April 30th, 2023

Hello First name / friend ,

4 mistakes I've personally made that cost me $$$$:

1. Invested too much in a friend's startup company back in 2011, trusting his judgment. He turned down a $48M offer from Apple, wouldn't take our advice to bring in professional financial oversight or a CFO, and ended up running the company into the ground (bankruptcy).

2. Held on to a toxic employee way too long because he was "book smart." Hurt team morale, kept giving him extra chances and hoping things would change. It didn't, it got worse. Finally fired him and the business grew >80% over the next year with a much happier and more cohesive team.

3. Bought WAMU (Washington Mutual) stock for my personal acct back in 2007 or so, hoping they'd be revived and quickly turnaround, but the stock price went to $0 and shareholders got wiped out. It only took a few weeks for my $25K to go to $0.

4. Bought my first Tesla Model S in 2011 for $120K, and only bought $15k in Tesla stock around that time. Had I put $120K in the stock instead of the vehicle, it would be worth over $25 MILLION. I ended up selling the used car for like $30K a couple years ago.

Though I'm entrusted to professionally manage and invest over $1B today, I've made plenty of mistakes personally. Of course, I regret these mistakes and missed opportunities, but I'm choosing to learn from them, to avoid repeating them.

My wife encouraged me to share something like this so y'all don't get the impression that everything I do works out perfectly! She knows some of my recent success-focused social media posts and newsletter went viral and said I better let people know the other side too. 🤣 She's right!

Have a great week!

If you'd like to schedule a time to talk about your own financial goals, check us out **PACIFIC CAPITAL** and **CLICK HERE** to schedule a conversation!

Ps. I recently wrote an article for "Focus on the Family" about marriage and money **"Focus on the Family" about marriage and money.** Hope you take a minute and check it out!

Sincerely,

SCHEDULE A CALL

REFER SOMEONE