

PLATINUM ELEVATED



Dear [FIRST NAME GOES HERE],

Last week, my oldest turned 20!

Twenty. Years.

That hit me harder than any short market correction I've ever seen.



Because unlike money...

You can't make more time.

You can't get those years back.

And you can't "dollar-cost average" into memories.

And spending our Thanksgiving holiday week in New Zealand with my family...



Watching my second oldest prepare to leave for college in 6 months...

I'm reminded again very harshly that time is slipping through my fingers like sand.

The worst type of poverty isn't in your bank account.

It's having millions to your name...

But missing all of your kid's games and recitals.

It's hitting your business revenue goals...

But being too distracted or busy to date your spouse.

It's being "successful"...

But failing to be THERE for your family when it matters most.

That's been on my mind a lot this past week. Don't get me wrong -

I'm not a perfect dad and I'm not a perfect husband.

But when I'm gone, I want my family to say ONE thing with certainty:

"He was FULLY INVESTED in us."

Because that's how I strive to approach life.

I'd rather be accused of caring too much than not caring at all.

Sure, some people (*including my own parents*) say I need to "slow down" or that our family has "too much going on."

But not everyone will relate to this idea of being "fully invested."

Of course, I'm obsessed with:

- Growing my business
- Serving our clients
- Leading my team
- Making new connections
- Creating insightful content

But I'm equally obsessed with:

- Date nights with my wife
- Quality time with my kids
- Making memories together
- Building a strong family bond

I've seen way too many wealthy people with broken families.

And I refuse to take that path.

Is it easy?

Of course not.

Work could consume me 24/7.

And that to-do list?

It's endless.

But you know what?

You CAN win in BOTH areas.

You don't have to choose between business success and family success.

You just have to be...

FULLY INVESTED.

Not perfect.

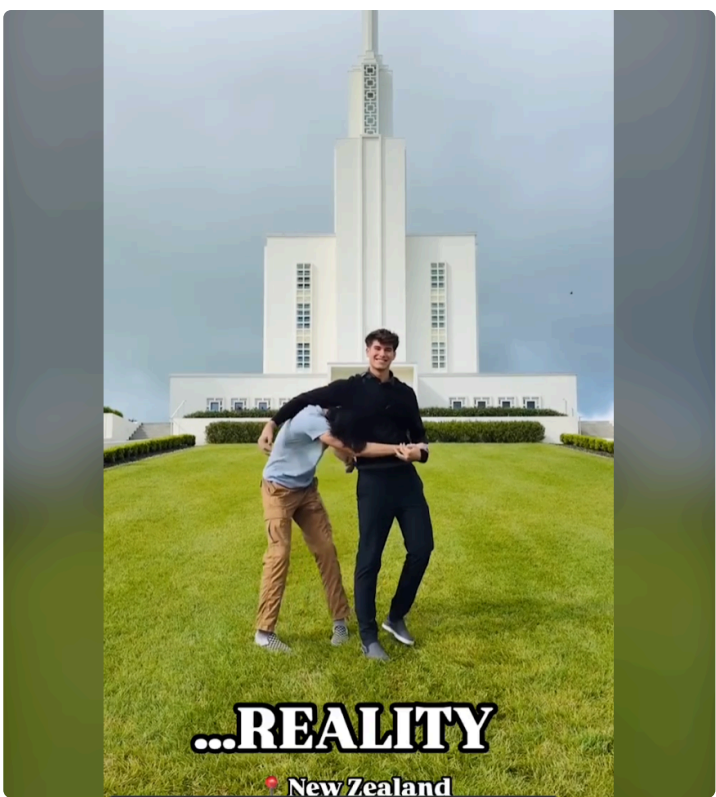
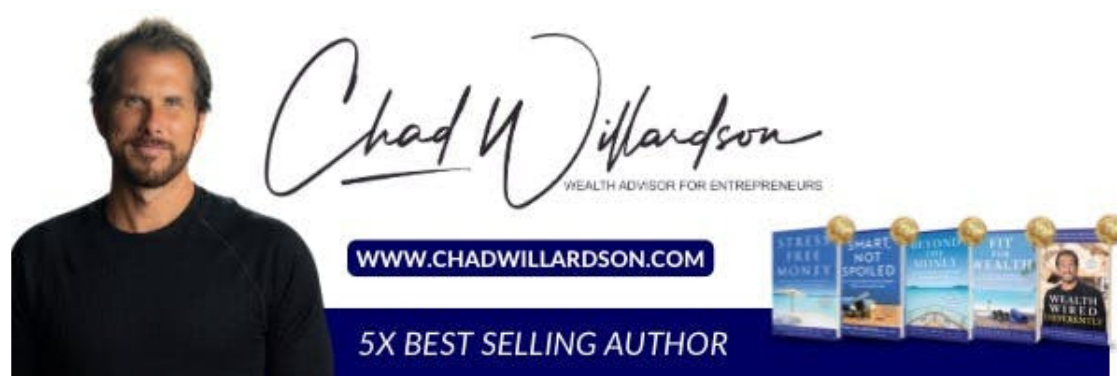
Not "balanced."

But ALL IN.

To being fully invested,

Chad

P.S. If you're struggling with the whole "successful business vs. present parent" thing, I dove DEEP into this on the "[18 Summers](#)" podcast. We talk about why building a harmonious family creates sustainable wealth (and why we only get 18 summers with our kids before they're gone).



P.S. Speaking of being fully invested... here's what "perfect parenting" really looks like: I just spent 20 minutes trying to get our teenage boys (14 and 17) to take ONE decent photo in front of a church in New Zealand. But you know what? Those unscripted moments – the ones that drive you crazy – end up being the memories you treasure most.

P.P.S. If you want to be pushed and supported to achieve your wildest ambitions in business, money, health, and relationships, or simply ELEVATE every aspect of your life, then ELEVATED 2025 might be just what you need. [Schedule a call with my team](#) and see if you've got what it takes to join an incredibly ambitious community of entrepreneurs who are winning in both business and at home!

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