



January 05, 2025

Dear [FIRST NAME GOES HERE],

Have you ever thought about what you're passing down to future generations?

I love my mother-in-law.

I really do.

But I'm grateful my sons didn't inherit her height genes!! 🤔

(Sorry, had to say it.)

When most people think about leaving something behind for their kids, they think about:

- Money
- Stocks
- Crypto
- Real Estate
- Maybe even the family business

All great and useful assets to pass on...

But what about leaving something to the next generation that's NOT financial?

I'm talking about passing down your:

- Work ethic
- Traditions
- Family values
- Beliefs
- Wisdom and lessons
- Culture and stories

If you've only thought about passing financial assets on after you die...

I STRONGLY encourage you to start thinking differently.

Because...

Heritage > Inheritance.

HERITAGE:

- Values
- Culture
- Purpose
- Traditions
- Mission
- Standards
- Memories

Are far more important than...

INHERITANCE:

- Investments
- Property
- Money
- Personal belongings

That's what counseling entrepreneurs and their families for 20+ years has taught me.

Your kids will, one way or another, need to learn how to be valuable and make money...

But they can't Google 'work ethic' or order 'integrity' on Amazon!!

I've seen second and third generations burn through their inheritance without a care in the world (not always, but sometimes).

Those intangibles can't be bought.

- They need to be LIVED.
- Demonstrated.
- Passed down through actions, not words.

That's why TODAY...

I challenge you to think about:

WHAT and HOW will you pass on to the generations of your family?!

Because what you do today...

Will echo through generations.

- Your great-grandfather's work ethic probably shaped your father's.
- Your mother's values definitely shaped yours.
- Your actions TODAY are writing the story your great-grandkids will tell.

That's the thing about heritage...

It's not just about TODAY'S family.

It's about family members you'll never meet.

People who'll carry your principles...

Long after they've forgotten your name.

So, what story are YOU writing?

To your success,

Chad

If you resonate with this email... then I'm sure you'd love to listen to some of my past episodes on the [Smart Money Parenting podcast](#). We did about 100 episodes and went DEEP on ensuring that the stories you tell about money to your kids don't accidentally create entitled kids or anxious overachievers.



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](#), and let's explore new ways to make that happen.

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