Unleash Your Financial Powerhouse: Practical Steps to Money Mastery

by

Emma Tallon
Synopsis

Do you want to accelerate your path to financial freedom? In Unleash Your Financial Powerhouse, you will discover simple, actionable steps designed to help you achieve your life goals and gain financial power, confidence and dignity. In this comprehensive book, Adam Bar shares practical tools that will transform your relationship with money in order to live a rich, powerful and fulfilled life. Adam developed the Financial Powerhouse model after discovering the value of financial planning and literacy through the mentorship of business leaders and entrepreneurs and by achieving his own success, despite a childhood of poverty, homelessness and despair. Adam is committed to giving back and inspiring others to gain essential knowledge so anyone can unleash their own financial powerhouse. This book will guide you with:

- A practical system to build, grow and enjoy sustainable wealth efficiently
- Smart money strategies the wealthy leverage to great advantage
- Tools to master the mindset of financial success
- Resources to learn about Finance and Wealth Management
- Tools for your Sustainable Wealth Development

Adam has worked with leading financial institutions and has been recognized as "Advisor of the Year" by the National Association of Insurance and Financial Advisors (NAIFA).
This book is an important and essential tool to achieve what we all desire, a sense of self-contentment and financial security."—K. Drorit Gaines, Ph.D., Clinical and Forensic Neuropsychologist, Author and Faculty, Neuro Health, Inc., www.drdeegaines.com

Unleash Your Financial Powerhouse builds on foundational aspects of planning by providing relevant strategies for Millennials to generate and protect wealth. The book provides a holistic approach to becoming a Powerhouse by equipping you with the necessary financial toolset, combined with confidence and an enhanced mindset to ultimately achieve your goals and dreams."—Kyle Schultz, CFA, Managing Director, Ravinia Investment Management, LLC

This is an excellent book which teaches foundations for financial freedom starting with the right mindset and thereafter exploring various tools and instruments. Powerhouse does a wonderful job of weaving all these concepts into a cohesive strategy. I highly recommend this book to anybody who is seeking financial freedom for themselves and for their loved ones."—Victor Look, Esq., Founder/CEO at Jumptart BK

Unleash Your Financial Powerhouse

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First edition: 2019
Printed in the United States of America

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FOREWORD

In my career, I continuously meet with the unhappy aspects of life. Young and old, artists to CEOs, people come to see the neuropsychologist in the hopes of eliminating the sources of their negative feelings, from sadness and depression to anger and resentment. While there are differences in the many factors that make a human being’s existence, there is a commonality to all who seek internal happiness, and that is the sense of self-contentment. Happiness is a big word, and receives many definitions, all of which touch on some components of the human need. I like to describe happiness as a sense of internal peace through being content with one’s existence in this world. It is about being content with your psychological and functional state, and feel at peace...
that you live the life that is right for you. Studies show that financial uncertainty and financial struggles are one of the most common reasons to people suffering from depression and anxiety. The reality is that most of life's achievements require money, and lots of it. Career pursuits, raising a family, and simply being able to pay the bills for livelihood, often place individuals in mounting stress and psychological despair they were not prepared for. Financial planning, and more importantly, financial success, are not taught to young individuals as they mature into ever-growing responsibilities. Financial stress is, indeed, one of the common reasons people find themselves on the psychologist's couch. Adam Bar is a man with a life story that provided him with wisdom that cannot be found in books or universities. It is the wisdom one acquires by doing things that are considered impossible, like breaking out of the cycle of poverty and reaching financial independence, while maintaining loving relationships and building a healthy sense of self. Many can become very wealthy, if their life is dedicated solely to making money while sacrificing all else. However, to reach financial freedom and still maintain meaningful aspects of life takes important knowledge and wisdom. Adam is reaching out to help the millennial generation – a population that operates in a world where life is more expensive than ever, and ways to make money are varied and often unclear. He uses his experiences of failures, successes, and interactions with clients of all walks of life and financial states to educate the readers on how to achieve financial success. This book is an important and essential tool to achieve what we all desire, a sense of self-contentment and financial security.

K. Drorit Gaines, Ph.D. Clinical and Forensic Neuropsychologist Author and Faculty Neuro Health, Inc.

INTRODUCTION

It's been said that it is harder for a person to pull themselves out of poverty and into the middle class than it is for a person to elevate themselves from middle class to becoming one of the high-earning, financial elite. Going from poverty to the financial elite is even less likely, according to studies by Pew Charitable Trusts, which found that only 4 percent of people who grow up in lower-income households will ever make it into a high-earning household. I believed this statistic is true, because I lived it. Growing up, I endured great adversities, many of which left me thinking that I could never have a better life than what I saw and experienced in the poor Israeli neighborhood I lived in. Surrounded by poverty, uncertainty, and conflicts with no apparent way out, I never realized there could be another reality or that I had the ability to create a better way of life. I can see where someone who grew up in poverty might not know where to even begin pulling themselves out of that trap. But that doesn't mean it's impossible or that they don't deserve better. In fact, it is possible, and even plausible when you shift your mindset, improve your relationship with money, and have the right tools and mentors. I know, because I did this myself. As someone who grew up with the Millennial generation, I understand the concerns, challenges, and opportunities people face. Through personal experiences, travels, exploration, friendships, and diverse key mentorships, I've found that going from a poor lifestyle to one of high income and financial freedom isn't as hard as many people think. Don't believe me? Let me give you some context. Growing up as a child, I moved between homelessness, foster homes, and living in a cramped, 150-square-foot rundown apartment with my parents and four siblings. Compared to the cold nights I'd spend in later years as a homeless person, sleeping in a makeshift shelter during the freezing winter, this tiny apartment—with its yellow walls, unfinished rooms with exposed concrete, and hand-me-down furniture—was a palace. If as a child I had read—and continued to believe—that Pew research about the difficulties of moving up, I might never have even attempted to grow from that financial setting and hardships into the place where I am now. This is part of the problem with the research we already have: it tells us how people have performed in the past, based on the decisions they've made or
circumstances they accepted, which are likely grounded in lessons taught within the environment they grew up in. These lessons are often born of conventional (or passive) thinking about money. Conventional thinking is to do what our grandparents and great-grandparents did. It often revolves around getting a job, staying with a single employer for life, and retiring as late as possible to live a modest life on the company pension or on social security. Sounds simple and comfortable, right? Yet today, the economic reality has changed and the luxury of working for an employer for life, or even for one or more decades, is long gone. Gone as well, for most of us, is the option of retiring with a modest pension. So how do you get ahead and take care of your future? Besides, how does settling for paycheck to paycheck or accepting a tough or modest lifestyle challenge the status quo? Does taking a passive or backseat approach to your money give you opportunities to maximize your financial and lifestyle possibilities? Conventional or passive thinking has some positives, don’t get me wrong. But it’s out of touch with the current environment and doesn’t help one progress toward financial success. Consider this: right now, 34 percent of the U.S. workforce is gig-based, choosing flexible, temporary, contract-based jobs rather than traditional employment. This movement is so pervasive that these workers have created their own economy, called the gig economy. Not only that, but entrepreneurs with start-ups have exit plans before they even get off the ground, and tech start-ups are reaching $1 billion valuations faster than they ever have in the past. In a world like this one, where unicorns are real (albeit, only in business), a conventional or passive mindset about money is not enough. This is part of the problem with the financial, economic, and career-focused classes taught in school. While they are good as theoretical lessons and important for overall knowledge development, they often aren’t relevant or efficient enough to give us an effective and practical start to our professional or entrepreneurial lives in today’s world. Nowadays, with the interconnectivity of the global economy, those lessons teach us little, if anything, about practical, action-oriented techniques. One must ask, Why do we not learn about money in school? Often, traditional education has a specific focus on areas that may or may not serve us in our professional, business, and financial lives and may not guide us toward the growth and success or entrepreneurship we want to create and experience. For instance, you can find many educated individuals with master’s degrees or Ph. D.s earning a fairly modest income with an average quality of life, yet also with poor business, financial management, or organization skills. On the other end of the spectrum, there are start-up millionaires with no formal education who have mastered their personal economies to become extraordinary entrepreneurs and, as I like to call them, financial powerhouses. Why is that? Sometimes the education we attain, whether at school or at home, could actually be limiting or damaging to us. My home life featured poverty, abuse, homelessness, and poor economic management, four things that could have easily sabotaged my potential for future success. I realized that perhaps my parents weren’t the best role models for financial lessons and my poor neighborhood wasn’t exactly the definition of luxury or a helpful example of economic success. When I was in foster homes, I met a successful foster parent and looked up to him, but I was intimidated by his success at the same time. Being a kind foster parent and a visionary, he understood the challenges my upbringing created for me and did what he could to contribute to my future. He taught me many lessons about dignity, power, entrepreneurship, and hope. Through his mentorship I learned that I could be anything I want to be, no matter where I came from. Even though I grew up without positive financial lessons or influence at home, that didn’t mean I was destined to financial failure or scarcity. I learned about developing financial dignity and about the power of mentorship, how to be courageous about asking for feedback, how to be open to ideas, and how to learn from
successful entrepreneurs. This gave me the courage and wherewithal to reach out to successful people—whose lives I wanted to emulate—and enjoy many mentorships with multimillionaires who had built mega-fortunes through their involvement in start-ups, real estate, and many other types of businesses and investments. One of the lessons that stuck with me from these mentorships was that in this competitive world, we need to challenge the status quo, take initiative, and work hard. We learn that in order to be successful we need to take calculated risks, fail, learn, be creative, innovate, and keep ourselves in the race. To succeed, we need to be bigger, faster, and more effective. Yet these valuable lessons still failed to provide me with the necessary tools to gain full control over my financial situation and to navigate the obstacles and adversities that prevented me from designing the life of fulfillment, empowerment, and purpose I sought after.

WHAT IS FINANCIAL DIGNITY?

Financial Dignity is walking with your head held high, knowing you can achieve anything you want financially. No matter where you came from, it is believing you are deserving of abundance. Many people allow their surroundings and personal situation create a narrative that they don’t deserve to be rich or that they’ll never be wealthy. Building your Financial Dignity starts with what you tell yourself and what you believe in. Through my failures, successes, observations, mentors’ guidance, and experiences dealing with multimillionaires, I have learned that if we want to have optimal success in our lives, we can all use more clarity and purpose. We also must build a stronger, more responsible fundamental financial education that gives us practical and integrated knowledge and tools for today’s financial reality. We have the right to pursue a path toward developing our ideal work/life balance and to secure a life of financial freedom, physical health, and spiritual well-being. Whether you came from a wealthy family or a middle-class household, or perhaps grew up in a poor neighborhood like I did, and whether you’re highly educated or unschooled, worldly or naive, you have the right, the ability, and the responsibility to choose and discover the key to the next level of your personal success, the key to optimizing your finances and your life. Albert Einstein said, “It’s not that I’m so smart, it’s just that I stay with problems longer.” So-called problems or failures bring us to find extraordinary solutions. We don’t need to be the smartest if we stick with the task of figuring out how to shift the course that we are on to make our lives and experiences better. Any challenge is just another learning opportunity. Although we all have diverse backgrounds, belief systems, and unique circumstances, we are human beings bound by the laws of nature and can learn how to utilize basic skills to attain abundance and create success. My goal is to provide you with practical, useful, relevant information and tools that will work for you as they have worked for others who’ve applied them, including myself. With your newly formed approach, financial dignity, knowledge, and habits, you will be able to transform your life and become a financial powerhouse.

BECOMING A POWERHOUSE

For each generation must find the wisdom of the ages in the form of its own wisdom.—ERIK H. ERIKSON

There is a lot of press written every day about Millennials. Many describe this generation as fast-paced, super-busy, instant-gratification focused—like it is a mindless, homogenous group, more stereotype than substance. To a limited extent, every younger generation deals with these criticisms from older generations, as they try to grapple with the new zeitgeist introduced into the mainstream. We Millennials have proven to be a harder nut to crack than, say, our predecessors. In part, this is because we have adapted to technology far quicker than previous generations. Millennials have grown up under the shadows of economic ups and downs, innovations of technology, and defining events such as the tech bubble, the tragic events of 9/11, and the Great Recession—all of which had a tremendous effect on shaping our experiences. In some ways, these events make it almost impossible for previous generations to
fully relate to or truly understand our mindset, choices, and behaviors. You might wonder why should you care about who does or doesn’t understand your generation. Here’s why: If you get your financial advice from someone who doesn’t understand you—where you’re coming from, what you’re facing, what you’ve already endured—then their advice may not be appropriately aligned and relatable for you. Too often, we are given the same conventional financial planning advice that has been passed around for decades. And while the bones of this advice may be strong, the details may not gear toward maximizing our unique lifestyles and personal situations (in addition to often failing to integrate today’s technological advancements). Why? Because conventional financial advice and methods of financial planning don’t always factor in the modern needs of our generation; they may fail to provide the appropriate tools in a comprehensive way or not fully address the unique challenges and opportunities that we each experience. These old-school adages don’t consider the innovations and benefits (or lack thereof) of certain financial accounts, contracts, and business structures that might not have been as attractive to previous generations. Worse, they don’t consider the mental, emotional, and experiential position of Millennials. It’s important not to underestimate the stressful effects of societal expectations, the inescapability of social media, the burden of living with an increased global consciousness, and the internet, an overwhelming source of unsorted data and information. For many who grew up in this reality, these various factors have combined to create a “live now” mentality, which puts future finances on the mental back burner as we pay down debt and seek more immediate, high-reward opportunities. Growing up in Israel during the Iraqi war, and during the emergence of technology, innovation, and the internet, I completely understand this. Back then, for me and my family, financial matters weren’t that pressing. Concerns over understanding money, savings, debt, credit, and investing take a backseat when you’re at war and fighting for survival—or when missiles are flying over your head. That was our life during Desert Storm, the war with Iraq. The sirens and loud explosions in nearby neighborhoods instilled fear as we sat together helpless in shelters, wearing gas masks the government provided us. But humans, like all species, are survivors first and foremost. So even as we sat there helpless in the shelter, waiting to see where the bombs would land, I wanted to have hope and wondered if there was a way to live a better, more secure and powerful life. Even through the seemingly constant blast of bombs in the distance, I knew I wanted to someday enjoy a life that had more security and much less fear of what the next day would bring. Further, I vowed to learn how to build a secure home—emotionally, physically, and financially. You might not have personally experienced war, but life itself may seem like a battle, where survival is key and being prepared to defend or protect yourself and those you care about will bring triumph and power. Essentially, this is what unleashing your financial powerhouse is all about. It’s about tapping into the inner you—that part of you that knows you want, deserve, and can have more—and letting it come to its full power. It’s about learning that none of us are trapped without something to be grateful for, without hope of liberation—nor do we lack options. Our challenges and financial status are not predetermined by our genetic makeup or our environment. With clear purpose, knowledge, and tools you can navigate the challenges of life and be confident your triumph and success isn’t just possible, but plausible. This understanding, your drive, and the actions that follow, are at the root of unleashing your inner financial powerhouse. The book will provide a road map for how to get there.

WHAT IS A FINANCIAL POWERHOUSE? Unleashing your financial powerhouse is simple, yet not easy. This book is focused on helping you find your power over money as opposed to letting money (or lack thereof) have power over you. Many people are overwhelmed by doubt, or fear that they may not know much about money or investments, or are struggling
to figure out the best investments for their money. Let me start by putting your mind at ease: you don’t have to know all the intricate details of every investment. There is an uncomplicated way to approach money and investing, a powerful tool that if used properly can be life changing. Let’s suppose you are wondering, What is the best investment in the world? Instead, think about this question as if you were asking what the best tool in the world is. You might refine that question by next asking, What is better, a chainsaw or a Swiss Army knife? If your answer was a chainsaw, next ask yourself what you would do if you wanted to open a can of food. The chainsaw wouldn’t be the most effective tool. On the other hand, if you chose a Swiss Army knife, what if you needed to cut down a tree? A Swiss Army knife wouldn’t be as effective. Asking questions about investments and money is no different than the little exercise above, as long as you understand your objectives, know about your priorities, and comprehend the importance of using the appropriate financial tools to your advantage. With this simple “asking” approach, you can unleash your financial powerhouse and gain the confidence to implement what you learned effectively and efficiently. The financial powerhouse program consists of a four-step methodology that helps transform your relationship with money by expanding your investment knowledge and by understanding where each financial tool belongs and which tools are appropriate for your current stage of life. The program’s four specific categories or Economic Stages, which comprise the four sections of this book, are: Build, Grow, Enjoy, and Share: Build a strong emotional mindset and financial foundation. Grow your assets or investments efficiently and effectively. Enjoy that growth and income responsibly. Share your intellectual, spiritual, and financial wealth. To unleash your financial powerhouse, this book will help you explore practical steps to successful entrepreneurship, proper management of a gig-based career, and real-world business and economic challenges and opportunities. As a financial powerhouse you can take action and unleash your powers to maintain the necessary motivation and grit, while you learn the importance of financial planning, management, organization, and awareness of your Personal Economy. As you work to unleash your inner power, you may, in a sense, be at war or in a struggle: at war with yourself, your past, your mindset and subconscious mind, and the traditional financial lessons you’ve picked up over the years from your environment or people around you. To win this mind war, you need to embrace and be equipped with the right tools for this new economic battlefield. Thus, you need to learn the differences between Passive money and Smart money. Doing so will give you Power. PASSIVE MONEY VERSUS SMART MONEY Throughout the book we’ll focus on the difference between what we define as Passive money and Smart money. The passive approach—or conventional money management—is all about making money grow using timeworn, traditional methods without much due diligence given to investigating new or different methods of financial management. Additionally, passive money makes financial decisions based on an emotional reaction to the financial environment or sentiment, for example, selling when the market drops in panic or buying when the sentiment is that the market will go up. The passive approach is definitely important, but it’s a very surface-oriented methodology to fiscal awareness. Conventional planning focuses on the past while planning for something that even the most talented financial advisors could not predict: the future. For example, our personal longevity (among many other things) is fairly unpredictable. So if that is the case, what exactly is a traditional planner or financial advisor planning for? In addition, conventional investment management often has a singular focus on getting a return on your money. While generating return is a good thing, it rarely factors in the big picture, which is to coordinate the personal or emotional needs, life phases, and current and future goals or objectives of the individual or the team involved (including social impact, legacy, etc.).
Investments are often not optimal or efficient and may not take advantage of all available tools for research, management, and opportunities that have opened to Millennials thanks to technology. Smart money, on the other hand, is a well-informed method of financial management that is aware of and considers both the macro and micro perspectives for the individual. It takes an integrated approach to building, growing, and managing finances, as well as to enjoying the fruits of one’s efforts and giving back. Smart money focuses on doing due diligence on various financial tools. Smart money is a proactive, disciplined saver and investor, instead of the emotional investing passive money utilizes. Smart money buys when the market drops and sells when the market goes up. It considers time horizons and the purpose of investments to ensure they fit into the risk tolerance, life stages, values, morals, and needs of an individual now and in the future. This integrated approach makes it easier for you to evaluate and take advantage of new opportunities, based on your needs and vision. In short, smart money takes a multi-faceted approach to finances and provides far more value than its traditional counterpart alone. As you discover in this book the four economic stages of Build, Grow, Enjoy, and Share, you will learn more in each stage about the differences between the passive money approach to finance and the way smart money helps you gain economic power. An important distinction to take early note of is that smart money identifies what you can or cannot control, and typically takes into consideration the ABCD of investing, which you can control:

- **Appropriate**—Use suitable financial tools or allocations for the stage of life, purpose of funds/assets, risk tolerance, time horizon, and availability of funds.
- **Behavior**—Limit or avoid emotional investing, control personal behavior, be systematic, and stay the course, enhancing methods and tactics along the way.
- **Costs**—Determine effective methods of reducing or eliminating fees, taxes, liabilities, opportunity costs, and risks, both expected and unexpected.
- **Diversification**—Seek to mitigate risk and carefully spread risk among multiple accounts, investments, assets, and tax categories.

**WHAT MAKES SMART MONEY SO SMART?**

To understand why smart money takes an integrated approach to financial management, you have to think about how important your finances are to your overall life satisfaction. Smart money and its focus on the ABCD of investing seeks to help you create better answers to the following questions:
- How satisfied are you with your financial success and freedom?
- Is your current and future lifestyle the best it could be or are you settling for less?
- How are you behaving financially? Are you organizing and diversifying your financial affairs so your lifestyle and independence can be sustained and perpetuated?
- How confident are you about your practical financial knowledge? How aware are you about your costs, fees, and expenses?
- Do you have power over money or does money have power over you?

Considering these questions will allow you to begin the discovery of how integrated your plans are and shine a light on what you can improve or optimize, thus creating an alignment between what you want and what you are doing.

**BUILDING YOUR PERSONAL ECONOMY**

This book takes the point of view that the command center of your financial powerhouse comes from your personal economy. Having mastery of your personal economy and the different purposes financial tools play in your life is key to your success—after all, the most important economy is yours! Allow me to explain:

**DEFINING PERSONAL ECONOMY**

Your personal economy is your own financial situation. It's your debt (or lack thereof), your level of production (income), your resources (savings/assets/credit), and your consumption (spending). If you want to have power over money and be more involved in your finances, you must always work toward building your personal economy. Because in a world of uncertainty, in which we often feel lost about what we can actually control and unsure about what information is accurate or relevant to our situation, our personal economy creates the foundation of strength and power that gives us
independence and confidence, no matter what's happening in the world around us.

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What people say about this book

Susan M, “A valuable "how to" guide for any generation. This is the only book I know of that clearly explains the basics of personal finance management, which can be a complicated subject. It is a perfect combination of motivation, education, and step-by-step instructions. The author clearly describes different insurance and investment options and effectively uses stories from his own life to demonstrate the concepts. While it is presented as a practical guide for millennials, the book is a valuable resource for any generation.”

K_p452, “Highly recommended!!!. This book is full of great insight and highly valuable information. It gives easy-to-follow action steps and advice that you can implement right away and put yourself in a healthier financial trajectory. Unlike other finance books I’ve read, Adam Bar was able to take an intimidating and often confusing subject and make it easy to follow, simple, and even fun to read. His personal story adds a lot of depth and context and makes this book not only super insightful, but very inspiring as well. Highly recommended!!!”

Oren Dagan, “Highly recommended. Great book! Learned so much about how to invest and make smart financial decisions”

Shelley Weinberg, “Must Read to Gain Financial Independence. A powerful book which gives one a simpler and better understanding on how to become financially independent through different avenues of investing. A MUST Have!”

oren hen, “Life changing book. This book is AMAZING, very comprehensive, yet simple to understand. The book explains financial tools and how to use them in real life to your advantage and in a very layman language.Higley recommended”

Keforie Dhie, “Take control of your financial position. This book is comprehensive and is a valuable tool for those that struggle with money management.”

Melanie, “Knowledge is power. A persons success is measured at what they know and how they implement it. Adam Bars book clearly illustrates the tools you will need about all the fundamentals of finance. I recommend for everyone”

The book by Emma Tallon has a rating of 5 out of 4.5. 19 people have provided feedback.
Recommended Reading