

## What Is Prosperity Economics?



There seems to be no shortage of financial advice, but that has not led to economic success for most. Too many Americans are having trouble saving for their own needs and wants while struggling to pay down debt and keep up with the rising costs of healthcare and college educations.

Many are saving in their 401ks and other qualified retirement plans, crossing their fingers it will be “enough.” Meanwhile, even those considered relatively wealthy are often unsure of how to grow their assets while protecting them from market instabilities, and taxes.

**Prosperity Economics offers a way out of the mess.** It doesn't aim to help people succeed better at flawed strategies; rather, it offers a total paradigm shift about wealth-building. Prosperity Economics questions the financial assumptions we've come to accept as true and provides an alternative to “typical” financial planning.

### Prosperity Economics – What is it?

While sometimes hailed as the latest greatest thing, **Prosperity Economics hasn't been so much discovered as rediscovered.** Prosperity Economics employs common-sense principles and strategies that preceded the rise of 401ks and the financial planning industry. It shows us how to optimize wealth by keeping it in our control rather than delegating our financial futures to Wall Street, big corporations, and the government.



Prosperity Economics can use traditional wealth-building tools such as owning a business, investing in real estate, and saving, borrowing and transferring wealth with dividend-paying whole life insurance. It's NOT gambling on Wall Street, or putting your nest egg into retirement programs where the government gets to tax them later.

Prosperity Economics represents different values and principles than typical financial planning. The chart below gives an overview of Prosperity Economics as contrasted with typical financial planning:

<b>Financial Planning</b>	<b>VS.</b>	<b>Prosperity Economics</b>
<b>Meets needs and goals only</b> Based on limited ideas of “what you can afford.”		<b>Pursues wants and dreams</b> Based on unlimited ideas of “what is possible?”
<b>Minimizes requirements</b> “How much do I have to save?”		<b>Optimizes opportunities</b> “How else can I build wealth?” mindset.
<b>Product-oriented (what you buy)</b> Focus is primarily on buying certain products.		<b>Strategy-oriented (what you do)</b> Based on time-tested principles and financial philosophies used to build wealth.
<b>Focused on rate-of-return</b> “How much is this earning me?”		<b>Focused on recovering opportunity cost</b> Keep more money working for you.
<b>Institutions control your money</b> Put your assets “under management,” (and/or give control to government.)		<b>You control your money</b> Maintain responsibility for and access to your assets and funds.
<b>Micro (vacuum) based</b> Focus is on your “portfolio.”		<b>Macro (big picture) based</b> View your whole personal economy.
<b>Net worth is measurement</b> A bigger portfolio is the goal.		<b>Cash flow is measurement</b> The goal is more money to enjoy each month.
<b>Retirement oriented</b> Your reward for work is not working.		<b>Abundant/Freedom oriented</b> Enjoy your work and your life – all life long.
<b>Lives only on interest</b> At mercy of interest rates, with fingers crossed you won’t need to use principle.		<b>Spends and replaces principle</b> A flexible, sustainable way to live.
<b>Money stays still</b> Assets are accumulated into accounts where they sit, financially “stagnant.”		<b>Money moves</b> Your personal economy is alive and well; money flows in and out of accounts.
<b>Dollars do only one job</b> Save separately for emergencies, education, retirement, major purchases. Spend each dollar for one purpose only.		<b>Dollars do many jobs</b> Dollars are used for flexible and multiple purposes.
<b>Professional planner is the expert</b> Finances are represented as something confusing that should be delegated.		<b>Clients are empowered</b> Money is demystified. Education-based approach builds financial confidence.

Prosperity Economics also represents different *strategies* than typical financial planning. Ask yourself these questions, should you...

- Hand over all of your savings to companies who will charge “management fees,” whether or not your funds are gaining or losing?
- Analyze your “risk tolerance” (i.e., how comfortable you are with losing money) while subjecting your assets to losses?
- Max out your 401k and cross your fingers that you’ll someday have “enough” to live on, without running out?
- Take tax deductions now by putting money in a qualified retirement plan, only to pay more taxes later?
- Tie up all of your dollars in accumulation vehicles that penalize you for using your assets and prevent you from borrowing against them?

### **We think there’s a better way.**

We practice Prosperity Economics because we don't believe that "typical" financial planning works very well! Commonly-accepted financial advice often does not tell the "whole truth" about your money, and it doesn't do a very good job of protecting your money, either.

Typical financial planning is “better than nothing” and will get you partway up the hill, but we want to show you how to reach the “mountaintops” of prosperity. We invite you to explore this website and contact Kaye Lynn via phone (916-806-1214) or e-mail, [ff@kayelynn.com](mailto:ff@kayelynn.com) to explore how Prosperity Economics can help you!