



(Sea of Galilee, Israel)

**July 18th, 2023**

Hello  ,

We've had some excellent travel guides on this family trip, following the strong referrals from friends and clients. If you ever decide to go to Italy, Israel (or anywhere in Europe) and are looking for a private tour guide recommendation, please let me know!

By the way, have you ever thought of the difference between a *travel agent* and a *travel guide*?

A travel agent is selling you something. A travel agent is on the phone with you, but not on the journey with you. A travel agent is making a transaction (for a commission) and then moving on to the next deal, never taking the time to form a relationship with you. A travel agent often has never even personally experienced what they're suggesting or booking for you.

A travel guide, on the other hand, is right there with you on your journey. A travel guide speaks from personal experience, knows the trail and has been there so many times before you. They know the dangers and can navigate through them with confidence. A travel guide stays by your side until you've safely reached your destination and often remains with you the entire time you're there.



(Floating in the Dead Sea, Israel)

It's alarming how many people take financial advice from the equivalent of a travel agent instead of a travel guide.

Ask your "financial advisor" (term is used very loosely these days) if they have real personal experience in the areas you're seeking advice about: real estate investing, entrepreneurship, private equity, growing businesses, stocks, tax planning, venture capital, managing and leading employees, etc. Make sure the person you're working with and taking advice from is a travel guide and not a travel agent!



(Petra, Jordan)

We're headed home today... Hope you are having a great summer so far and getting to spend some time outdoors with friends and family!

P.S. If you're an entrepreneur and you're open to coaching and growth, [register for this zoom call today](#) with Strategic Coach where I'll be one of the 3 panelists (doing my best through jet lag).

Sincerely,



[SCHEDULE A CALL](#)

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