

The Wealth Building Consulting Conversation

Build their bigger life . Master the conversation that empowers agents to grow wealth and fund their goals.

You deserve wealth, and you deserve to teach wealth. The Wealth Building Conversation guides you through understanding and applying The Path of Money and facilitating the same understanding in agents. This is your tool to help agents discover how Profit Share can move them from chasing income to building wealth.

Step 1: Know the Path of Money

Define Wealth: Financial wealth is having the passive income to fund your life mission without having to work.

How does money work?

It starts with capital:

Human Capital is working for income.

Capital Assets are the investments that produce a financial return.

What can you do with your money?

Spend it: fund your life style

Donate it: contribute to causes

Hold it: save for emergencies

Invest it: money you expect to get a return from

How does investing work?

Two basic choices of lend or own:

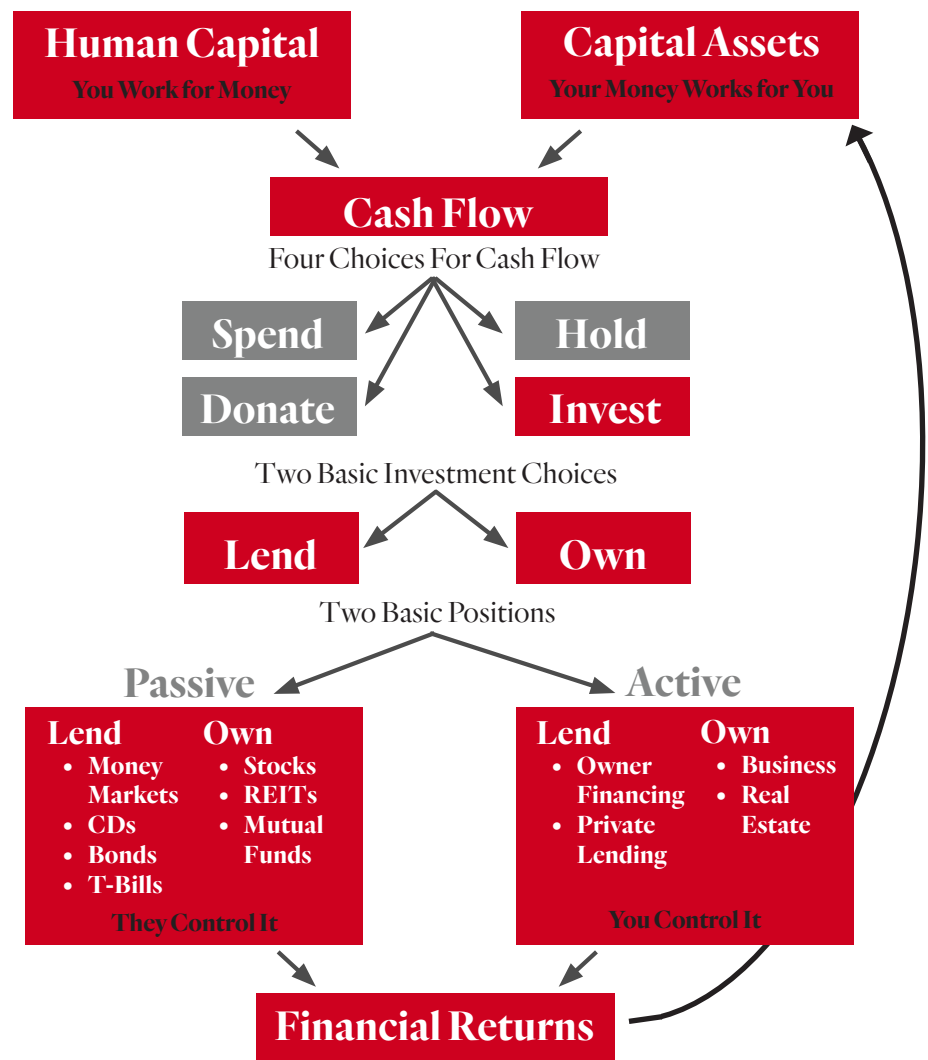
Passively Lend: Loaning money to an institution that pays you a return

Passively Own: Purchasing a piece of an institution or business you do not control or influence

Actively Lend: Loaning money to individuals privately

Actively Own: Assets you control that create financial returns

The Path of Money



Note: As you move from left to right, passive lending to active owning, the rate of return increases.