | 18.03% |
| 51 | 20,000 | 442,300 | 2.86% | 1,728,525 | 16.37% |
| 52 | 20,000 | 483,821 | 3.03% | 1,730,090 | 14.93% |
| 53 | 20,000 | 527,513 | 3.18% | 1,731,553 | 13.67% |
| 54 | 20,000 | 573,453 | 3.32% | 1,789,200 | 12.82% |
| 55 | 20,000 | 621,692 | 3.43% | 1,855,831 | 12.11% |
| 56 | 20,000 | 672,358 | 3.54% | 1,922,898 | 11.46% |
| 57 | 20,000 | 725,601 | 3.63% | 1,990,622 | 10.89% |
| 58 | 20,000 | 781,503 | 3.71% | 2,059,035 | 10.37% |
| 59 | 20,000 | 840,174 | 3.79% | 2,128,305 | 9.90% |
| 60 | 20,000 | 901,682 | 3.85% | 2,198,420 | 9.47% |
| 61 | 20,000 | 966,126 | 3.91% | 2,269,599 | 9.08% |
| 62 | 20,000 | 1,033,505 | 3.97% | 2,341,663 | 8.72% |
| 63 | 20,000 | 1,103,996 | 4.01% | 2,414,899 | 8.39% |
| 64 | 20,000 | 1,177,608 | 4.05% | 2,489,261 | 8.09% |

| FRONT LOADED PLAN | | | | | |
|---|---|---|---|---|---|
| AGE | PREMIUM | CV (Cash Value) | IRR (Int. Rate of Return) | DB (Death Benefit) | DB IRR |
| 35 | 100,000 | 88,099 | -11.90% | 3,280,000 | 3180.00% |
| 36 | 20,000 | 103,377 | -7.83% | 3,296,008 | 464.20% |
| 37 | 20,000 | 122,160 | -5.19% | 3,296,843 | 212.09% |
| 38 | 20,000 | 144,871 | -3.03% | 3,298,056 | 131.95% |
| 39 | 20,000 | 168,650 | -1.67% | 3,299,184 | 94.10% |
| 40 | 20,000 | 193,668 | -0.71% | 3,300,960 | 72.38% |
| 41 | 20,000 | 219,848 | -0.01% | 3,302,007 | 58.38% |
| 42 | 20,000 | 247,223 | 0.52% | 3,302,901 | 48.65% |
| 43 | 20,000 | 276,378 | 0.98% | 3,305,467 | 41.52% |
| 44 | 20,000 | 307,033 | 1.35% | 3,306,538 | 36.07% |
| 45 | 20,000 | 339,632 | 1.68% | 3,308,968 | 31.78% |
| 46 | 20,000 | 374,150 | 1.97% | 3,310,800 | 28.32% |
| 47 | 20,000 | 410,645 | 2.22% | 3,312,462 | 25.47% |
| 48 | 20,000 | 449,220 | 2.44% | 3,314,005 | 23.09% |
| 49 | 20,000 | 489,989 | 2.64% | 3,315,567 | 21.07% |
| 50 | 20,000 | 533,418 | 2.82% | 3,318,408 | 19.34% |
| 51 | 20,000 | 579,291 | 2.98% | 3,320,227 | 17.83% |
| 52 | 20,000 | 627,654 | 3.13% | 3,321,840 | 16.51% |
| 53 | 20,000 | 678,594 | 3.25% | 3,323,489 | 15.35% |
| 54 | 20,000 | 732,225 | 3.37% | 3,325,141 | 14.32% |
| 55 | 20,000 | 788,445 | 3.47% | 3,326,293 | 13.40% |
| 56 | 20,000 | 847,451 | 3.56% | 3,327,732 | 12.57% |
| 57 | 20,000 | 909,524 | 3.65% | 3,329,672 | 11.83% |
| 58 | 20,000 | 974,806 | 3.72% | 3,331,716 | 11.15% |
| 59 | 20,000 | 1,043,366 | 3.79% | 3,333,755 | 10.53% |
| 60 | 20,000 | 1,115,451 | 3.85% | 3,336,123 | 9.97% |
| 61 | 20,000 | 1,191,024 | 3.91% | 3,338,344 | 9.45% |
| 62 | 20,000 | 1,270,150 | 3.96% | 3,340,445 | 8.98% |
| 63 | 20,000 | 1,353,163 | 4.01% | 3,343,092 | 8.54% |
| 64 | 20,000 | 1,441,180 | 4.05% | 3,347,828 | 8.14% |

**Option 3: The Pre-Plan**

The third plan we do is called the “Pre-Plan”. This is where someone might not have enough money to start funding an And Asset, but wants to be set up to fund an And Asset in the future. If you can't at least start off with a $10,000 lump sum to put into your policy, we recommend starting with a Pre-Plan, which is getting a special type of term insurance and saving up for that $10,000 lump sum. Just to give you a quick analogy, term insurance vs. whole life insurance can be thought of as renting a car vs. owning a car. When you rent, you make payments every nth or every year, but in the end, you don’t have any ownership in the car, and it won’t act as an asset for you. This is what happens with term insurance, and why we recommend a special type of term insurance, called convertible term. This type of insurance you can convert from “renting” to “owning”, where the money you’ve put in gets credited to your whole life insurance policy and can be thought of as adding equity to that asset.

The reason we suggest a convertible term policy is because an And Asset will only perform most efficiently when it can be overfunded properly. Otherwise, you are paying too much for the base. You are not getting enough of the growth and living benefits for us to honorably tell you that it is the best place to put your money. However, this special type of term insurance will allow you to receive the benefit of life insurance. It will also give you the ability to convert the policy into an And Asset in the future.

This convertible term strategy is extremely powerful, as it gives you the flexibility to start a Front-Loaded or Cash Flow Plan in the future. It also lets you lock in your life insurance and death benefit today. It is also much cheaper than an And Asset, so it allows you to save more towards funding an And Asset in the future. This strategy is extremely useful because you do not need to take another medical test, or re-apply for life insurance when you want to convert the policy. You also get a credit towards your new policy from the amount of money you put into your convertible term policy. In other words, you are locking in your ability to get an And Asset in the future. You are receiving a death benefit in case anything happens to you in the meantime. And, you are also earning credit which can go towards your And Asset when it comes time to convert your policy. These are just a few of the reasons why we suggest to many people that they start with a Pre-Plan and start building their foundation for success.

**Summary**

You have learned there are three different approaches you can take; the Cash Flow Plan, the Front-Loaded Plan, and the Pre-Plan. If you want to get started but don’t necessarily have the assets or cash flow for the And Asset to make sense yet, you can still get convertible term life insurance now. You won't have to retake the medical test when you do convert, and you'll instantly get all the amazing benefits of the And Asset working for you.

You now know that the technical name for the And Asset is overfunded whole life insurance.; You also know there are a lot of variables in play that can make the process complicated. You; understand the relationship between you and your contract with the insurance company, as; well as all the benefits that come with this contract. You know how to best structure the; contract to allow your money to both grow and be controlled at the same time. And, you know; that the contract is made with a mutually owned, dividend-paying whole life insurance; company.

In the next chapter, we will dive into the benefits of lifetime growth that you will receive with; this properly structured policy.

**Take The Next Step:** If you are ever interested in learning more, or want to find out if this is a; good fit for you, click here to book a free Clarity Call with one of our Wealth Coaches, or go to; https://meetings.hubspot.com/victor20

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# 4
# LIFETIME GROWTH

In this chapter, we're going to dive into the lifetime growth of the And Asset and why that's so important. We learned in chapter 2that you can have a single dollar do multiple things at once.

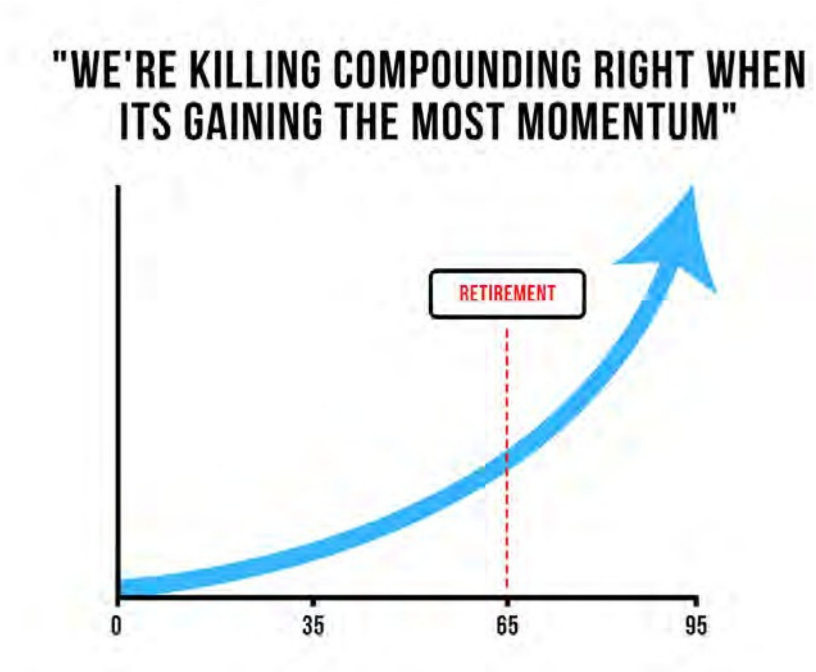
One of the biggest critiques that life insurance gets is the seemingly low rate of return. Before we get into any arguments about whether the rate of return is high or low, it is important to note that we don't even have to argue about how it compares to other investments, because it is not an investment. If you still think that life insurance is awful because it doesn't get as good of a rate of return as X, Y, or Z account, you are about to learn two things. First, there is so much more to this than the rate of return. Second, even when you compare the And Asset against most investments, it will perform competitively, if not beat most of them at their own game. I'm asking you to read this with an open mind, because I'm going to be telling you some things that go against what you've previously been taught.

I am really excited to present this next chapter because I have seen all the misconceptions about life insurance, and I know these next few minutes will be really eye-opening for a lot of you.

When we talk about compounding, we need to define what compound interest actually is. Compound interest is interest calculated on the initial principle, which also includes all of the accumulated interest from previous periods. As the principle continues to grow, the interest continues to grow as well, leading to exponential growth and a hockey stick-like curve as time goes on.

**Why Lifetime Growth Is 10x More Powerful Than You Think**

I want to highlight some things about lifetime growth that you may not have considered before. First of all, most people never experience lifetime growth of their money so they can't comprehend what it would actually look like. Rather, they start withdrawing money from their savings in retirement and stop this compound growth right when it's starting to build the most momentum. Typical financial planners tell us to cash out that money in retirement, but why? That just doesn't make any sense. Why would you kill the goose when it's laying the golden eggs? I really want you to think about this because you are probably committing to a retirement strategy where you're going to give up complete control of your money to some financial vehicles and hope they grow. If that's the case, and if you believe so strongly in that strategy, why do you then want to take that money out if you also believe in the power of compound growth?




Robert Kiyosaki, the author of "Rich Dad Poor Dad", is noted for saying that savers are losers, and he says that because the concept of saving your money is a flawed concept. If we can't control our money, or if we control that money but destroy the compound growth, then compounding was never a good strategy in the first place. What I want to prove to you is that life insurance can compete with, if not beat, most other investments you have probably been told to use. You might still be skeptical, but hear this out. The And Asset is something that gives you the velocity, the control, and the lifetime growth of your dollar all at the same time. Again, this is something that you can't compare to other investments, because it has so many additional benefits and components. If this is a Swiss Army knife, like we mentioned earlier, you simply can't measure it by the same standards as a steak knife.

**The 4 Compound Interest Killers**

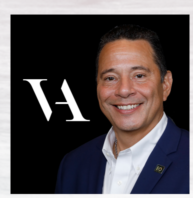
Now that you see the power of compound growth, and especially lifetime compound growth, let's take a look at 4 things that kill compound interest.

# THE 4 KILLERS OF COMPOUND GROWTH


For example, anytime you use a dollar, any time you lose a dollar, any time you pay an unnecessary tax, any time you pay an unnecessary fee, you don't just lose that dollar. You lose what that dollar could have earned for you the rest of your life. Let that sink in, and read those last two sentences again. The loss of a dollar is not just worth a dollar. It's worth what that dollar could have earned you the rest of your life, and that goes back to the concept of opportunity cost. We have to understand that every decision we make, whether it's with money or whether it's with time has a consequence. Usually, that consequence is greater than we initially think.

To show you this in an example, we're going to use the example of a Cash Flow Plan with $20,000 being put in, a death benefit of $1.7 million, and an initial cash value of $13,184. This is a typical life insurance plan that we designed. In order to determine the real growth rate, we have to factor in the cost of insurance which includes administrative overhead and mortality costs. The truth of the matter is, we have to look at what's called the internal rate of return metric. The internal rate of return metric is essentially the real actual, cash-on-cash growth.

A lot of times people want to compare a financial vehicle on just one metric; rate of return. We are actually going to do just that because the And Asset is much stronger than people realize in this aspect. Just keep in mind that there are many other benefits to life insurance that we are not comparing here. We're just looking at a rate of return.



**Rate of Return**

First of all, when comparing interest rates, we need to take a look at interest rates in general, which are very, very low right now. Could they get lower? Possibly. Could they become negative interest rates? Possibly. Could they be higher in the future? We don't know. What we do know is that in the 80s, life insurance policies looked a lot different because interest rates were a lot higher than they are today.

Here is where things get interesting. We're going to use a real example of an internal rate of return on the And Asset that is a little over 4%. In this scenario, we're seeing that actual cash grew a little over 4%, meaning it earned 4% every single year. The first question to ask yourself is, "what savings account do you know of today, that's getting you anywhere near 4%?" This is because we have to compare it to a safe, liquid asset. It's not an investment. It's a safe, liquid asset.


Also, if we're comparing this to cash, we can examine an alternative account, such as a savings account. With a savings account you might be ahead in the first couple of years because you have access to 100% of the money you put in. However, at the end of 30 years, the savings account would have $600,000 and the overfunded whole life insurance would have $1.1 million. What's even more impressive is the money in your And Asset is never going to stop compounding, which means it will keep growing even in retirement.

You can already see the benefit of saving in an And Asset vs. a savings account, but let's imagine that after 10 years, you are presented with a great investment or business opportunity. Since your money has been growing in your And Asset, rather than sitting in a savings account, you will have an additional $10,000 at your disposal for this investment. You're not just gaining the advantage of extra dollars being accumulated, but you gain the extra advantage of freedom to invest in opportunities that can further multiply that money.

One mistake people often make when looking at the internal rate of return, is looking at the rate of return listed for each of the previous years. Since you don't start with dollar-for-dollar access to your money, the internal rate of return will slowly increase over time. It might show that in year 10 you are earning a 2% rate of return, and in year 20 you are earning a 3% rate of return. People assume that those numbers mean the rate of return in that year was 2% or 3%. In reality, those numbers are referring to the actual rate of return that has been averaged over the policy's entire existence. In other words, if you have an actual rate of return of 3% in year 20, that means, more than likely, you actually earned more than 3% in that specific year, since 3% is the actual, average rate of return your policy has earned since its inception.

**Tax-Free Growth**

Something else that is extremely beneficial in a properly structured life insurance contract is that you are free from paying taxes on the interest you earn. To show you the power of this, we could be extremely generous and say that we found a savings account that gave you a 4% interest rate. Even so, the And Asset will outperform that savings account since you will not be taxed on the interest. You will be taxed on the interest earned in your savings account. Furthermore, when you look at the economy, and politics, and everything else going on in our country, you need to ask a question. "Are taxes more likely to go down, or go up?" Most people would say taxes are not only more likely to go up than down, but they will need to go up.

In the past, tax rates have been as high as 90%. While that may be a stretch to imagine, the fact that it has happened before means it could happen again. However, we will not plan for a 90% tax rate, but let's plan for a tax rate of 35% in 35 years. Just to match the 4% growth in our tax-free And Asset, you would need your savings account to earn 6.24%! Imagine, your boring old life insurance policy is really equal to a savings account with a 6.24% interest rate. That's pretty darn good.


Ok, now we're starting to see there's a lot more going on than we thought, but it gets even better. In an investment account, we have to add on some kind of management fee. This

couldn't happen in a savings account, but we are now comparing it to investments or bonds, and management fees can be up to 2% or 2.5%. The fact is, there are usually a lot of hidden fees. Even if we use a fee of 1%, we would have to earn 7.31% every single year, without a down year, for the next 30 years, just to keep up with the boring old life insurance. Think about that. You would have to earn 7.31% in the market every single year (not just an average over 10 or 20 years). And, that 7.31% would have to continue every year for the next 30 years, just to keep up with the life insurance policy.

The craziest part is when you look at the actual return we get on the typical investments most people have. Since 1994, DALBAR, Inc., the leading investment performance rating firm, has studied the actual long-term results investors get in the market. And according to their research, investors in stock mutual funds have averaged only 3.66% per year! This means that your investments are barely even outpacing inflation! Furthermore, when you see the rate of return that you would need in these investments just to keep up with life insurance, Ithink you can see that 3.66% is not even close to competing with life insurance. To put the cherry on top, these investments don't come with half the benefits that the And Asset provides. So, when you are comparing assets, just remember that the actual rate of return of stock investments has been 3.66% on average. Then start comparing all the other benefits that the investment has vs. the And Asset. Ithink you're starting to see why the And Asset is much more than just afancy product. It is amulti-dimensional, life changing tool.


One more alternative we have to look at is term life insurance. Many of you have heard the phrase, "buy term and invest the difference". This is where you're supposed to buy term life insurance, and invest the leftover money that you would've put into whole life insurance. The big thing to realize here is that the cost of term life insurance is not only costing us the listed premium, but we also have to factor in the opportunity cost of what that money could have earned for us over the course of our life. This is because term life insurance is an expense, and we are never able to use the money we put towards that insurance again, like we can with overfunded whole life insurance. You will therefore have to earn a much greater rate of

return on your investments. In this example it would have to be 7.84%. The money you are spending on term life insurance could have been working for you and growing, but now it is gone. That's 7.84% you would have to earn every single year, without adown year, for 30 years, just to match the And Asset.

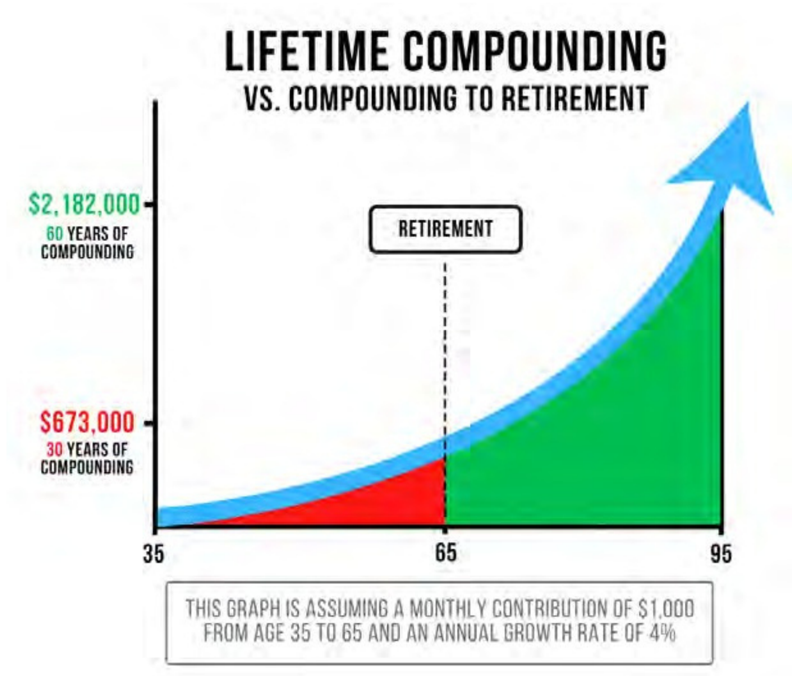

When you factor in fees, taxes, term life insurance costs, and all the other moving pieces, life insurance is actually an incredible growth vehicle. This goes against what most people are taught, but it is simple math and we have just seen how powerful it is compared to all the other alternatives like savings or other investments. This is why it is so important to look at more than just the rate of return.

We need to be looking at this from a lifetime perspective. Many people look 10, 15 or 20 years down the road, but what about 10, 20 or even 30 years into retirement? What if you could actually have more freedom in those years, since your money has been growing consistently for the majority of your life and has never stopped?

You might find an alternative that looks like it has a better rate of return, but if that rate of return slows down or you stop receiving the same uninterrupted compound growth in retirement, you will be missing out on a much bigger picture. Remember, what result do you want? If you want more access to money and more freedom both today and in the future, rate of return is a very small, limited piece of the pie.

To show you a final example of this, and how crazy the value of lifetime compound growth is, we're going to use the example of a35 year old man, we'll call Jake. He contributes $1,000 per month to his retirement account for 30 years at a conservative 4% growth rate. In 30 years, Jake is 65 years old and has accumulated $673,000 for retirement. The big mistake 99% of people make is they start taking money out of this account to use for retirement income. However, if Jake simply let his money continue growing, even without adding a single penny to accelerate his growth, Jake would not end up with $673,000 after 30 more years, but

$2,182,000. By simply letting his money sit and grow, his money grew more than three times its original value at the start of retirement. When most people hear this, they think, "Well, there's no way I can let my money just sit there for 30 years during my retirement. How am I going to pay for anything?" This is actually where life insurance surprises so many people, and why it is considered by any to be the most powerful retirement vehicle on the planet. Rather than taking money out of retirement savings, you can borrow against your savings. You still have access to money to fund your retirement, but you are now letting your money continue to grow and accelerate during the years where its compounding has picked up the most momentum. The graph below shows the true magnitude of this compounding. Not only will it shock you, but it will most likely take you a little angry that nobody has shown you this before. When you realize the power of uninterrupted compounding, and start taking advantage of it through the And Asset, you will tap into a whole new world of possibilities. Your retirement is just one area where you will see a massive impact.




*Side Note: All of this can be enhanced **even more**, and get put on metaphorical "steroids", when you start to take advantage of the effect of leverage. This will be explained in greater detail shortly, but essentially the leverage effect means you can use a small amount of your own money to control a large amount of someone else's money, and thereby create a much, much greater return on your investment.*

**Summary**

We have seen that even when comparing the limited scope of rates of return, we could make the argument that the And Asset outperforms most other investments once you add in taxes, losses and fees. Furthermore, with all the other benefits added on, like the death benefit and lifetime growth, it really is an incredible asset that is so much more powerful than anything else of its kind.

Evey dollar you make should be put to work, and should be responsible for working for you the rest of your life. The reason the And Asset is so powerful is that it does exactly that; it puts your money to work for the rest of your life.

You have seen the power of lifetime growth and how the And Asset can even outperform its alternatives in a rate of return comparison. Now, we're going to discover how the positive powers of control and use can be harnessed through the And Asset.

**Take The Next Step:** If you are ever interested in learning more, or want to find out if this is a; good fit for you, click here to book afree Clarity Call with one of our Wealth Coaches, or go;to https://meetings.hubspot.com/victor20

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# 5
# CONTROL & USE

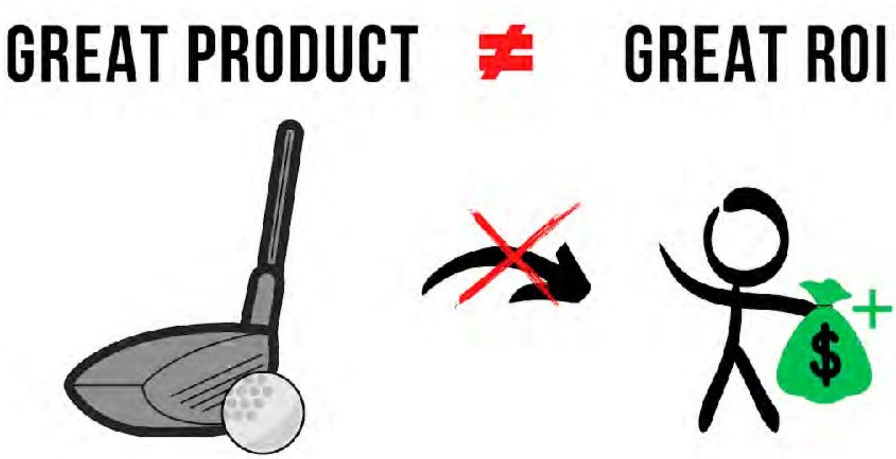
Now that your money is working for you the rest of your life, we need to discuss the control and use of your money. After all, money is a tool and its value comes from being able to utilize it in ways that are meaningful to you.

A lot of the time people refer to the use of your cash value as “becoming your own banker” or “infinite banking”. We call it controlled compounding . Either way, there is a lot of misinformation about this. If you don’t understand how this works, it might not make sense to you. You might be saying, “why would I borrow against my own money?” Well, there are a lot of people teaching that you can borrow this money for anything you want, such as going on vacation or buying a car, and you will still get wealthy. This is misleading advice, and while I do believe there is some incredible power in borrowing against your policy, the last thing you should think is that this is a get-rich-quick scheme.

**The Value of Control**

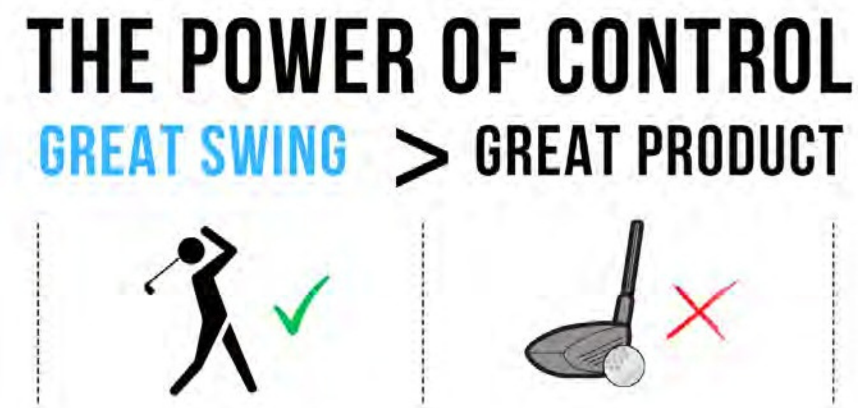
I want you to realize the true value of control, and more importantly, the fact that a good product doesn’t equal a good result. For example, if Phil Mickelson and I were to both invest in the best golf club on the planet, that golf club would have zero return on investment for me, but it could have a huge return on investment for Phil. In the same way, financial vehicles are simply a product that you must learn how to master. With complete mastery and control over your “golf club” or financial vehicle, you will be able to maximize the use of that product and create the greatest return possible. Our greatest financial need is using money, not saving money.

Learning how to use and control money effectively is going to be the most valuable investment of your time, effort, and resources possible.




**How vs. What (Swing vs. Club)**

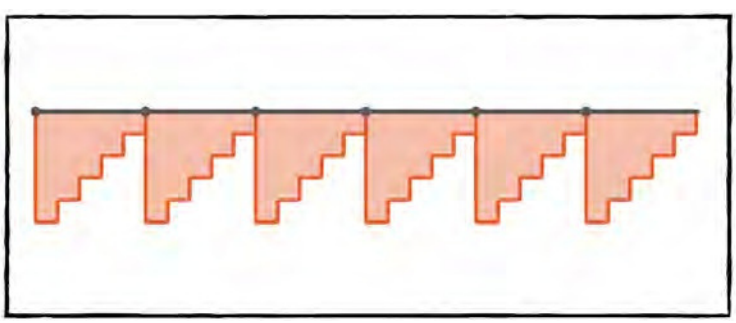
Another important thing to consider as we look at the power of control is the concept of How vs. What. Using golf as an example again, there are two factors to the quality of your shot; your club and your swing. A lot of amateur golfers dream about buying the most expensive golf clubs because they think it'll be the key to their success. However, experienced golfers know that the wing is by far the most important key to a quality shot. Even with a poor club, the best golfers can hit amazing shots since they have developed a professional quality swing.




If we apply this to financial strategy, a lot of people think that they just need to find the right financial product, and they will be set for life. However, if they don't have the right "swing" or don't know how to use that vehicle most effectively, there won't be any financial vehicle that can solve their problem. So, before I get into the nuts and bolts of how you can use the money in your policy, I want to show you three types of people and the three types of "swings" they use as it relates to money.

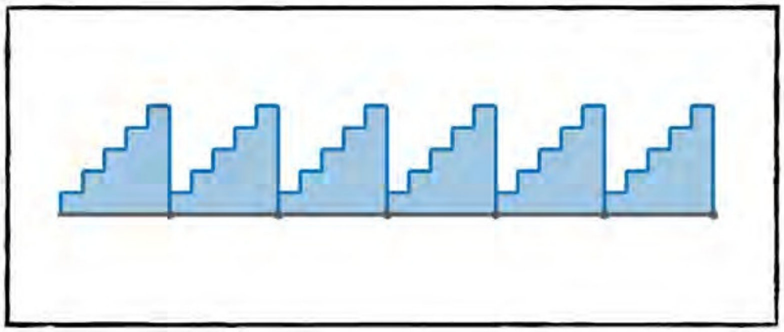
**The Debtor**

First, you have the "debtor", who pays off their debt with interest. This person can be categorized as the "paying interest" way to use money, and this is where most Americans are.



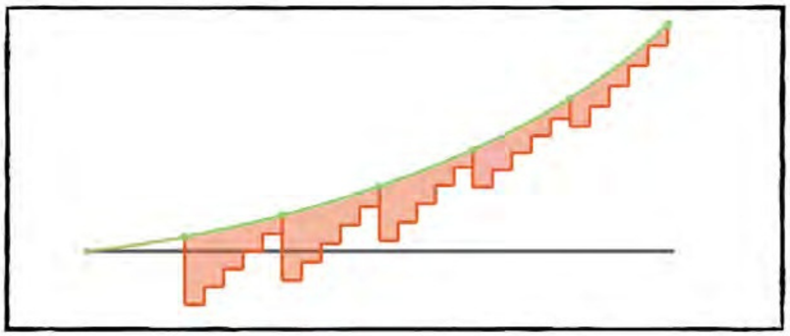
**The Saver**

The second person is the "saver" who saves up money and then pays cash. While this person is not paying interest, they are losing the benefit of what interest they would have earned on those dollars for the rest of their life. This person can be categorized as "losing interest" and this is the second most popular way of using money.



**The Maximizer**

Finally, we have a third way of using your money, and this person is called the "maximizer". In this scenario, the person never uses their own money to pay for purchases, but rather, uses the life insurance company's money and lets their personal money keep growing and compounding for their entire life. Most life insurance companies charge a4-5% interest rate to borrow money against your cash value, but this small cost lets your money continue to grow and compound, without taxes, losses or fees. So, while this may seem like you are "paying interest" and losing money, you are actually letting your dollars continue working for you and thereby create a far greater sum in the future than if you had simply paid cash to make those purchases.



While the And Asset is an amazing way to maximize your dollars, we are not saying that you can't be a maximizer through other means. For example, if you can take out a loan from a bank or credit union that has a lower interest rate than the life insurance company, then by all means, take advantage of that. We are simply showing you that wealth is created by how you use your capital. By leveraging other people's money, while you keep all your own money compounding continuously in a safe account, you are able to get ahead much faster.

Side Note: While you may not have dollar for dollar access to your money in the first couple of years, you need to realize that there are so many opportunities to make this money work incredibly for you. For example, if you could earn a greater return than the 5% you spent to receive access to your money, you will be getting ahead all while your savings are growing steadily in your And Asset. Some real-life examples include: investing in real estate, a business venture, or paying off high-interest loans.

Another thing to know, and this is extremely important, is that your rate of return is far greater when you borrow money than if you use your own money. This is known as leverage, and leverage can be defined as the ability to control a lot with just a little. For example, you could take a loan of $100 for the small price of $5. Most people know this as the interest rate, which in this case is 5%, but here's what most people don't think about. If you can earn $12 on that investment, you have not just received a12% rate of return. Rather than comparing the return on investment to the full $100, you need to compare it to the actual amount of money coming out of your pocket, which is only $5.

So, in this case, you have made $12 from an investment of $5, which is actually a140% rate of return. Not only did you just make a significantly higher rate of return than you would have by using your own money, but all your money is still working for you in your And Asset. You also have a significant amount of money that you just created that can be added to that and start increasing the compounding power of the And Asset once again. Most people never think of money in this way, but if you can start to see the power of leverage and take advantage of it, you will start to truly gain an "unfair" advantage that makes this entire strategy even more powerful.

## THE POWER OF LEVERAGE

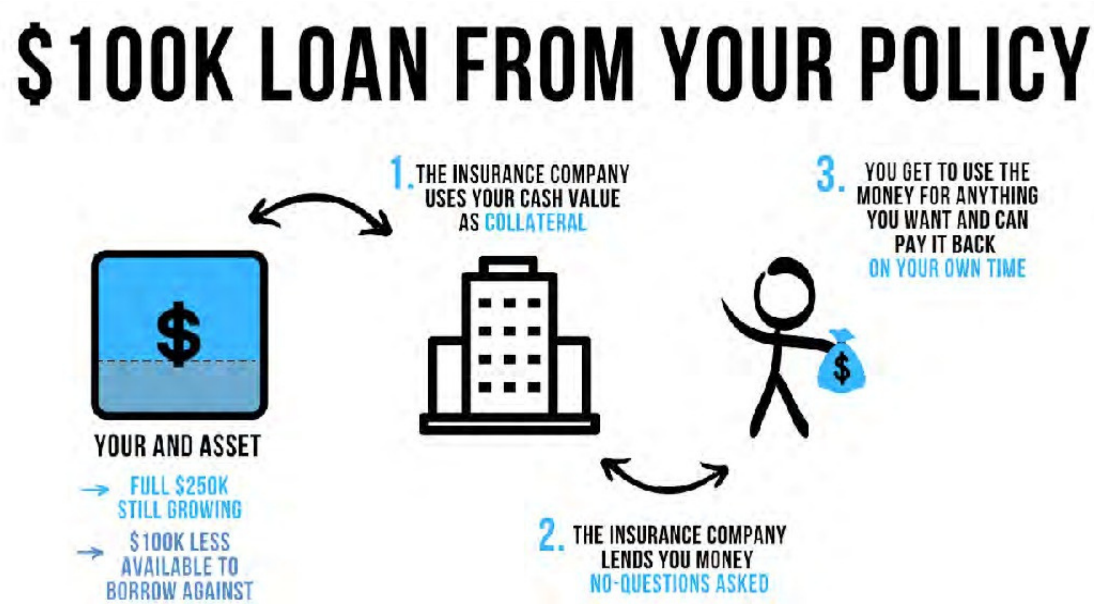
| | INVESTMENT | PROFIT | ROI |
|---|---|---|---|
| INVESTMENT TOTAL | $100.00 | $12.00 | 12% |
| YOUR PERSONAL INVESTMENT | $5.00 | $12.00 | 140% |

A question people usually ask is, "Caleb, what about paying for vacations, or paying for a car?" These might be liabilities, but what I would say is that these purchases have more to do with the level of value you personally place on them. Since rate of return is not the goal to start living a better life, you simply need to determine how much you personally value

each purchase. If you believe a purchase has a value that exceeds the possible 5% interest rate, then it might be a great way to use your money.

For example, let's say you have $250,000 in your life insurance policy, and you want to buy a car. You could take the money out of your policy and buy the car, but you won't be able to put that money back because, after you take money out of a policy, it can't be put back in. To clarify, this means that if you are taking money directly out of your policy, you cannot put money back into that policy outside of your regular premium payments.

However, rather than taking money out of your policy directly, the life insurance company will allow you to borrow against your policy, up to $250,000. You can use that money to buy whatever you want, since it's protected by the money in your And Asset. Say you want to take a $100,000 loan to buy the car, which means two things for the money in your And Asset. First, will have less money ($100,000 less) to borrow against in the future until you pay off that an. Second, all the money in your policy will continue growing without interruption. What's also great about this is you get to pay back the insurance company on your own time frame, all while you money is still growing for you.




*Side Note: Every decision we make when it comes to our money should be looked at in terms of asset-based activities and liability-based activities. Asset-based activities are activities that have a possibility of giving you a positive return on your investment, whether that's time, energy, or resources. Liability-based activities are activities that will leave you with less than you put in, they could even be draining your time, energy, or resources for years to come. When you are thinking of using the money in your And Asset, make sure you determine whether each purchase is an asset-based activity or a liability-based activity. If the vast majority of your purchases and investments*

*of time, energy and resources are in asset-based activities, you will get ahead much faster and will be optimizing the use of your And Asset.*

**Isn't This Too Good To Be True?**

At this point, many people think this all sounds too good to be true. They say, "How is this; possible? I've never heard of this before." Well, the most important thing to understanding is; that these insurance companies are playing the long term game. First of all, they are going to; get paid whether you live or die. You will either take out a loan and pay them back, cash out,; or die. In each of these scenarios, the insurance company will not lose money. Even when; you die, the insurance company subtracts your outstanding $100,000 loan from the death; benefit. In all these situations, the life insurance company always comes out ahead, and that; is why they are such great companies to partner with.

**Summary**

We have to understand that the most important piece of all this is the fact that we can; receive uninterrupted growth for our entire life, in a system where your dollars are working; for you in multiple ways. Also, remember that the activities you are using your money for; should be getting a greater rate of return than 5%. Or, they need to be personally valued; more than the 5% cost of using that money.

I want you to know the difference between your cash value and how it's used as collateral.; Also, how we use the insurance company, and the different ways the insurance company; can pay you back.

In the next chapter, we're going to look at how these powers of compounding and control; can make the And Asset an amazing retirement account. We'll also examine some other; features that add to the effectiveness of the And Asset as a retirement account.

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# 6
# RETIREMENT CASH FLOW

We have come along way. We have not only covered how powerful the And Asset is, and how it can be an asset that gives you both growth and control of your money. We also covered how it's structured to be a contract that provides incredible living benefits, and how it can be used and controlled throughout your lifetime.

To preface this discussion of retirement cash flow, we need to get a clear picture of the real goal of retirement. When given an analogy of climbing a mountain, most people say the goal is to reach the top. However, the real goal is to both reach the top and to get back down safely. Similarly, when most people think of retirement, they think the goal is to accumulate a certain lump sum amount by the time they retire. In reality though, they need to be planning not just for the day they hit retirement, (reach the p of the mountain), but for the duration of their retirement (make it safely down the mountain). In this chapter, we are going to show you how to get down the mountain safely, without worrying about falling or getting injured along the way.

**The Two Biggest Retirement Dangers**

There are two main dangers that we face when it comes to retirement. These will not only create risk to your retirement, but could change unexpectedly at any moment. These two dangers are taxes and losses.


The first danger is losses. These can be losses of any sort, because losses in general are extremely hard to recover from. For example, most people use a strategy called dollar-cost averaging to avoid losses on their way leading to retirement (going up the mountain). Dollar-cost averaging is a term that refers to investing the same amount of money in the same stock or mutual fund at regular intervals. They ignore the fluctuations in the price of the investment. Whether it's up or down, they're putting the same amount of money into it. This means you are buying when the stocks are both low and high.

strategy is based on the idea that your returns will average out and you will come out ahead. However, this strategy actually works against you in retirement, (coming down the mountain) when you are taking money out of your investments. You are seeing exponential losses going against your retirement account, whenever you take money out. This is why losses are so crucial to avoid, and why picking the right savings, or retirement, vehicle is so important.

The second danger we want to avoid is taxes. The biggest problem with taxes is we have no way of determining what the tax rate will be in the future. Most people say they're going to be a lot higher. This makes sense, because it's really hard to imagine taxes going down when we
look at all the entitlement programs that have to be funded. Taxes almost have to go up. So, this is definitely another big risk to your retirement. You need to minimize the damage of increasing taxation in retirement, which is exactly what the And Asset does.

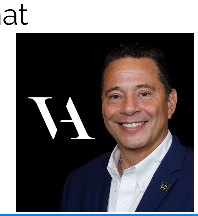
**The 5 Retirement Strategies**

With the two biggest retirement dangers in mind, we're going to talk about five strategies we can use as it relates to life insurance, and what is probably the biggest problem as it relates to your retirement.

Let's suppose that you have $1 million in your account. Where that money is held is extremely important. If you held it in a traditional IRA, there's a calculation called a 'safe withdrawal rate' which determines how much money you can withdraw. The rate used to be 4%, also known as the 4% rule. This meant you could withdraw 4% of your assets and be pretty confident that your money would last the entirety of your potential 30 years in retirement.

The problem is we're now living longer, and we also have to account for inflation, so the safe withdrawal rate is actually much closer to 3%. So, if we have $1 million, we can take out $30,000 per year. Not very much. But to make matters worse, this money is also taxable. So, that $30,000 turns into an even smaller amount, closer to $24,000 or $25,000. This just goes to show that the American dream you are working so hard for, could all be completely false.

When we're looking at cash flow in retirement, the number one objective is to maximize what you've worked so hard for. These are 5core strategies that will have the greatest impact on your retirement. Here is a breakdown of how they each work.



**Strategy #1: Your Sole Retirement Account**

The first strategy actually involves using your life insurance policy as the sole way to fund your retirement. My good friend Bryan Bloom has a book called the "Capital Equivalent Value of Life Insurance". In the book he writes, "...if we're going to compare cash flow from a life insurance policy, and we're going to compare rates of return, we should actually compare based on cash flow in retirement, rather than the growth." This makes a lot of sense, because we would much rather have $50,000 of cash flow per year than $24,000 or $25,000 in retirement, even if that $50,000 is coming from a smaller lump sum number. The first thing we need to note is that if we just want to avoid taxes and losses, borrowing against the cash value in our policy can be a really solid plan to supplement income in retirement. Many clients and experts actually argue that it's one of the most effective strategies of saving for retirement.

**Strategy #2: Pension Maximization**

Strategy number two is something called "Pension Maximization". Pension Maximization is essentially using your cash value plan and death benefit to maximize either an annuity or a pension plan. Most pension plans either have a "joint annuity" or a "single annuity". A joint annuity is what most people sign up for. This is where you and your spouse may have a pension or annuity. You could use this joint annuity to cover your assets, and take more out today. Also, you would still have the security that if something happens to you, your death benefit will get passed on to your spouse and they'll receive a stream of income that protects their retirement.

If you had a "single annuity", you would get more income now, but if you pass away, the income would disappear and there would be none available for your spouse.

**Strategy #3: The Volatility Buffer**

The third strategy is the "Volatility Buffer". In this scenario you have an And Asset alongside a market based portfolio. If the stock market crashes, you can tap into the Volatility Buffer and wait until the stocks recover. It's extremely straightforward, but by simply eliminating those down years, and eliminating the need to make withdrawals while your portfolio is crashing, your distribution rate will be enhanced significantly. And, your chance of maintaining a steady income greatly improves.

**Strategy #4: The Back-Fill**

The fourth strategy is called a "Back-fill". In this example, let's say you have a certain amount of money in your policy, and you borrow against it to invest in real estate. This loan is either compounding or is remaining the same as you're simply paying the interest, but not paying down the debt. When you sell your real estate, or come into possession of any large sum of

money (such as selling a business or receiving an inheritance), you need somewhere to put; this money. Most of the time, because of the maximum limits placed on the amount you can; put into  policy, you wouldn't be able to deposit a large sum into your policy. However, since; you have taken out a loan with this Back-Fill strategy, you now have a home for that money; and you a deposit a large sum all at once.

**Strategy #5: Reverse Mortgages**

The last strategy is one that is not very common, but it can have some unique benefits. It is; called a "Reverse Mortgage". A Reverse Mortgage is a type of loan for seniors ages 62 and; older, which allows homeowners to convert their home equity into cash income with no; monthly mortgage payments. Basically, if you have to pay off a house, you can go to the; mortgage company and get a stream of income which gets taken from the equity in your; house. If you have life insurance, how amazing would it be to say, I can have all this money; tax-free because it's considered a loan, and I'm going to give my children the ability to keep; the house or sell the house and keep the money. This is powerful because you are being; given options that can increase your freedom and increase your peace of mind.

**Summary**

The And Asset is an incredible asset that truly helps you take back control. Part of that; control element is looking to the future and improving your future cash flow. We just looked; at 5 ways the And Asset can help you optimize your retirement. In the next chapter, we're; going to talk about how the And Asset can provide incredible benefits towards your legacy; and your protection.

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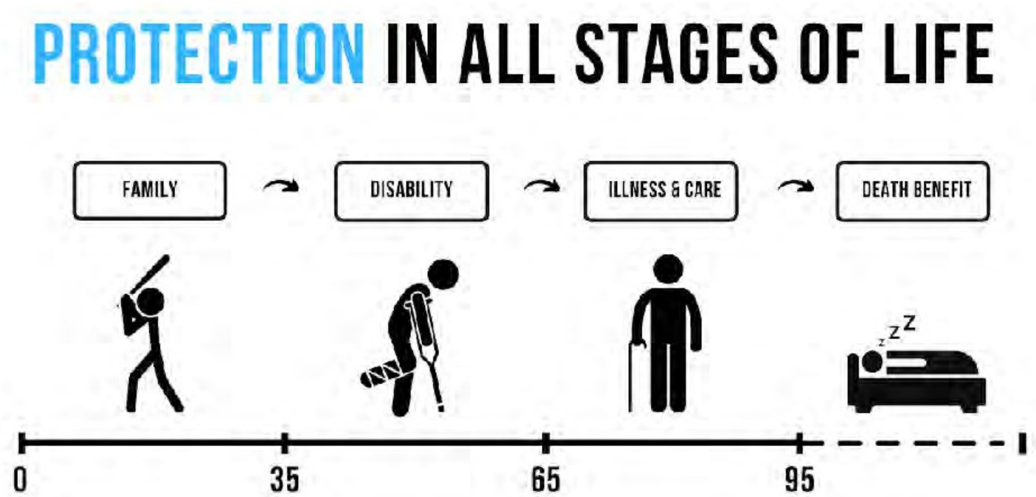
# 7
# LEGACY & PROTECTION

As we dive into the legacy and protection aspect of the And Asset, I hope you know by now that the thesis and theme of this whole handbook is about giving a dollar multiple jobs. You don't have to choose just between two good options. We're making our dollar multi-dimensional, and that means we don't just receive our living benefits. We also save our dollars in a place that can protect our lives and can even protect the funding of our contract.




**The Death Benefit**

The first protection benefit I want to cover is the death benefit. This might be self-explanatory, but the life insurance death benefit gets paid income-tax free and it is based on your ability to earn money. If you have invested in yourself as your greatest asset, and developed the skills to earn $100,000 per year, that income will end up being worth more than $4 million over 25 years, including interest and growth. Your income is vital to the success of your future, and your family's future. Your death benefit becomes extremely important for taking care of the people, causes and organizations that you care about. You also saw that there are a lot of other benefits to the And Asset, but what is really special about this is that the And Asset is a self-fulfilling plan. This helps us think in much longer terms since there is a foundation of security in place.

**Chronic Illness &Terminal Illness Rider**

The next protection benefit is really important as well. We live in a world where long term care is a hot topic. A lot of these policies have a chronic illness and terminal illness rider, also known as an accelerated benefit rider. These are riders that act very similarly to long term care riders. You

can spend a portion of your death benefit on special care if something happens and you get; a chronic illness or can't perform a certain number of daily activities. This is an additional; benefit added to all the other benefits you're already getting. It can be extremely useful as it; gives you the ability to spend that money while you're living.

**Waiver of Premium Rider**

Another optional rider benefit, which a lot of people choose not to take advantage of, is; called a waiver of premium. This waiver of premium means that if you become disabled, the; rider will waive your need to pay the premium. Instead, the company will pay that premium; on your behalf.

You don't always know if the company will pay the payment on your behalf, or if they will; waive the payment on your behalf. If they actually pay the payment, you are getting that; money added to your And Asset, which increases your compound growth even more. This is; an incredible benefit.

**Summary**

You can see, there are so many other benefits that far outweigh the simple rate of return; argument. One of our co-founders, who was one of my best friends, died of cancer, and we; saw his death benefit take care of his entire family. That experience showed me the true; power of a death benefit. No matter what your thoughts are about me or the And Asset,; make sure that you're protecting the value of your life and the people or things that you care; about most.

Also, as we've discussed, there are some awesome benefits to the And Asset that can give; your death benefit some cool living benefits as well.

In the next chapter, we're going to explore how all these powerful qualities of the And Asset allow you to save more and supercharge this awesome engine you've created.

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# 8

# ABILITY (& INCENTIVE) TO SAVE MORE MONEY

In this chapter we're going to be looking at the benefit of saving more money. We covered a lot so far, going into the nuts and bolts of how the policies are designed and the growth of the And Asset. We also explored how you can control your money and use it throughout your life, including the protection and legacy benefits of a contract. Now we are going to talk about one of the main reasons why I think the And Asset is the biggest no-brainer for you to be using in your life.

One of our principles at BetterWealth is consistency. We want people to consistently be able to save, and we want that money to be consistently working for you when you save it.

I would make the argument that we have a savings crisis on our hands. We even have an assessment tool that can show the impact of your savings and consumption. We have found that saving more will give you far greater rewards than increasing your income.

The big question to think about is, "if you can make each saved dollar do multiple jobs, without putting those dollars at risk or losing control, how much more could you save?"

**10% Savings Made Easy**

In the 10 principles of "The Richest Man In Babylon", it is taught that 10% of your money is yours to keep. However, a lot of people, especially entrepreneurs, will ask if that money will be free to access in case of opportunities or emergencies.

A lot of people are worried about not having money available in case of emergencies or new investment opportunities. They wonder if their money can be put to work while also being accessible. Let's say you can have control and access to all your capital throughout your life. If so, could you not save 20% or more if it was both growing and could be used to invest in your business, to pay off your house or to buy real estate property?

We're showing people how they can save more money because that money can be used throughout their life. Nelson Nash, in his book "Becoming Your Own Banker", talks about the analogy of receiving an injection. He asks, "do you care more about the rate at which you inject the shot into your arm, or the concentration of the liquid that goes in?"

Most people would correctly say, the concentration of the liquid is most important. You could die if you were given the wrong concentration. Similarly, most people are looking at the wrong metric when it comes to their money. They are looking at the rate of return. If you

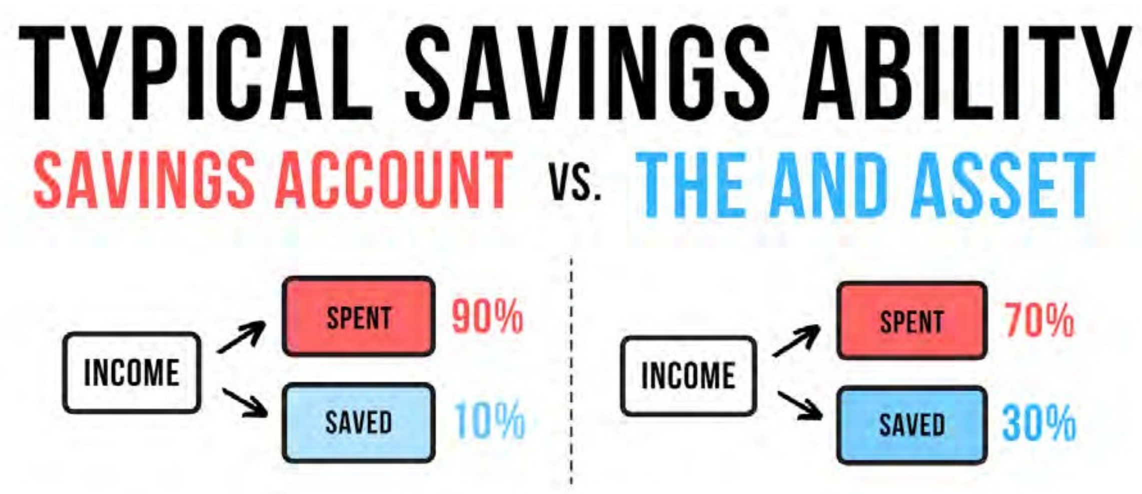
have a savings problem, or alack of savings, it doesn't matter what the rate of return is, because 100% growth on $0, is still $0. I would much rather reduce my chance of loss and create a system where I can save more money and pump more fuel into this engine of growth.

**Spending vs. Saving**

The next concept I'm going to share may seem extremely simple, but is also extremely profound. When you earn money through any means of income, that money can go to one of two places. It can either be spent or saved. There's really no other place your money can go.

Spending includes tithing, taxes, housing, and any other lifestyle expenses that are consuming your money. Saving, on the other hand, is anything that is putting your money away for a future date. Usually, 10 or more years in the future.

Let's say you're going to save 30% of your income. This might not happen overnight, but if you take the time to sit down and map out your saving and spending with an expert on our team it is definitely attainable. This means you are spending, or consuming, 70% of your income.




The next thing to think about is that every purchase, whether it's a car, a business investment or anything else where you need capital, can be made possible by borrowing against these savings. If you're buying a car, and you can afford a payment of $500 per month that will take 4 years to pay off. You just need to be aware that you can borrow against your own money and buy that car with your own cash flow. Same thing with debts or business. Make sure that you are earning a greater rate of return from this money than what you are paying to borrow the money. If you can, this is an amazing way to fund those purchases.

**Summary**

Look at where you're currently saving your money and ask if it is allowing you to inject as much money into it as possible. Is it giving you solid growth you can rely on for the rest of your life? Is it allowing you to access that money in the case of opportunities or emergencies? Once you can save your money in a place where you receive both growth and control, you will not only be able to save more money, but you will accelerate the growth that you are already experiencing in your And Asset.

You are not just receiving the growth benefit of saving more money and having a greater quantity of savings over time, but you also have the access to take advantage of opportunities to multiply that money even more.

I hope this really helps. In the next chapter we're going to talk about why you are the single greatest asset you can be investing in, and how the And Asset lets you show up powerfully as the #1 asset in your life.

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BONUS 9

# BENEFIT & NEXT STEPS

In this final chapter of the And Asset handbook, we're going to cover the bonus benefit of you being your greatest asset. This has been an exciting journey, but now we are going to talk about something that is an overarching theme in everything we do. Really, this is the ultimate reason why the And Asset helps you achieve what you really want in life. If you understand that you are your greatest asset, and that the greatest returns in life come from investing in yourself and in the things you can influence, this will really resonate with you.

Also, if any of this has struck a chord with you and you want to start implementing this in your life, you can book a free call with one of our Wealth Coaches at any time. We truly want to help you achieve the next level in your financial life and we believe that if there's anything we can offer, whether it's a product, a strategy or both, we want to help you with that.

**The Greatest Benefit**

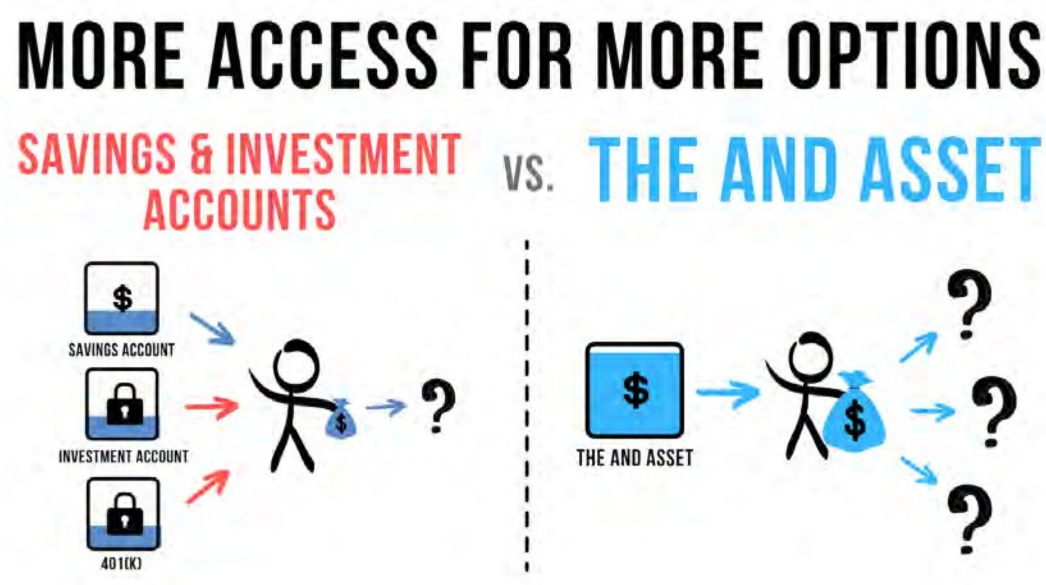
I know you are probably getting as excited about this as I first was. However, before wrapping this up, we are going to take one last look at an aspect of the And Asset that is the least tangible, but will ultimately have the greatest impact on your happiness and sense of freedom.

When your money is not being controlled by someone else, but is fully in your control, you can start to use money as the versatile and multi-dimensional tool it was created to be. The And Asset provides you with the security and freedom to use your money in ways that can truly make your life more meaningful. Possibilities may include: investing in real estate, a business, or simply giving your family more freedom to take advantage of life's amazing opportunities.

When we help people with their finances, we don't just want people to live better in retirement, or create a financial plan that puts more money in their bank account. We want to give you the tools, the processes, and the team to help you start enjoying life and living life to the fullest.

I truly believe that the And Asset is not just the most efficient and effective financial vehicle for saving and growing your money. It's also the most effective vehicle for giving you the freedom to live a life that you truly love. This means being able to invest in yourself, in the things you care about, and to create the security in your life that removes any worry or fear for your future.

I don't want to overcomplicate this, but if you agree with the statement that you are your greatest asset, would any rate of return be worth it if it takes away your ability to invest in yourself and in your ability to show up more powerfully in your life? If you show me how I can invest in myself, and use my time, effort and money to create an intentional life that inspires me and energizes me, that is worth more than anything.




**Next Steps**

In conclusion, I just want to thank you for taking the time to look for a better way. As Henry David Thoreau famously said, "The mass of men lead lives of quiet desperation". By taking the time to read this handbook, you have proven that you are not content settling for a life of "quiet desperation". You are committed to finding a better way for you and the people you care about most.

The reason I believe the And Asset is the greatest place to save and use your money is not only because of all the benefits that it provides you as it relates to your financial growth, control and protection. It's because it also gives you the freedom to live your life in a way that is meaningful to you, without taking away your ability to provide a financial legacy for generations to come.

I hope this handbook has been extremely insightful and eye-opening for you. This has been my all-consuming passion, and is one of the core inspirations that gets me up each morning.

I truly believe that the And Asset can be a pivotal strategy that completely changes the way you provide for yourself and your loved ones. It is my mission to help as many people see the truth about this incredible vehicle as possible.

Thank you so much for taking the time to invest in yourself by reading this handbook, and if you ae interested in learning more, please book a free call with one of our Wealth Coaches today. We are here to serve, and it would be an honor to play a part in helping you create a truly intentional life.

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Until next time,

Founder &CEO |BetterWealth
Speaker |International
Author |The And Asset