



October 27, 2024

[FIRST NAME GOES HERE]—

## Would you take parenting advice from someone who's never had kids?

Or fitness and nutrition advice from someone who is terribly out of shape?

Or mountaineering advice from someone who's never climbed a mountain themselves?

Of course not!

So why do we often do this with business and money?

Entrepreneurs and investors ask for advice from people who've never successfully started/run a business or invested money with great success.

That's kind of like seeking guidance about your big vacation from a "travel agent" (*someone who gets paid for the transaction, but who's never even been where you want to go*)...

What you really want is an experienced "travel guide."

A pro who:

- *Has been where you want to go...*
- *Personally knows the terrain and the trails...*
- *And understands the REAL challenges (and exciting hidden views) of the journey.*

## BUT... succeeding in business and life, isn't JUST about earning more money each year.

It's about becoming the person capable of achieving those big goals you've set.

A true "travel guide" for your business and your life doesn't just tell you what to do with your money or how to grow your business.

They help you:

- Think BIGGER about your future than you'd think on your own.
- Navigate and overcome business and money challenges that will inevitably come your way.
- Optimize the talent and capabilities of the people around you.
- Make bold moves for your business and your money when it seems scary to do so.
- Build a business that will maximize your impact, helping your clients and team members along the way.

They teach you how to **THINK** and not just what to do.

Whether your goal is to expand your market share or 10x your annual profits...

WHO you surround yourself and WHO you take advice from matters MORE than anything else.

Going back to the example of climbing a mountain, that's not a small feat, and not something you should try alone.

Finding your tribe of ambitious "climbers" is crucial.

**Because that's when:**

- *Momentum builds.*
- *Connections change your trajectory.*
- *You advance towards the mountain climb.*

And suddenly, that high "peak" you're trying to reach doesn't seem so impossible anymore.

## But climbing to the top isn't EVERYTHING.

Real fulfillment comes from having great people to scale the mountain with.

Hiking ALONE doesn't interest me at all.

The struggles, the moments you feel like stopping and sitting down on the trails...

It's EASIER to overcome and to keep going when you're tired when you're climbing the mountain with friends.

And seeing those views from the summit are far more REWARDING with others than alone—

**What about you [FIRST NAME GOES HERE]?**

Are you surrounded by "travel agents", or "travel guides"?

Do you have your tribe of ambitious climbers and a guide to lead you to the top?

To your elevated success,

Chad

**By the way:** Want your retirement funds to work smarter, not riskier? Don't miss this U.S. News and World Report article I was featured in, "How Long Will \$1 Million Last Me in Retirement?" for insights on how to invest your retirement money so it lasts. [Check it out!](#)



**P.S.** If you're an entrepreneur with at least \$10M in liquidity and want to make your money work even harder for you, set up a call with my team [HERE](#), and let's explore new ways to make that happen.

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