



WiseMoney

The Millionaire Formula

“How Much is Enough” Workbook

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THE MILLIONAIRE FORMULA

Having spent over 20 years coaching entrepreneurs and over 30 years being one myself, I've compiled a list of questions that most Business Owners cannot answer; but absolutely need to be able to in order to build wealth and financial freedom.

Your financial success is not just your business success. Contrary to what most entrepreneurs think, these two are categorically different! Your business success is measured by Revenue and Profit. Your financial success, on the other hand, is represented on your personal balance sheet in the form of Net Worth.

You are an entrepreneur, but if you want to be an successful entrepreneur who is also a Millionaire, you must know the formula for financial success. The Millionaire Formula begins by knowing the answers to 10 questions that few entrepreneurs can answer.

By completing this Millionaire Formula Guide, you step on the a path that fewer than 15% of all people travel -- The path of Financial Freedom. This step-by-step workbook is a formula to get you off the paycheck to paycheck hamster wheel and to a place of financial surplus and abundance. The purpose of doing this work over the next several pages is to put you on the path of becoming a net worth Millionaire. These questions and their answers are the equation to of the Millionaire Formula. Yes, there is a formula that, if followed, guarantees that you become a millionaire.

THE QUESTIONS

1. **Do you know your net worth?**
2. **Do you know how much you need to make in your business to be financially free?**
3. **Do you know how much you paid yourself last year?**
4. **Do you know how much you put back into your business?**
5. **Do you know what your Profit Margin is?**
6. **Do you know what percentage of your income you invest?**
7. **Do you know the last time you looked at your profit/loss?**
8. **Do you have a personal Balance Sheet that you use to track your Net Worth?**
9. **Do you know how much money is enough?**
10. **If I gave you \$1M do you know what you would invest in?**

How much is enough?

"How much [money] is enough?" is both a philosophical question and a practical one.

Philosophically

It's important to ask yourself the question: "Is more better?" If you have not thought about this question, there is no doubt that you live by a philosophical notion that yes, more is always better. It's this mindset, ironically, that is the demise of most wealth creation potential. It drives consumerism, record levels of personal debt, waste and an "always be scaling" philosophy, all of which ambush the opportunity for you to become financially free.

When you don't know "how much money is enough" you focus on the wrong things: you work harder to make money and with every increase of income comes an equal (or greater) increase in your cost of lifestyle. As you make more, you buy more possessions, status, prestige, luxury, convenience and comfort. You are in a trap and don't know it. You measure your success by what others have, and buy your way into the social status you crave. The more you have, the more you want. More. More. More.

It becomes a mentality of:

Instant gratification

I want what I want when I want it

Everything is disposable

I need the upgrade

I want luxury, comfort, and convenience

The more is better mindset causes you to trade in your car every few years, buy new clothes incessantly, get a bigger and better house, and upgrade to the latest TV and iPhone because a new version has been released.

At the end of the day, this Never Enough philosophy leads to dissatisfaction. If you live for having it all, you will never have enough. You can never be satisfied and fulfilled.

This cultural mindset is what causes you to under-save and under-invest which is what robs you of the financial security and freedom you seek. Unbeknownst to you, this is why you feel "stuck" and living on the never-ending hamster wheel of "make more to be able to spend more and need to make more to pay for the more that isn't yet paid for."

Practically

Practically speaking, if you want to be a millionaire, you can't abide by the "more is better" philosophy. You need to figure out "how much is actually enough."

Yes! This "How Much is Enough" can be quantified and knowing this number is the true secret to financial stability, security, success, and ultimately **FREEDOM**.

Your “How Much is Enough” is the magic number that alleviates all of the underlying money anxiety and fear that you have tucked away but is always there running the show in the background.

Once you know your number, it's easy to create a plan to get there. And, you can actually have fun with money and enjoy the journey of creating the monies that fit your desired life and lifestyle.

This is called Lifestyle Architecture. It specifies: What does your good (enough) life look like and how much does it cost to live it? It also takes into consideration how much of your life energy (your time on this planet) are you willing to trade (through work) to have that life.

“More” comes at a cost. The cost of spending more time at work, the cost of divorce as a result of not being home with the family, the emotional cost of “all work and no play”, the cost of eating poorly, drinking too much, and not enough exercise, etc ...

Let's give this a try:

When it comes to money, the most important thing you must know is: “Your Good Enough” number. This becomes your financial north star. But, it's not pulled out of the sky (pun not intended)!

Instead, you do a little math and figure out your number for yourself. Did you pick up on the fact that I said you and not your financial planner? You see, contrary to popular belief, you take this number to your financial planner, not the other way around.

Your Good Enough number is a number that represents just that, Enough.

This number means you don't NEED any more money than this number. And you probably don't want less than this number either. Why? Because it is consciously, intentionally, thoughtfully and practically calculated – derived from spending some time to discover and be able to articulate what a good life looks like (and feels like) to you. I call this a Wealthy Wellthy life.

So, step 1 is to figure out your “Good Enough Number” (by using the exercise on the next page) and then sit with this number for a while. Knowing that this is YOUR number. It's not your neighbor's number, or your mother or father's number, and certainly not a number that's common amongst peers.

Once you know your number it's important to know that, EVERYTHING (financially speaking) is connected to this number moving forward.

Well, if financial freedom is important to you, that is. This is why we call your North Star Number your “Freedom Number.” You'll train yourself to ask yourself the question, before you otherwise mindlessly spend, “is this worth my Freedom?”

No part of your money can be disconnected from your Freedom Number, ever.

When you understand this and decide to live “connected and aligned” with your financial north star – the way you look at your money, manage your money, care for your money, calculate your money It all changes. Radically.

We have a mantra we say in our Wise Money School: “Is this worth my freedom?” It’s a thought to keep in mind before all financial purchases and decisions, including:

- **How much revenue do I need to generate in my business?**
- **How much money do I need to have saved in a rainy day fund?**
- **How much money is allocated to spend on my car and my house?**
- **How much money do I wish to invest in my education and personal development?**
- **What is the opportunity cost of ignoring, abdicating, or procrastinating my finances?**
- **How does this money belief or behavior affect my marriage/partnership?**
- **Should I spend money on this purchase - is it worth my freedom?**

As you can imagine, there is no end to the financial questions that we consider (consciously or unconsciously) but the takeaway here is that everything money-related should pass through this filter of “How Much is Enough?”

Otherwise, money is confusing. When you don’t know your number(s) you cannot have the clarity required to have a financial strategy and road map that can lead you to your end destination (financial freedom).

Without clear numbers, you have no gauge for knowing if you are on track, or not. Just like maps and gauges you have on your car dashboard to get you safely from point A to point B without any breakdowns – you need the same with your money. So, let’s give “good enough number crunching” a try. It’s fun!



Discover How Much is Enough for you [Freedom Number]:

Complete the following exercise to get a solid rough draft of your numbers, as a starting place.

By completing the exercise below you'll also discover how much you need to invest monthly/annually to hit your Good Enough Number. Therefore the final question will be, “Where do I invest?”

Typically, that’s the first question I get. But, “How much is enough?” is the question that should be asked first. Asking “where to invest” is out of order. It’s the cart before the horse that won’t get you anywhere.



Discover How Much is Enough for you [Freedom Number]:

A	Total Annual Household Income (LIVING + LUXURY)	\$
B	Cost to live your life annually? (LIVING + LUXURY)	\$
C	Freedom Number (Multiply your total lifestyle expenses (B) x 20)	\$ Answer = (B) X 20
D	Current Net Worth on Balance Sheet? (Not including your business or personal residence)	\$
E	Freedom Number Gap	\$ Answer = (C)
		- \$ Answer = (D)
		= \$

EXAMPLE:

Tom lives a life that costs him \$150,000 per year. That's a great lifestyle for him and he'd love his passive income to one day cover these expenses. He currently has a net-worth of \$1,000,000 and wants to know How much Is Enough?

A	Total Annual Household Income (LIVING + LUXURY)	\$ \$175,000
B	Cost to live your life annually? (LIVING + LUXURY)	\$ \$150,000
C	Freedom Number (Multiply your total lifestyle expenses (B) x 20)	\$ \$3,000,000
D	Current Net Worth on Balance Sheet? (Not including your business or personal residence)	\$ \$1,000,000
E	Freedom Number Gap (Subtract your current net worth (D) from your freedom number (C))	\$ \$3,000,000
		- \$ \$1,000,000
		= \$ \$2,000,000

What does this mean exactly?

The answer to the question, "How Much is Enough?" is your Freedom Number. Your Freedom Number Gap is simply how much more net worth you need to grow to hit it.

In the exercise above, we asked you what your current lifestyle is, assuming that you're happy with it. Meaning, once you reach financial freedom, your non-working income (from your assets), will cover the cost of your current lifestyle, forever!

"How do I know it will last forever?"

Well, in Tom's example above, when Tom hits his Freedom Number of \$3,000,000 (meaning a \$3,000,000 net worth through active investing), that \$3,000,000 will stay in investments and will continue to grow over time. If the overall portfolio averages an 8% return, the inflation rate is 3%, and Tom "pulls" 5% from that net worth per year (\$150,000), he will never run out of money! That's the goal.

"What if I desire a higher lifestyle than what I'm currently living?"

Let's again take Tom for example. Tom's current lifestyle cost is \$150,000, but let's say once he hits financial freedom he'd love to live a \$200,000 lifestyle per year! Amazing!

To recalculate his Financial Freedom Number, he'd simply change (B) above to his desired lifestyle cost of \$200,000, which would increase his Freedom Number to \$4,000,000.

"Based on my Freedom Number Gap, how much do I need to invest monthly to hit it?"

Now we're talkin'! Finally, some reverse engineering. :)

Using Tom again, his Financial Freedom Number Gap (from the example on the previous page), is \$2,000,000 and he'd like to reach financial freedom in 20 years. Knowing when you'd like to hit Financial Freedom is CRUCIAL.

To know how much he needs to invest monthly, over the next 20 years, to reach financial freedom, we'll use a reverse-compounding calculator.

Go to wealthywellthy.co/reversecompound to pull up the calculator and refer to the next page to know what numbers to input.

Before discovering Tom's necessary monthly investment amount, as well as your own, we've provided a Freedom Number Cheat Sheet for you to glance at!



Freedom Number Cheat Sheet

My Desired Passive Income (Annually)	Freedom Number Gap	Monthly Investment Amount (20 Years)	Monthly Investment Amount (30 Years)
\$100,000	\$2,000,000	\$2,800	\$1,000
\$150,000	\$3,000,000	\$4,200	\$1,500
\$250,000	\$5,000,000	\$7,000	\$2,500

The cheat sheet is helpful to ballpark Freedom Numbers and necessary Monthly Investment Amounts based on a few different Desired Passive Income numbers.

To discover the exact amount you'll need to invest monthly to hit your Freedom Number you'll use these inputs in the reverse-compound calculator:
wealthywellthy.co/reversecompound

Tom's Calculator Inputs:

Savings goal: **\$2,000,000**
Years to reach goal: **20 years**
Interest rate per year: **10%**
Compounding method: **monthly**
Amount of first deposit: **\$1**
Date of first deposit: **today**

Savings goal: **(E)**
Years to reach goal: **___ years**
Interest rate per year: **10%**
Compounding method: **monthly**
Amount of first deposit: **\$1**
Date of first deposit: **today**

=

\$2,633.76

**Monthly Investment Amount
Needed For Tom**

=

\$

**Monthly Investment Amount
Needed For You**

Congrats! You now know How Much Is Enough as well as How Much to Invest monthly to have enough, forever!

Now it's time to answer Question #10: "Where Do I Invest?"

Where Do I Invest?

The truth is, this is the wrong question. Or at least, in the wrong order.

99% of the entrepreneurs I speak with and consult... well, their money (in their business and household) is messy, disorganized, unaccounted for, sloppy, ignored... The list goes on. If your money is messy, you won't have enough to invest regardless of where you invest it.

You see, the *last question* you need to be asking before you get your money working like a well-oiled machine is "Where should I invest?"

For most, it's as though that question alone is the magic pill for wealth creation. It's not.

And, besides that, foundationally, there are really only two places to invest:

1. Invest in another person: to invest your money.

e.g. A financial advisor. Fund manager. Your uncle. Krisstina. You name it.

2. Invest in yourself to become an investor: You invest your money.

Caveat: This doesn't mean you won't ever need help or a team. It means you're the CEO of your investments. Just like you are the CEO of your business, you steer the boat.

TRUTH: NO ONE CARES ABOUT YOUR MONEY OR YOUR FUTURE MORE THAN YOU DO.
ALSO, NO ONE CAN ATTRACT MONEY AND OPPORTUNITIES TO YOU OTHER THAN YOU.

Not to mention, investing is nuanced. What works for me won't necessarily work for you! Why? Because my age, interests current lifestyle, freedom number, and future ambitions are mine, not yours. And yours are yours, not mine.

As a result, when people give their money to a financial advisor they don't ask the right questions.

Mostly, because they don't know the questions to ask. They trust their advisor to pick some assets to invest in and in turn — make them wealthy. Keep in mind, that a different advisor would give totally different advice to the question, "Where do I invest?" ← that's odd, isn't it? Kinda makes a point.

Let me give you an example of something similar:

Let's say you come to me and say, "Krisstina, I want to have a successful business. What business do I need to start? Tesla did well... should I start an electric car company?" ... maybe?

Where Do I Invest?

Asking me what to invest in to become a millionaire (or whatever wealth means to you) is like asking me what business to start to have a successful business... There are MILLIONS of different businesses making millions of dollars. There is no "one business" that you need to start to be successful. It's about being a good business owner. Then, any business you start will be successful.

So you ask not, "what business should I start?", but "how do I run a successful business." You then choose an industry that excites you, that you want to learn about, and one that gives you the life you want.

To sum that up. The main question to replace "where do I invest" is "what do I need to learn and know to feel in control of money and competent and confident in all of my money choices, including investing?"

You do this 3 ways – all at the same time – with an understanding that "Wealth is created through your household finance, and not your business! While also holding that the 3 ways need to work in sync and although different, tightly rely on one another."

Here are the 3 seats to a 3-seated tandem financial bicycle:

- 1. You know how much money you need to Revenue & Profit out of your business (to hit your Good Enough (Financial Freedom) Number**
- 2. You know how much to spend on the different parts of your lifestyle to stay "in Number"**
- 3. You build a kick-ass portfolio out of your Wealth Bucket. What I call...**



Your Sexy Investment Portfolio

When I work with my high-level clients, in my private mastermind group, this is what we talk about.

I don't tell them what to invest in, necessarily. But, teach them how to think "Portfolio Creation" not "investing!"

We move from talking about investments to talking about how to build a portfolio (that has assets).

I want portfolio to be a sexy word. I want you to think of it like you think of your business. In fact, I want you to think of it like your other business. Because, if you do what I teach – your portfolio as a business will ultimately outperform your "business business!"

Instead of managing employees – you'll start managing assets. And, unlike employees, your assets are loyal, work 24/7, don't take vacations, and don't create a lot of drama.

Best of all, your portfolio business provides PASSIVE INCOME. With a little attention and finesse, you'll be able to work less in your other business because your portfolio starts producing real income without having to grind it out 50+ hours a week.

This is the secret to getting your time back. Because TIME is the only asset we truly care about. It's the real money. And, the only way to buy time is to have a continual stream of non-working income that pays all your monthly bills and underwrites the cost of the living your desired good life.

I've found that most entrepreneurs are focused on only one number: their business revenue (and how to generate it).

If you work with me, you will equally focus on your Portfolio's Net Worth (and how to build it).

Why? Because your business owns you. **No you = no money.**

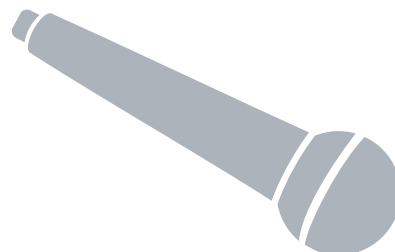
If you don't build out your portfolio, you will never have freedom and wealth. You will continue to grind forever, regardless of how much money you make.

Your business does not provide "time" it takes your time. You see, you are trading your life for your business. And then attach your ego to its success. The higher the revenue the more you can brag and feel good about yourself. But, at the end of the day, month, year – you feel just as broke as when you made a fraction of the income.



This is the entrepreneurial trap.

There is only one way to escape it: Care little about your business success – except as a means to build out your portfolio. **Mic Drop, please!**



Your wealth is reflected on your personal balance sheet. It has little to nothing to do with your business. Your freedom is attached to your personal balance sheet, so if you don't have one or haven't looked at it recently, you are stuck in the trap. And, it's a stressful, anxiety-ridden place reside.

But, don't judge yourself. You see we're not taught to think like a portfolio manager. We are taught to abdicate our money. We give authority, management, and decisions to our bookkeepers, CPAs, and financial planners.

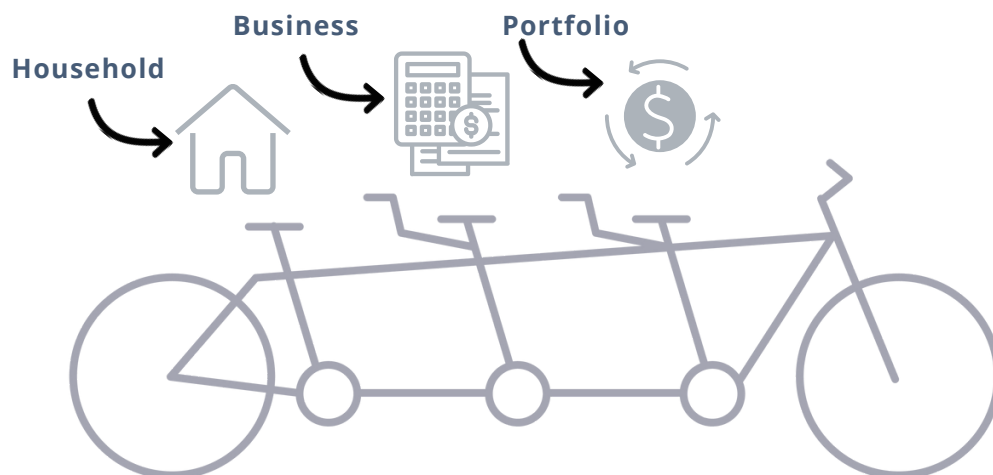
We depend on them to tell us what to do with our money. We're just hoping at some end date there'll be enough. And that's the problem with abdication. You don't know, now do you?

When you look at your portfolio you want it to move like a wheel. Meaning it has equal momentum where it can turn and turn on its own because sometimes when one asset class is high another one is lower.

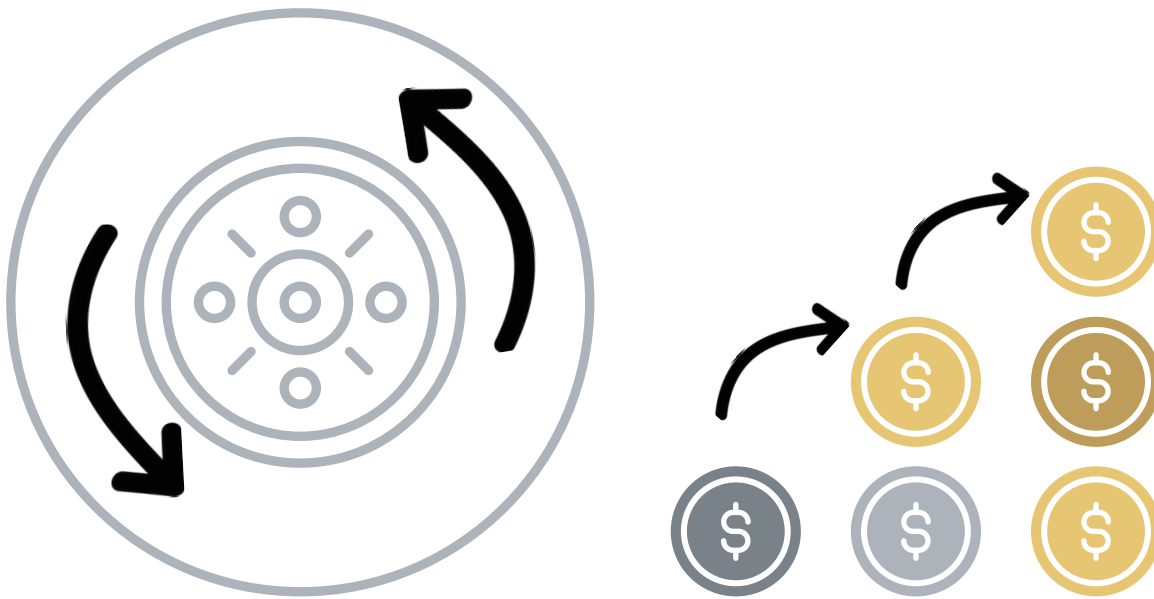
We want it balanced so that it has the type of energy that is constantly moving over time. The only way to do this is intentionally and strategically. Conventional financial planning doesn't create this type of momentum.



There are a few visuals I want you to have.



The first one I already mentioned. It's a 3 seated tandem (financial) bicycle consisting of your business, your household (that you treat like a business), and your portfolio (that you treat like a business).



The second is a wheel that rolls and creates momentum – the more momentum means more compounding – it can be otherwise called the snowball effect.

The third is a pie chart. Your Portfolio is the pie and the different pieces are different “categories” of assets.

Your job as the CEO of your Portfolio business is to slowly but surely build these different pieces of the pie so that they more or less have an equal share.

And, here's the deal. This takes time. Your time to build out the pie. And, time for it to start growing with time and over time.

I find that when people think “portfolio” they think in traditional “retirement thinking.” It sounds something like: “Oh, I have some stocks and I have some bonds. Some IRAs and 401ks”

Here's another truth – that's traditional planning and in most cases, that's not going to get you anywhere close to your financial freedom number.

And, you have no control over your money (the planners and government does).

Control is crucial. You need access and control over your money to be able to strategically grow it. And, especially to grow it fast. If you have 40 years – then yes – traditional “abdicated” planning might work. But most don't have 40 years. And, even if you did – why would you want to take 40 when you could do it 10-20?

My private clients learn the pieces of the pie and how to take complete power over building and creating their own (sexy-badass) portfolio.

Yes, I encourage using the help of great financial coaches (like me!), bookkeepers, CPAs, and advisors to help us check our thinking and even place our monies. But I advise that you are the one who is “managing” your portfolio or at the very least, managing the managers of your portfolio. Abdication does not work in your favor!

Once you build up your cash reserves you then ask: “What piece of the portfolio pie do I wish to contribute to?” This, of course, has a lot to do with which pieces are already there and which are missing.

It's **not** what to invest in **but** where do I want to invest? What asset class first and then you ask, what type of options might exist within this piece of the pie? Who should I talk to for education or advice?

So for example, if you were to look at my portfolio you'd notice that my biggest piece of asset valuation is in a piece of the pie called “Cashflow Asset Class”. Inside that pie is a lot of real estate. Why? Because I love real estate. It's my passion and I've, over the years, become a decently savvy real estate investor. Real Estate can also sit in another piece of the pie – The Equity Asset Class.

How do you know which pie piece to place a real estate asset – well, it depends if your strategy is Equity or Cash Flow. I have a couple of real estate investments that sit in the Equity class (because I bought for an exit), but I mostly invest for Cash Flow. The cool thing is that I've used real estate to add to both of those asset classes.

As you probably realize, there is a lot that goes into this process. And, this is the type of work I do with my mastermind clients – but, the sooner you can understand that idea conceptually, the quicker you can get on board to build out a net worth portfolio that matches your Freedom Number.

At the end of the day, you want your portfolio to be balanced between classes (all of the pie pieces are about the same size).

But, and this is a big but! When I'm talking balanced, I'm NOT talking retirement and I'm not meaning a balance between stocks and bonds. That's traditional finance. What I mean by balanced is similar valuations between equity and cash flow – in addition to other pie pieces that are important, like cash, protection, and business/IP classes.

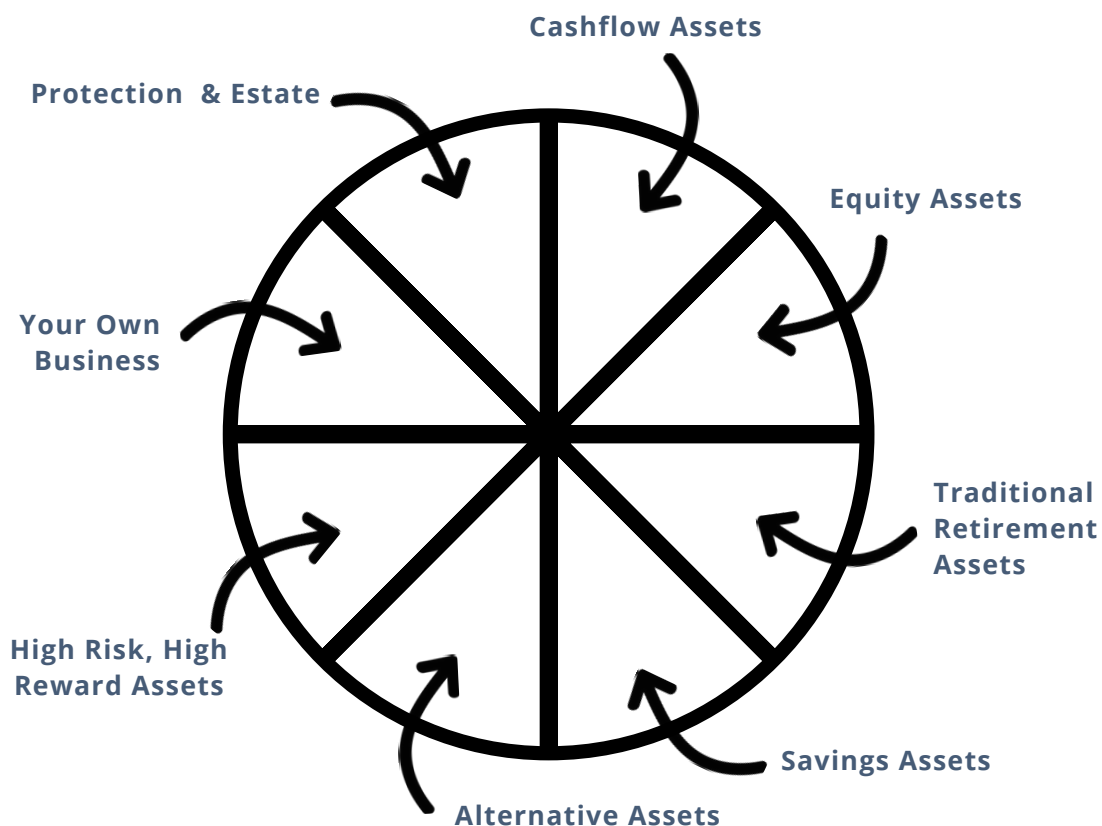
If you look at my pie chart– you'll see only a tiny sliver of anything classified as “retirement.” Why? Well, retirement assets are a specific category that have lots of (government) rules associated with them. There can be a benefit to having some retirement funds, but in most cases, it shouldn't be your entire portfolio (or even close to it).

So, when people tell me their portfolio is what they have in their 401k – well, I realize we have some education to do! They're confusing the word retirement with the word investing.

In a “retirement strategy,” the end goal is about retirement (and hoping you have enough at a ripe old age) versus intentionally building a portfolio according to a “financial freedom strategy.” Retirement and Financial Freedom are two totally different desired outcomes/results. There is too much to go into detail here – but, this is the thinking and strategies I teach in my mastermind.



Here a sample of a balanced portfolio:





Cashflow Assets

This means that you invest for cash flow. The biggest examples of cash-flowing investments are real estate, dividends stocks, peer-to-peer lending... and much more!



Equity Assets

This means you are investing for an exit. The main return on investment is some type of exit whether that be the sale of a property, a business, or even a syndication of some kind.



Savings Assets

This means we're looking at savings as an asset. You need liquidity and easy access to cash. Yet, cash sitting in a bank account usually isn't a good place to store large sums of cash. Inflation alone devalues the cash that is not collecting real interest. The other asset classes are not liquid (or easily liquidated) and when you need cash you need cash now.

So, you want to have cash stored in a place where it's easily accessible and collects interest at the same time. Whole Life insurance is a good asset to store cash (and can serve as part of your retirement pie piece).



High Risk - High Reward [or loss]

This means a small sliver of your overall portfolio is dedicated towards riskier investments. The opportunity here is a bit of a gamble for a higher than normal return. You have a higher opportunity for large gain but a larger likelihood of loss.

I only place money here that I can actually lose and only a small piece of the pie goes here. And, I don't recommend one puts money here until there's a surplus in other areas and therefore have extra money to gamble with. I don't like the word gamble, because – outside of some entertainment in Vegas – I never suggest you gamble with your money. You still want to do your due diligence, but you know going in it's a bit of a long shot – and whether you win or lose here, it won't make or break you.

I've done some pretty risky investments – mostly in other startup business ventures. Most of them died but I did enjoy a couple of nice unexpected paydays.

Examples could be investing in meme stocks or coins. Big examples in the Crypto space were Doge Coin and AMC (2021). Some made millions investing in Doge and some lost it all. So, with these investments, if it hits, GREAT. If not, which it probably won't, no harm no foul.



Your Own Business

Most of the time when I work with entrepreneurs, their business is 100% of their pie chart. Maybe there are a few little retirement assets (e.g. self-directed IRAs), but mainly, their pie chart is their business.

Here's the thing with your business... When you say (or think) your business is an asset, that means it's a sellable asset, or it has assets inside the business that are sellable – for an amount that equals your Freedom Number.

If your business is not sellable or has no sellable IP, it is not an asset.

For example, **I had one business that I pretty much just closed the doors on.** That business basically had no value because I couldn't sell it. The business was leveraged and branded around me, so without me, it had no real value hence no buyers. . . However, it had a URL that was valuable. Ultimately I sold the URL and made some money. Again, it was nice to cash that check – but had I relied on that business as my “Exit/Retirement/Freedom” strategy, I would have been screwed. This business had one small asset inside the business that was sellable, but that's it.

I had another business, a real estate technology company, **that I built to be sellable.** The technology, methodology, operations, rapport, clientele, and brand stood without me. I built that business to sell. And, I sold it. Therefore, that business was an asset on my balance sheet. Then, I converted the cash I made from that sale into new assets that sit on my portfolio today.

So, if your business is not truly sellable, it should not be on the pie chart.

The big aha here is if you keep putting more and more money in your business, like question #4, then what you're doing is robbing yourself of building your portfolio which represents your true wealth called net worth. If all of your “investment money” is in your business, you are banking on your business to create your financial freedom. The ONLY way your business can create the freedom you seek is if you sell it for “enough.” Fewer than 15% of all small businesses are sellable and less than 5% exit at an amount that allows the owner to fully retire.

In other words, you have little to no real wealth if your pie chart is not diversified outside of your business. A good portion of that money you continue to put back into your business is what you should use to build a balanced high net worth portfolio!

If, however, your business does have Enterprise Value and is sellable, you would add the Valuation of your business on your personal balance sheet. But don't delude yourself, it's only worth what someone would pay for it today.



Traditional Retirement Assets

This means investing in traditional retirement accounts such as IRAs and 401ks. Now, this tends to be a small sliver of the pie chart, especially for high-income earners, because even if you are an entrepreneur, there's a max amount that you can contribute to a traditional retirement vehicle like a self-directed IRA.

If you're going to do IRAs, I propose a self-directed IRA. However, 1) You're limited to how much money you can invest, and 2) You have no control over that money. That money is sitting there until the deemed retirement age. It's fine if you want to max those out but again, that can't be 100% of your portfolio.

So I hope you'll notice the answer to the question is "Where do I invest?" isn't the right question. It's "What asset class do I want to invest in?" And, "Where's the next place to go?"

In summary, if you looked at my portfolio (my pie chart) there's a big chunk of the pie that's real estate (Cash Flow). There's also a big chunk that's whole life insurance (Cash Savings). I have a sliver in crypto (alternative). I have piece in syndications and other businesses (Equity Assets). And a tiny piece of my pie is in high-risk assets.

And, still today -- even though I could officially "retire" I'm still building and growing my business for maximum business income and I'm a serious investor. I've hit my first level Freedom Number (far before "retirement age"). And, now -- for fun. I'm seeing what net worth I can still produce over the next decade when the government says I'm old and am entitled to call it quits. One thing about being financially free is that I don't worry about money. That's the real juice of wealth, it's called Piece of Mind.



Exercise

A

How much do you currently have to invest?

\$

B

What is your average monthly income?

\$

C

What is 20% of that average monthly income?

\$

Start by moving the above amount (C) into an account dedicated for investing only.

Almost There....

1

Circle which of each is important to you right now. Then, do the exercise again picturing 20 years from now:

What's important to you **now**?

Risk vs Guarantee

Cash Flowing vs Higher Equity Sale & Return

Short-Term vs Long-Term

Hands-on vs Handoff

Traditional vs Alternative

Ownership vs no ownership

Small capital investment vs large capital investment

What would be important **20 years from now**?

Risk vs Guarantee

Cash Flowing vs Higher Equity Sale & Return

Short-Term vs Long-Term

Hands-on vs Handoff

Traditional vs Alternative

Ownership vs no ownership

Small capital investment vs large capital investment

2

Choose an asset class that excites you the most

3

Write where you are going to begin learning about money and Investing (e.g. coach, book, podcast, blog):

4

Write how much you have currently invested in each asset class and what it is that you are invested in for each class:

Protection & Estate

Cashflow Assets

Your Own Business

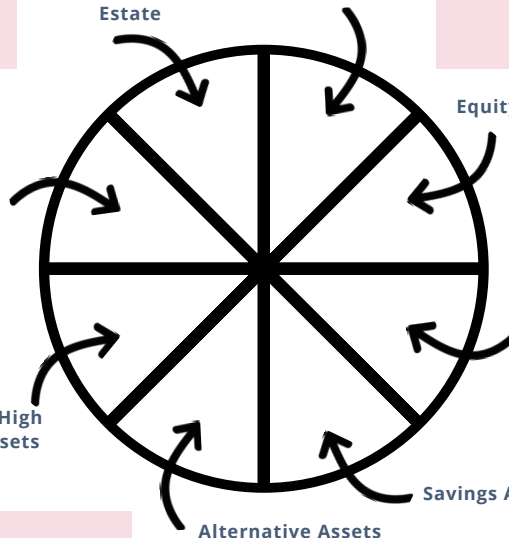
Equity Assets

High Risk, High Reward Assets

Traditional Retirement Assets

Alternative Assets

Savings Assets



Next Step



Let's do this work together

If so, the next step is to take a moment to schedule a conversation with a Wise Money Coach so that you can:

- Get one-on-one guidance on how much is enough for YOU
- Identify the #1 thing that's holding you back from wealth now
- Discover what's possible for you in terms of wealth-building over the next 3/6/12 months (and beyond)
- **Receive a step-by-step action plan**

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