

ENOUGH?

**A QUICK GUIDE TO SHOW
HOW THIS BOOK PROMOTES**

YOU!

**HOW MUCH
MONEY DO
YOU NEED FOR
THE REST OF
YOUR LIFE?**

PAUL D. ARMSON

SPECIAL NOTE TO ADVISORS

This is a quick overview guide to let you see the numerous ways in which I promote YOU and your service.

I wrote ENOUGH? to inspire people about 'Lifestyle Financial Planning' and help them to understand how it differs from standard Financial Planning and plain old product focused Financial Advice.

Lifestyle Financial Planning is Financial Planning with an end in mind. The 'end' is a better life! For your clients - and for you too!

I discovered 'Lifestyle Financial Planning' in 1990 and for the last 10 years I've been training advisors throughout the world to become GREAT Lifestyle Financial Planners. I also wanted to help them communicate the power of Lifestyle Financial Planning to help more people benefit from this life changing service. So I wrote ENOUGH!

It firstly inspires the reader about *life not being a rehearsal*. It explains how the purpose of lifestyle financial planning is to help them get a great life and to DO STUFF in the time they have left on this planet; how it's not about products and investments, it's about helping them get the best life possible with the money they've got.

This quick overview of the endorsements will help you see how this book can easily promote YOU and your service. It inspires people to reach out for - and pay well for - proper financial planning.

This overview will take only a few minutes to read. I hope you see the power of it.

To your success!

ENOUGH?

**How Much Money
Do You Need For The
Rest Of Your Life?**

Paul D. Armson

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Dedication

To Lynn, my soulmate.
And to Adventurers everywhere
who follow their heart
their soulmate or their passion
knowing that it's not supposed to be easy
who visualise the life of their dreams
and do whatever it takes
to make those dreams come true.

Respect.

ENDORSEMENTS OVERVIEW

This 'quick read' - an abbreviated version of ENOUGH - lists just some of the numerous endorsements provided throughout the book that promote you and your service and explain why the reader should work with YOU the giver of the book.

This book is working brilliantly for advisors throughout the world who follow and use the author's '*Inspiring Advisers Lifestyle Financial Planning Seven Step Success System*' to successfully communicate and deliver an empowering Lifestyle Financial Planning experience to their clients.

It can work for you too.

Excerpts from the Introduction...

About this book...

This stresses that it is a quick read, so they'll read it! :-)

You'll find this book to be a quick read - and that is deliberate. I want it to be the first book about money that you feel inspired to read from cover to cover.

This quickly stresses - from outset - the benefits of proper financial planning...

I firmly believe that good financial planning changes lives. It is the essential tool that can help you to get and KEEP the life you want; to envision your future and find real peace of mind in this hectic world.

This quickly stresses - right up front - why working with a 'Lifestyle Financial Planner' is a good idea...

This book is therefore intended to simply and clearly explain what good Lifestyle Financial Planning really is and how working with a Lifestyle Financial Planner can help you secure your financial future with more clarity and more peace of mind than ever before.

Excerpt from Chapter 5...

This stresses you are one of the ‘good guys’...

There are some fantastic financial planners out there (many of whom I’ve trained) who put their clients at the forefront of everything they do. Their focus is firmly on helping their clients understand how much is ENOUGH and helping them to live life to the full with lifestyle financial planning. (In fact, there is a good chance that you are reading this book because it was given to you by one of these ‘good guys’!)

Excerpt from Chapter 14 ***Relax. Help is at hand!***

This stresses how you are one of the few who can help them experience lifestyle financial planning and how this can be life changing...

The likelihood is that this book has been given to you by a Lifestyle Financial Planner. These are members of a growing community of forward thinking and highly qualified financial advisers who are committed to doing the complete opposite to traditional ‘product flogging’ financial advisers.

Instead, they are devoted to delivering client focused lifestyle financial planning as described in this book.

They can help you to become one of the lucky few who experience proper financial planning - so you too can experience the clarity it provides. It can be life changing. As discussed already, knowing what your bucket looks like can facilitate all sorts of life enriching decisions.

In the next few chapters I will explain in more detail exactly what you can expect a great financial planner to do for you, and the kind of working relationship you will establish with them. I will obviously simplify the process, but it is really important for me that you understand the general steps involved in creating a great financial plan. Knowing the information that is required to forge a plan may also be useful because you can even start to collate

some of the information required in preparation for your initial meetings with your adviser.

Excerpts from Chapter 15, 16 & 17

These chapters contain numerous references as to how YOU as their advisor, will help them get clarity and help them think things through regarding their assets, current and future inflows, debt and - most important - their expenditure requirements - both now and in the future. It explains how you will help them consider the effects of inflation and to err on the side of caution when allowing for growth on investments / assets etc.

Just a few examples....

A good financial adviser will help you think these things through and make reasonable assumptions.

and....

Again, a good adviser will help you get to grips with this and provide you with greater clarity. This will provide you with more peace of mind and open up countless opportunities, perhaps to spend more, or save more.

and....

Your adviser will help you exercise prudence in these predictions

and....

Your adviser will probably be very conservative in their assumptions when making these calculations, and rightly so.

and....

Remember, when you start to get an idea of where you are heading using conservative assumptions, you can easily ask your adviser to revisit your assumptions and create additional 'what if' scenarios which might allow for slightly more optimistic expectations regarding growth in income or investments. In fact, you should be confident to work with them to revisit ALL areas of your plan to tweak and revise it. More on that concept later though...

and....

It's now time to start to think about your current and future expenditure requirements. Your adviser will need to know about all your spending habits (and spending dreams!)

and....

So, remember to give some thought to the big expenses that might be incurred in the future. Your adviser will talk to you about these and then help you build these requirements into your financial plan.

Excerpts from Chapter 18

So, Do You Have ENOUGH?

This chapter explains how you, their advisor, will work with them to help them get the life they want with Lifestyle Financial Planning.

Once you and your adviser have collated the information mentioned in these last three chapters, it's time to find out what it all this means.

If your adviser is a Lifestyle Financial Planner, they will probably use sophisticated software to enable them to crunch all the numbers and help you to 'see' what your financial future looks like. This will be based on prudent assumptions.

This stresses how you will help them feel more confident and have greater peace of mind....

Whatever the outcome, your Lifestyle Financial Planner will be able to work with you to tailor your financial planning so that you feel confident about where you are heading financially. They will also show you how changing your assumptions and requirements can change projected outcomes. They will help you 'stress test' the assumptions, always erring on the side of caution. This process will give you more confidence and clarity about

where you are heading financially which in turn will give you more peace of mind.

This stresses your ONGOING service....

Over the years ahead, as your confidence in the financial planning process increases, on an ongoing basis - and whenever the need arises - you and your adviser will review your financial planning to ensure you are on track. This will enable you to consider opportunities that may arise, such as: *“What if I retire 5 years early?”* or *“Could I spend an extra £10,000 a year for the next ten years?”* or *“What if I died? What would happen to my family’s bucket?”*

This closing statement stresses the real purpose of your service....

The purpose is to help you to confidently create a long term spending (or saving) plan that will keep you on course so you can achieve the life you really want, without fear of running out of money - or dying with too much!

This is PROPER financial planning.

Excerpt from Chapter 19

What's the ONE THING Everybody Wants?

This chapter focuses on 'LIFESTYLE' - being the ONE THING that everybody wants. (Hence why your 'Lifestyle Financial Planning' service focuses on what matters most!)

It gets them to think about the life they want and the life they don't - and the cost of each. They come to realise that your service is dedicated to helping them GET and KEEP their DESIRED lifestyle.

The closing words of this chapter...

A good Lifestyle Financial Planner will help you do this by going through a simple lifestyle expenditure questionnaire. This can then help you to identify the cost of various stages of your life, to see how it might change. I will expand on this later.

Planning your financial future successfully is all about waking up right now to the cost of the life you have. It's about comparing that to the life you want and the life you don't want - and understanding the cost of each.

Excerpts from Chapter 20

A Special Word to Small Business Owners

This chapter focuses on small business owners (who the author believes can be PERFECT clients for proper financial planners).

It stresses the importance of planning to become financially INdependent of their business, not financially DEpendent on it. This is what YOU can help them achieve.

Example...

This is where your Lifestyle Financial Planner comes in. They can help you to make sense of it all. They will help you work out how much is ENOUGH. They'll also help you utilise your business to accumulate money each year in the most tax efficient ways possible.

and...

If you do have a sellable business (or you can definitely make the changes necessary to turn your business into a sellable business) then an allowance for the realistic sale proceeds of your business can be made as a future

inflow into your bucket. Your adviser should be able to help you decide on a realistic valuation for your business.

NOTE: THIS IS POWERFUL....

This chapter also stresses the importance of their accountant! And how YOU, as a Lifestyle Financial Planner, working WITH their accountant can help them maximise on their greatest asset - their business!

NOTE: Accountants LOVE THIS and will happily give the book to THEIR best clients and refer them to YOU for your help. Perfect for building relationships with professional introducers! :-)

So, when you are crafting your financial plan with your financial planner just be conservative about how much you expect your business to be worth in the future. Remember, if you sell it for more than you expect, it will be a bonus.

and...

If you've got a business, then your accountant - working alongside your Lifestyle Financial Planner - can be your greatest resource.

Here's why...

As we've discussed, your Lifestyle Financial Planner is forward looking. They will help you think about the life you want, the life you don't and the cost of each. They'll help you create a workable financial plan to help you get and keep the life you want. They'll help you calculate HOW MUCH IS ENOUGH. i.e. your Number!

And, as we've seen already, used properly, your business can give you your Number!

This is where your accountant comes in. Working with your Lifestyle Financial Planner they can help you engineer your business to give you your Number!

Between them they can help you make it sing and dance. They can help you understand what it needs to look like, operate like, smell like, taste like - so you have every chance of building your business so one day you can sell it. And, if you can't or don't want to sell it, between them they'll help you accumulate all the money you need - your ENOUGH - in the most tax efficient way possible.

Remember, your business is your 'vehicle'. Its purpose is simple: to help you get to your ultimate destination - ideally with you and your family enjoying the trip along the way!

The starting point is knowing: 'Where do you want to get to?' That's where your Lifestyle Financial Planner comes in.

The second is: 'How are you going to get there?' When it comes to your business, your accountant might just have the answer.

Excerpts from Chapter 21

A Word About Investing

This chapter stresses how you will take away the stress of investing...

Example....

Here's where you can relax. A great adviser will take the headache out of this process for you. They should make it as simple, painless, low cost - and as low risk - as possible. A good adviser will help you keep things simple and avoid the excessive costs of the Financial Services Industry.

and...

This is where a good adviser practising lifestyle financial planning, adopting the principles in this book, should help you to cut out the excessive cost of the GOO. They will identify if you are paying unnecessary fees on existing arrangements. In some cases the savings you will make from adjusting previous bad or expensive investments could actually see you saving substantial sums of money.

and...

This is where a good adviser will help you align your investments with the requirements of your financial plan.

Excerpts from Chapter 22 ***Risk and Investments***

This chapter stresses how you are on their side (not on the side of the industry) and how you will help them create a PRUDENT financial plan.

Example....

This is where a Lifestyle Financial Planner comes in. They can provide you with clarity and real peace of mind. They will endeavour to help you de-risk, and avoid paying excessive - and mostly unnecessary - investment costs. All of which is a no brainer.

Excerpts from Chapter 23

The Truth About Financial Advice

This chapter helps to explain the difference between financial advice and **PROPER financial planning and why they should work with a lifestyle financial planner...**

Example...

There is so much confusion surrounding financial advice. This is not helped by inherent conflicts of interest of some advisers, not to mention the vested interests of the Financial Services Industry and the ‘financial porn’ that co-exists to support it.

The good news is you might already have access to an adviser you can trust. **In all probability this book was given to you by an enlightened, forward thinking professional who has adopted lifestyle financial planning. This means you are already in a very fortunate position.**

But if you still need help deciding whether to choose this route having a better knowledge of the distinction between Financial Planners and Financial Advisers will prove useful.

and...

Financial Planners - v - Financial Advisers

The clue to the work professional financial advisers and planners should do for their clients' is in their job titles: 'ADVISER' -v- 'PLANNER'. They should both offer advice and recommendations based on their client's real needs and objectives and the adviser's advanced technical knowledge.

A 'Financial Adviser' tends to provide 'product focused' advice: i.e. which pension, which investment, etc.

A proper 'Financial Planner' however, should provide 'comprehensive planning' thereby giving more meaningful advice by taking into account ALL of your circumstances - i.e. the cost of your current and desired lifestyle, your long term objectives, all your assets, all inflows, all outflows, etc - similar to how I described earlier. In other words, their job should be to show you what is going to happen to your bucket.

and...

The best way to root out the lower quality financial advisers and planners, and to drive up standards across the profession, is for consumers to insist on receiving PROPER financial planning advice. Choose to work only with those who deliver PROPER financial planning. Generally these are ideally either **Certified or Chartered Financial Planners** - who are truly independent, who charge fees for their work and who work exclusively on behalf of their clients - and most importantly, **who**

deliver client focused ‘Lifestyle Financial Planning’ advice as outlined in this book. Any fees payable for comprehensive financial planning advice will be minuscule compared to the benefits received.

and...

How can you benefit from choosing a Financial Planner who delivers proper financial planning?

Proper financial planners help you to understand what’s going to happen to your bucket! They help you to think about the life you want - and the life you don’t. In other words, they help you to identify, achieve and maintain your desired lifestyle - helping you to ensure that you can live the life you want without running out of money - or dying with too much! They can help you manage your investments and take care of your money, but - unlike many advisers - they don’t focus their work around selling you financial products or constantly rearranging your investments in order to justify their existence.

Quite simply they work on your behalf NOT on behalf of the Industry.

Excerpts from Chapter 24

Finding the Right Advisor

This chapter really stresses the importance with working with a Lifestyle Financial Planner...

Example...

You should now understand the clear benefit of working with a suitably qualified ‘Lifestyle Financial Planner’ whose main focus is understanding you and what you are trying to achieve and then helping you to identify, achieve and maintain your desired lifestyle following the principles outlined in this book. They should also charge transparent fees for their service.

The fee based system helps to ensure that your chosen professional will not focus on the sale of financial products. Instead, they will focus on providing meaningful financial planning advice that revolves around you and what you are trying to achieve.

As you know already, the ‘Lifestyle Financial Planning’ process is designed to help you see what your financial future looks like. This service will simplify your financial life by helping you make sense of your money.

and...

The best advice?

I mentioned earlier that I had dedicated a good portion of my career developing a training course to share the methods and ideals of my business model. As a result of this there is now a growing community of highly qualified advisers who have embraced the best principles of good Lifestyle Financial Planning as outlined in this book. **Most of them are qualified at the highest level in financial services, either Certified Financial Planners, Chartered Financial Planners, or both.**

In fact, the chances are you are reading this book because it has been given to you by a member of this community.

and...

Not all advisers know how to do this, but a PROPER financial planner does. They'll help you understand your bucket! They'll help you improve the efficiency of what's inside and what's outside your bucket. Where possible, they'll be able to help you make your money work harder now and in the future. They'll analyse your various inflows into your bucket and the tax efficiency of each and how this could be made better. And, of course, they'll help you analyse your expenditure requirements throughout life - to help you create a 'life well lived'. They'll help you take care of your financial future, providing more clarity and more peace of mind.

Excerpts from Chapter 26 -
THE CLOSING CHAPTER
Going to the Gym

This closing chapter brings an inspiring close to the book, it reminds them that life is not a rehearsal and stresses the importance of receiving financial planning advice on an ONGOING basis to help them GET and KEEP the life they want.

It therefore sells the long term service that you offer...

Hint: “You can’t go to the gym once and be fit for life. You have to keep going! It’s the same with financial planning!”

Examples...

I hope that this book will motivate you to want to take the first steps to securing your future. I genuinely believe that your life will be improved through lifestyle financial planning.

and...

So think of your Lifestyle Financial Planner as your 'FPS' - your Financial Positioning System - keeping you on track to achieve your goals. Over time, making little tweaks here, and little tweaks there. Then . . . as you get closer to your target . . . the easier it will be to hit.

and...

The book closes with the following....

Lifestyle Financial Planning will help you to see golden opportunities to enjoy your money and have some fun - because life's not a rehearsal!

I hope this book has helped you to think differently about your money and your future. I also hope that you will feel confident about seeking help from a Lifestyle Financial Planner to help you crunch YOUR numbers and get the clarity and peace of mind you deserve about your future.

I've hopefully shown that financial planning needn't be boring. It can be inspiring and it should be fun.

Working with a good Lifestyle Financial Planner will keep you on your toes and make sure you live life to the full - enjoying your money!

Remember, one life.

Live it!

About the Author

Paul Armson has been a financial adviser since 1982. He started delivering 'Lifestyle' Financial Planning to *WOW* his clients in 1990 and built a small fee-based financial planning practice, primarily focusing on small business owners and retirees.



After the sudden death of his Mum he vowed to make '*Life's Not A Rehearsal*' his mantra and live life accordingly. He semi-retired at the age of 45 to start sailing his yacht '*Spellbound*' around the world with his soulmate, Lynn.

For the last eight years, when he's not been sailing, he's been helping other financial advisers successfully transition to a Lifestyle Financial Planning model.

Paul launched 'Inspiring Advisers' in 2013 - an online training programme to help more advisers successfully adopt a Lifestyle Financial Planning approach. It is now a fast growing community of Lifestyle Financial Planners from the UK and around the globe.

Frustrated with the vested interests of the Financial Services Industry he now believes it's time to start telling consumers what he calls 'The Truth About Money'.

Paul is a sought after speaker and speaks regularly in the UK and overseas, he is passionate about changing clients and advisers lives through the successful delivery of PROPER Financial Planning.

ORDER TODAY

*"THE BEST FINANCIAL PLANNING
MARKETING TOOL, EVER!"*

Iain Wishart CFP® Professional

HARD COPIES OF THIS BOOK FOR
USE AS GIFTS TO CLIENTS,
PROSPECTIVE CLIENTS AND
PROFESSIONAL INTRODUCERS ARE
AVAILABLE HERE:

www.InspiringAdvisers.co.uk/enough-book

BACK COVER

How much money do you need for the rest of your life?

Research shows the majority of people have no idea how much money they really need for the rest of their life. They may have income, assets and investments but no idea what it all means, or what sort of financial future awaits.

So, if you feel like this, you're not alone! The big question is: are you going to run out of money? Or die with TOO MUCH?!

What we all need to know is how much is 'ENOUGH?'

Having an insight into how much you actually need can be enlightening. It can put you in control. Knowing how much is ENOUGH will give you the freedom to live your life smarter. After all, life is not a rehearsal; it needs to be lived to the max.

Paul introduces you to the concept of Lifestyle Financial Planning: a way to help you find this freedom. Using simple step by step instructions this book will guide you through the process of developing your own financial plan and working out 'how much is ENOUGH' ... for YOU.

Written in an inspiring, simple, non jargon style, this book is easy to read from cover to cover and, by the end of it, you might know more about good financial planning than many financial advisers.



Paul Armson became a Financial Adviser in 1982. Since 2006, he's been working tirelessly to help build a genuine Financial Planning profession in the UK and overseas by helping Financial Advisers deliver a more meaningful service to their clients with 'Lifestyle Financial Planning'. Increasingly frustrated with the self-serving, vested interests of the Financial Services Industry, he now believes it's time to start telling consumers the truth about money.