

**NO** THE

**NEST EGG**

RETIREMENT PLAN



PRESENTED BY  
RETIREMENT REHAB

SECTION 1  
**INTRODUCTION**

Section I:  
Introduction to Retirement Rehab

## Introduction – Getting Started

Welcome to Retirement Rehabilitation.

The output of all retirement planning is a detailed analysis of one's accumulated assets funding a retired lifestyle with little or no additional income required. In other words, the goal is to be able to live comfortably on what you have earned and invested up to that point, and not have to rely on working for more money. This is the only real way to “retire from” or stop working.

This all breaks down, of course, if you don't have a nest egg to begin with. It's doubly difficult if you are not saving in a meaningful way and don't have a long horizon for your savings to grow. Unfortunately, this is the position many people approaching retirement age find themselves in, and they are scrambling to figure out what to do about it before it is too late.

Fear not. This course is for you, no matter how old you are or what point you have reached with your personal financial planning.

Maybe you are a corporate employee with diminishing income prospects, and face the risk of losing your job. You have a unique problem. There is no advice industry for your situation.

I say this with over three decades of experience managing private banking, wealth management, and asset management for several of the top firms around the globe. A friend at Credit Suisse used to call me “the world's top private banker” because I am both a client facing person and a seasoned strategic executive. Businesses reporting to me have had assets exceeding \$150 billion (that's *billion* with a “b”). I have built and run private banks, securities brokerages, RIAs, MFOs, insurance and financial planning companies, and more on four continents with ease.

I have had planning and fiduciary businesses report to me working in management and sales for major companies like Goldman Sachs, Citigroup, and Pan American Finance. The advice given out in such beautifully constructed reports is driven from models that assume consistent positive cash flows. They don't cater to the people for whom that simply isn't a viable option in the long run.

So if you find yourself in this situation, there really is no solution you can easily access. There are no resources out there for people who won't always be able to rely on the income that has supported them thus far. When I realized this opportunity, I set about to create a workable solution for people like me in this predicament. I struggled through a lot well-meaning but off target advice to develop my own plan, and now you are in a unique position to gain from the great amount of work I took to get here.

For over 30 years, I have spoken with all kinds of people in desperate need of assistance to reach their personal retirement goals. I have taken my years of experience and curated for you the best ideas that make sense for corporate executives in their 40's and 50's. While many commonalities apply across the board, every situation is unique unto itself. Your first assignment is thinking about what you really want, and knowing what you are working toward.

The plan I developed started out of my own necessity almost six years ago. I have been fortunate to be able to access resources at my work in investment banking to refine my own ideas with the insights of top-tier credentialed professionals. I have shared the plan with people facing a variety of different financial situations, and in all circumstances the plan has worked better than anything they had tried before.

Know what your own personal version of success looks like. Only then will the contents of this course make sense for you.

So let's get started.

## [Lesson 1 -The Retirement Rehabilitation Strategy](#)

Welcome to lesson 1 of Retirement Rehabilitation. In this lesson, we will discuss the strategy you will be using to build financial and lifestyle security for yourself and your loved ones.

My goal with this short lesson is to give you immediate peace of mind that you are learning from someone who understands all of your concerns. Since I have personally been through the full range of emotions I will describe in the upcoming lessons, I have found ways through my own trial and error to persevere and suc-

ceed no matter what obstacles emerge.

Think of the community for this course as a place where you are understood in your unique situation, and where you can count on getting tailored advice for where you are. This is definitely not meant for the mass market.

The Retirement Rehabilitation plan encompasses a foundation of assessment to see where you stand. Only when you thoroughly understand where you are and where you want to be can you start to make progress between those two. This can be tedious, but it's quite liberating to get these important ideas out of your brain and onto paper. You can worry about the details later. Just start working.

The goal with this is to ultimately establish a disaster fund that allows you the peace of mind that you and your family can survive and prosper in a difficult time. This is the greatest security you can achieve in modern economic times, and your quality of life will be significantly better for it.

The real fun begins when you are able to move beyond mere preservation of wealth to explore entrepreneurial opportunities while you keep your day job. At that point, you can become an idea generating machine on how to make additional money in uncommon ways. The world suddenly looks like a big playground of profitable side businesses, where you can pick and choose where to invest your time and money into the kinds of projects that excite you.

When you master this, you get to experience the best of both worlds—a steady paycheck and the excitement of profitable side hustles. Soon the side hustles may beg you to devote more time to them. You may even be tempted to leave your job. This is an enviable position to be in, and you will have to decide for yourself what the best path is. Either way, losing or quitting your job is not the financial death sentence it once was. There are countless other options at your disposal once you know what to look for.

Finally, I will layout the essential information pertaining to leaving your career—either by your choice or not. The conversation you will need to have developed with

friends and colleagues requires careful preparation well before this happens if you are to make this transition period work in your favor. The strategic planning also needs to be thoughtful.

Remember: everyone will have a slightly different set of needs and priorities. In my opinion, the fun part is really taking the time to figure out your own and building a tailored plan around them. You can do this, and Retirement Rehabilitation will show you how.

Please continue on to lesson 2.

## Lesson 2 - The Plan: Foundation

Welcome back to lesson 2 of the first section of Retirement Rehabilitation. We are now going to discuss the foundation of the plan, which will determine all your actions moving forward.

The foundation of the plan I have designed is first establishing where you would like to end up, and giving you clarity in overcoming the challenges that will come up along the way. It's designed to change the conversation in your head from one of an all-consuming worry, to a confident sense of strategy.

The first step to achieving this confidence is to establish a financial foundation. Later in the plan, we will explore how to rapidly grow income streams outside of your corporate job. We will discuss how to be best prepared to handle a job loss with minimal personal stress or loss of assets and income. We will run through a disaster scenario that will show you how to thrive if even the worst case scenario happens.

The foundation of the plan comes down to four basic components.

First, you need to start with a desired end state, in other words a goal. Come up with a detailed description as to what a successful plan will do for you if its implementation is successful. Begin with the end in mind, as the experts say. This is fun and should re-energize you if you have been consumed with worry. Visualizing

every day will make executing your plan a reality. Motivation is the key to transformation. It will also protect you from inadvertently following someone else's version of success.

Second, analyze all of your income (and other resources), as well as your current expenses. Maximize the former using some of the creativity I am going to suggest. Ruthlessly rip apart the latter.

My recommendation is to look at a calendar quarter and make notes for things that may occur annually. This exercise will be both depressing (income) and painful (expenses). Until you have an adequate handle on where you stand, you cannot set a course to move forward toward your particular goals. This exercise takes the weight of the world off your back and puts everything on paper. You should feel relief when you know exactly where you stand.

Third, if you have debt of any kind you need to eliminate it. Debt has to be strategically examined. While most people have easily negotiated their way into debt, few have negotiated their way out. Debt is not likely a part of the future you like to visualize, so set a course to extinguish it. This is actually fun in the sense that it's liberating! Most people are so used to having debt that they forget how big of a burden it is on both their psyche and their finances.

Fourth, you need to establish a disaster fund that is held away from all other money and is not accessible to any of your creditors. This fund needs to finance at least two years of living costs for you and your family. When this account is funded and you are confident in your assumptions, you should feel ecstatic! You are now bulletproof to the vagaries of the job market. Your family is now protected against all but the most earth-shattering of disasters which could befall you.

Finally, you need to engage your spouse. For many people this is actually more complicated and difficult than crafting a new cash flow and debt reduction strategy. Bringing a partner into agreement about such an important topic should not be taken lightly or with insensitivity. But we will take about these more practical and personal elements of implementing your plan in later modules of this course.

More than ever, it is true today you cannot save your way to prosperity. Corporate jobs are too tenuous to bet on a constant income without interruption. However, it's essential to establish the financial foundation on your current earnings. Anything on top of this will be an accelerant to your success.

Your plan will enable you to work with the best of both worlds – leveraging your current income to the best possible use, while also building new revenue streams and passive investment income. And above all, everything you do will be tailored to your specific conceptions of happiness and success. Let's get moving.

### Lesson 3 - The Plan: Taking Control of Your Future

Welcome to lesson 3 of Retirement Rehabilitation. This lesson's topic is taking control of your future.

Corporate executives today are uniquely positioned to capitalize on a lot of the very same forces which have eroded their employment prospects. It seems counter intuitive, but these same conditions can be embraced to uniquely leverage an individual's own talents. They can be organized for profit outside a corporate environment, playing by your own terms.

A secure and funded retirement can be attained by utilizing your own skill set, and leveraging the technologies and skillsets of global workers to build a durable income unique to an individual's own situation. Your plan will work in accordance with your specific talents and goals. Embracing this future requires maximizing several opportunities, while at the same time leveraging your own skills.

First, recognize that opportunities exist to extend your current earnings power in your current role, or one that can be shaped from it. Assuming you like your job or need its earnings power, your best bet is to explore how you might maintain it. In

the “Lengthen Your Runway” module of this course, we will discuss several opportunities to put you in better control of your exit date from corporate life.

Second, important to leaving the reality of how you may have invested your time over the last two or three decades requires a mindset change. Understanding how wealth is created and managed is fundamental to developing an entrepreneur’s perspective.

Managing wealth is not some mysterious science, and a good grasp of the basics is necessary. Retirement planning in a zero interest rate environment is entirely new to everyone on the planet! It’s a new game for everyone, and your future will depend on embracing this notion and being one step (or two) ahead of the curve.

Slide 5

Third, stepping back from your day to day routine, it’s hard to imagine a better time in history to be alive. The stars are perfectly aligned for seasoned corporate executives to use their skills, leverage others’ talents, and create solutions that offer real value outside a big company. The number of ways to capitalize on this opportunity are many, but some specific identifiers can be utilized to narrow your focus and increase your chances of success.

But you can’t recognize these opportunities if you stay hyper-focused on the day-to-day necessities of your present situation. Tunnel vision will blind you to the whole world of opportunities that have never existed before now. One of my goals in this course is to open both your mind and your eyes to what I have learned to recognize as some of the most valuable possibilities that most people ignore.

Fourth, the primary strategy you will develop will be to leverage some form of expertise that you possess. Several models exist to monetize this expertise, but you have to know how to leverage them. You also get to decide your own role in the business you create and monetize, effectively calling the shots about what you are most comfortable doing.

The unique solution you build to help others solve one of their problems assures

you of a consistent new income stream away from your corporate life. You can easily build this in your spare time (even just a few hours per week) and develop something you genuinely enjoy. The sky is the limit given your experience and knowledge.

Fifth, a corollary investment opportunity exists today in purchasing existing websites instead of building your own from scratch.

This emerging asset class allows current corporate employees to invest in the new economy and learn firsthand many of the new technologies they will need to be successful. Because much capital has not yet flowed to this area of investment, these assets are cheap. You can be in a position to profit greatly from what this emerging class offers, because you will know what to look for that others miss.

Finally, visualizing your future is very powerful... but actually beta testing the assumptions will give you real certainty. How do you know that what you think you want for yourself will actually work the way you envision? Is it even what you really want?

Visiting your choice of low cost alternative living options can be fun while reinforcing. The logical outcome of this program is to equip you with each building block necessary to move from a successful corporate position and accelerate into a successful next phase of your life. Many call this retirement, but lifespans today are longer than the past, and a new reality exists that allows successful corporate executives to flourish outside the companies that now employ them.

Ultimately, this isn't about just calling it quits and escaping from your normal life comfortably. It's about going boldly into a new period of your life where you will be freer than ever before to focus on the things you really care about. If you plan for this carefully, you will also be more financially comfortable than ever before. This is real freedom, and it's out there waiting for you.

## Lesson 4 - A Necessary Condition

Welcome to lesson 4 of Retirement Rehabilitation. The topic of the hour is you and your mentality. Buckle up.

One of the most important but often overlooked keys to succeeding in implementing your plan is focus. Focus is simply staying on mission without distraction.

That sounds simple, but the potential distractions are endless. We all suffer from some form of Attention Deficit Disorder (ADD) or its new hip sibling, Shiny Object Syndrome. The problem has been around for ages, and more books are written every day on how to hack your focus.

It's even more of a problem in the digital age where any form of distraction you could possibly desire is only a few clicks and keyboard strokes away. But great work requires immersion into one's production, regardless of what you do. Coders want to be in "flow state", just like great athletes and hedge fund managers. This is the first necessary condition you must attain if you are going to be successful in your goals.

Why are we miserly with money but not with our time? The stoic Seneca was quoted nearly two thousand years ago:

"In guarding their fortune men are often closefisted, yet when it comes to the matter of wasting time, in the case of the one thing in which it is right to be miserly, they show themselves most prodigal."

Most people who come from a background of having a fixed income often lose perspective on the value of their time. When they make the same amount of money no matter how much actual work they get done, they lose the incentive to make every moment as meaningful and valuable as they can. The older you get, the more important it becomes to spend your time on the things that matter most to you.

As you progress with your personal plan, you will need to adopt a mindset of deep concern over the value of your own time. This is especially true if you are trying to build additional income streams in the limited hours you have available outside of your regular job, personal time with family, etc.

One of the things that age teaches you very quickly is a complete contradiction from what you are taught when you're young: "Time is money". In fact, time is so much more valuable than money that it is ludicrous this saying is still repeated so often. Your time is the most valuable asset of all.

When I started my journey through the abyss of not knowing how to right myself financially, I faced two seemingly insurmountable obstacles. The first was that my career runway was telescoping in at an alarming rate. I was no longer the attractive new on the block 40-year-old darling. I was getting older in a young man's game.

The prideful sense of job security I had known before was quickly disappearing before my eyes. What would I do if I could not work in the way I had been training myself to my entire adult life?

The second major obstacle was that I had no idea how to solve the problem I was facing. My income was supposed to be increasing like my business was, but this was not the case. Unfortunately for me, the Great Financial Crisis had changed the economics in my industry, just when my family's expenses were going to explode AND I needed to save for retirement. Savings were hemorrhaging from these retirement accounts, and I couldn't take on debt quickly enough.

My point is I would have paid anything to have a half decent plan I could embrace in this deeply troubling time. I would have paid dearly to talk to someone going through my situation who could guide me through it. Finally, it would have been invaluable for me to see someone executing any plan that was maybe six months or a year ahead of me. Following someone else's journey would have been like a breath of life for me, yet I was alone.

The guidance I didn't have then which I so dearly needed is part of what I hope to offer you now in this course.

While I had a huge money problem, I also had a massive time problem that dwarfed the money issue. Give me the latter, and I knew I could solve the former.

This all sounds very sterile now, but it was gut wrenching at the time. I was horrible to be around, and I was generally miserable on a daily basis. Maybe you are different, but I don't like to not have control of my fortunes and not be at the top of my game. I needed to take control of my situation, and fast.

As my career had suddenly become much less important to me for the first time in my life, I had lost my compass for where to aim. I knew only that I needed to make radical changes to my daily routine to create time to focus on my situation. I had done this as a junior executive to the exclusion of social life... and I had to do this again if I was going to fix the situation I was in. It was time to hunker down and hyper focus on a plan.

Time with friends eventually became a balancing act of “what’s in it for me”. I had to weigh time spent with what I could pick up from them to help me on my mission. Family vacations also became a tradeoff. I have spent many holidays being partially present, at best.

I don’t view this as some badge of honor, just the opposite. As dehumanizing as that sounds, it was the reality of what I had to do to achieve my goals. You will not necessarily have to make the same extreme sacrifices, if you go into this with a strategy. I hope that if you follow my struggles and are able to avoid my mistakes, you can save a ton of time and have many happy memories.

One final thing to keep in mind about your internal conditions... The only obstacle to be truly afraid of is that you will give up on your plan and fail to act to help yourself. Obstacles will come and go along the way. There are always ways around them.

Stay on your plan. Hold yourself accountable to each of the steps we will outline. Reach out to me if you get stuck. Engage others in this community who are just ahead of you for help and encouragement. Do not fail yourself by giving up too soon. Keep your focus on the end goal, and everything will fall into place.

Now, let’s move on to Lesson 5 and talk about your personal perfect day, followed by a short assignment.

## Assignment - What is your Perfect Day?

Now it's time for your first assignment: coming up with your perfect day.

It is absolutely necessary to define your desired outcome. If you define what success looks like clearly, you should never lose focus or motivation. Exactly what is success?

In my entire professional career, I don't think I have ever read of a traditional planner asking this question! They assume you already know what you want and how to help you. I know I needed an entirely fresh perspective. My advice is strictly autobiographical— it worked for me. I hope it will do the same for you.

If your financial situation is in peril and you have found this material, this may seem like a ludicrous beginning. It's not. This is the game changer that will begin a journey back to a stress free life without worry. Spending some time to recalibrate what you want from life will change your mental state. Part of succeeding at your plan is to become strategic and not just reactive to your current situation.

I have never personally utilized vision boards but I understand their power. Written words have always worked well with me. In fact, I carry inspirational quotes in my briefcase to read on planes and when I have free time. I believe in this concept strongly. I even considered making the description of The Perfect Day a prerequisite to getting access to this plan!

When kids play, they make up the conditions for fun as they go along. Everything they say presumes it's a possibility. They always have great and fantastic ideas conjured up. As we grow up, this all changes. I've read the average child laughs 300 times day, and the average adult only 5! This is quite a hurdle to overcome as we age. We need to go back to a time when we could invent fun for ourselves.

Your homework assignment is this. If you had no other considerations, what would your Perfect Day look like? Answer these 20 questions in as much detail as possible. Don't be surprised if you have to go deep to find the answers. Try not to just write down the first and easiest thing that pops into your head. Be honest and secure with yourself.

1. Where would you live?

2. What time would you wake up?
3. What would your morning routine look like?
4. Who would your friends be?
5. What kind of conversations would you have with your friends?
6. What do you like about your friends?
7. What would you do with your time?
8. What are you good at?
9. What do people ask help from you regarding?
10. What would you find personally fulfilling?
11. What life purpose would you strive for?
12. What would your business be?
13. Who would your clients be?
14. What would your clients be like?
15. What would your work day look like?
16. What would your relationship look like with your spouse and family?
17. What would you do for family time?
18. What would you talk about at dinner?
19. Who would you spend your time with?
20. What would your thoughts be as you go to sleep?

Your Perfect Day will focus on your relationships and your motivations. This will be expressed by the choices you make in the daily activities, the business, and the time allocations you choose. At the end of the Perfect Day, you should want to do exactly the same thing the following day, or something very close. That is how you know you have found a sustainable source of personal subjective happiness. It doesn't fade with time.

One reaction I have received is that a Perfect Day may not include business at all. It may very well include volunteering for one or several causes. I look at this notion to be a sort of second derivative Perfect Day. My pragmatism has me focused on income producing activities despite the disclaimer there are "no other considerations".

If your Perfect Day includes charity work, then do two versions of the Perfect Day- one version each for business and one for charity.

Please proceed to Module 2 only after you have taken several minutes to answer these questions in great detail. See you in the next module.