

Zero to \$1 Million in 60 Minutes

How to help your clients dramatically accelerate their wealth with minimal effort, minimal sacrifice and zero incremental risk

In this session, Gordon applies the concepts from his book, *Cashflow Cookbook*, to illustrate how a typical investor can free up hundreds of dollars of monthly cashflow for incremental investment to accelerate wealth building with their advisor. His approach offers a win-win that offers clients a dramatically improved retirement, strengthens their relationship with their advisor and increases AUM.

Summary Outline

Personal finance is often portrayed as a zero sum game where clients can either spend heartily and enjoy life now, or endure a lifetime of sacrifice to enable a brighter future and retirement.

Meanwhile, advisors are facing increased focus on fees and competition from improved DIY tools, robo-advisors, and discount brokerage and fund companies. In addition, the inter-generational wealth transfer puts an advisor's client base at risk as their heirs typically leave their parent's advisor. Through competitive messaging, clients start to believe that they can grow their wealth faster without an advisor. This is clearly mistaken.

Imagine a new tool kit for advisors that:

1. Showed clients how to free up more cashflow for investment with minimal effort or sacrifice.
2. Required a minimal time investment from the advisor
3. Demonstrated how powerfully those increased contributions could accelerate their wealth
4. Engaged the client in their wealth building to increase their commitment to, and relationship with, their advisor
5. Allows increased wealth building at a given client income level with no incremental risk
6. Adds a new valuable offering to the client

This session is about a simple approach that does exactly that.

It uses concepts from Gordon's book, *Cashflow Cookbook*, that outlines more than \$13,000 of monthly household savings ideas. The concepts are presented as complete financial "recipes" that provide a methodology to save on every kind of recurring expense. The approach means that the client can enjoy a robust lifestyle while significantly increasing their monthly contributions to their advisor.

In the presentation, Gordon outlines several examples of simple cost reduction strategies that are applicable to typical client demographics and the effect on client wealth over time. The session also lays out a playbook of how to integrate the concepts into the annual plan cycle with the client.