

## **Chapter 1** **Sales Books vs. Educational Books**

Have you ever read a book where in the Foreword you read quotes that were so enticing that you just had to buy the book?

What if you read the Foreword of a book and saw the following quotes from the author touting how wonderful his/her book is?

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*“What if I told you I’m about to share insider secrets that, before now, only the very wealthy among us knew?”*

*“What if I told you these secrets will absolutely transform you into a millionaire?”*

*“What if this proven system could be set up so that you could just implement it once to be wealthy?”*

*“Then, what if I showed you how to recycle it every three to five years to double or triple your wealth?”*

*“What if I said it doesn’t involve effort, concentration, or budgeting?”*

*“In front of you is an empowering starter kit to becoming a millionaire, stocked with insights and opportunities you may not have known existed.”*

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My guess is that, if you read the Foreword of a book with the above quotes, you’d want me to tell you the name of it and you’d wish you bought that book instead of mine.

Generally speaking, most of the American public has the intelligence to know the difference between reading a book that is trying to “sell” them a concept and one that is trying to educate them on a concept.

With that said, if readers buy books that are “sales” books and never read anything with substance or details (or learn either from their advisors), there is no frame of reference to allow a reader to understand that the sales books are NOT an authoritative guide for how to grow wealth, but are, in fact, very clever sales books drafted for very specific reasons.

### **WHAT IF THE FOREWARD TO A BOOK STATED THE FOLLOWING?**

What you will learn in this book is the **truth** about how to build wealth using the equity in your home.

What you will learn will be based on the law and real-world illustrations, not hypothetical situations crafted a certain way so that the outcome is always positive for the reader.

What you will learn is that the concept of Equity Harvesting is not for everyone, and you may find out after reading this book that you can use the concept to build wealth in a tax-favorable manner or not.

### **WHICH BOOK WOULD YOU RATHER READ?**

Many would say the first book because it seems to state that readers of the books can become “millionaires,” whereas the second book says that you may be able to use the concept and you might not.

I’ll tell you what I’d like. I’d like a concept that doesn’t require work, risk, or a lot of money and can turn me into a millionaire in the very near future. Unfortunately, this concept does not exist and no “book” can give you that magical concept.

As I indicated, most people can tell when they are being “sold” a concept; and that’s really what’s happening with some books in the marketplace that deal with the concept of Home Equity Harvesting.

Let’s be realistic. If it was easy to become a millionaire with a few “secrets” you can read about in massively published for-public (vs. trade) books, wouldn’t one of your neighbors or friends already be a millionaire? Would you see the gurus who have written these books on CNBC or other financial-based television shows?

### **SELLING SYSTEMS**

You are going to learn some “secrets” by reading this book, which will be very enlightening. You are going to learn the secrets of the authors who write for-public books not necessarily to educate the public but to create a national referral source for advisors who buy into their selling systems.

Am I saying that some of the books in the marketplace were not meant to educate the public on the concept of Equity Management? Not necessarily. The books are meant to give the public baseline education on certain concepts in a manner so the public gets hot and bothered about what they've read and, therefore, want to seriously consider implementing the concepts discussed in the books.

In other words, the books were designed to give you enough select information so you want to pick up the phone and ask for help from the author and his/her "TEAM."

Would you be interested to know that the biggest market for the Equity Management books is the advisor market looking to learn new concepts to sell products? Would that give you reason to read such books with a more cautious eye?

Think of the following and ask yourself which author would you rather be?

Author 1—He/she writes a book that will sell for \$19.95 and will sell 100,000 copies. The author receives a \$50,000 up-front signing bonus to write the book and then 15% of the revenue from gross sales. If the book did, in fact, sell 100,000 copies, this author would make \$299,250 on the book sales (15% of the gross) and the \$50,000 signing bonus for a total of \$349,350.

Not bad, but the authors of get-rich-quick-and-easy books want to become millionaires themselves by writing the books.

Author 2—The same as author one, except the author then creates a seminar to teach advisors how to use the concepts in the book. Assume that, if the advisors who attend these seminars and learn how to sell to the public the concepts in the book, they then will believe they can double their income from attending the training. Do you think advisors would flock to such seminars? Absolutely.

Assume the author charges advisors \$5,000-\$8,000 to attend these training seminars and that 1,000 advisors a year go through the training programs.

Would more advisors want to attend the seminars and become part of the "TEAM" if they knew that they would receive sales leads from the author? Leads? Yep, leads. What if the author was bright enough to set up a referral system to funnel general public readers of the book who contacted the author for help to "approved TEAM" members who are trained in the teachings of the book? Would that help the advisor pull the trigger to pay \$5,000-\$8,000 for the training?

How much would the second author make? Between \$5,000,000 - \$7,000,000 more a year just doing the training.

Finally, what if the concepts in the book revolved around the sale of life insurance and the author also was able to have some of the “TEAM” member advisors licensed under him/her to sell life insurance?

I will not be getting into the commissions of life insurance in this book; but what I will tell you is that, if the sales force of “TEAM” members is productive, the amount of money the author can make from override commissions on the sales force would be in excess of the amount of money he/she would make from the training and the book sales.

My point is that any book that hopes to accomplish what author two is trying to accomplish better be really good and be written in such a way that the lay reader will have few or no hesitations when making the decision to pick up the phone and contact the author or a local “TEAM” member for help.

### **ARE YOU FOR SALE?**

You might be shaking your head after reading the previous few paragraphs. You might be thinking to yourself, how could anyone be so clever as to pull off such a marketing plan based on a “for-public” book?

Don’t believe me? The following will shock you. The following is an actual e-mail (names deleted) I obtained from a “TEAM” member of one of the authors in the marketplace who has a book on Home Equity Management.

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“Hello TEAM members!

\*\*\*\*\*  
(The lead will go to the first person who e-mails me, and if I Do not respond to you then someone else received the Lead.)  
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I am happy to announce that we have a new Lead in your area!

-They are from Payson, AZ

-He is 66

-They have read (*name of the book omitted*) several times -He is retired

-Their home is worth \$300,000 -And they owe \$0 on it -They have \$450,000 -They also have \$25,000 in various non-qualified accounts

Possible total repositionable assets of at least \$500,000.

Possible Target Premium of at least \$25,000

**Purchase this lead for (first come first serve-FCFS): \$1000**

or

"Guarantee" if no case is closed is \$1250 (guarantee means that if the lead does not do a plan we will reimburse you \$750 of that \$925, in the form of credit to be used on (*name of book omitted*), brochures, refresher courses, other leads, etc.)

Lead to end Friday September 16th at 8:00am (MST)

If you have any questions please contact me.

\*\*\*\*\**(BTW "first come first serve" is the first person who e-mails me, and if I do not respond to you then someone else received the Lead.)\*\*\*\*\**

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When I received the above e-mail from a TEAM member of the authors, it vindicated my writing of this book. I knew a book like this one was needed to better educate and protect the public, but I never knew that readers were for sale.

I need to interpret the above e-mail for readers who do not know the insurance industry and to reinforce exactly what is going on.

A general public reader of a book on Home Equity Harvesting contacted the author for help. The author's TEAM took the potential client's information and created a profile.

The profile was then e-mailed to all the "TEAM" members (those who had paid big bucks to be trained on what is in the book) telling "TEAM" members that there is a lead and asking them if they want to buy it. Yes, that's right—the potential client is basically being auctioned off to the first "TEAM" member to e-mail back.

Also, most readers will not know what is meant in the e-mail when the writer says there is a “Possible Target Premium of at least \$25,000.”

Life insurance agents are paid on a percentage of “target” premiums. With many insurance companies, agents can get paid over 100% of target. So what the e-mailer is saying is that this lead could be worth a first-year life insurance commission of \$25,000.

Pretty slick, but if the client actually knew what was going on, do you think he would be pleased? Do you think he would want to work with such a “TEAM?” Would you? I don’t think so.

The ironic thing about the “TEAM” structure is that the vast majority of advisors who tout the virtues of the book (in an effort to generate sales of existing or potential clients) are not on the “TEAM.”

Those non-“TEAM” members are handing out the book to clients in an effort to facilitate sales not knowing that, IF their clients happen to call the author for help, the author is going to put the lead on the auction block and the non-“TEAM” advisor who gave the client the book is going to have a “TEAM” member contacting his/her potential client.

If the non-“TEAM” advisor knew what was going on, do you think the advisor would be handing out the book? I don’t think so.

### **THE COLD WATER GUY**

I want readers to know that I have a certain reputation in the “industry.” By industry, I mean the financial planning, accounting, and legal communities.

My reputation, as I’ve been told by others, is that I’m just about the only one who tells the downside to concepts. Some people say that I’m the **cold water guy** because by telling the downsides to concepts I am throwing “cold water” on the sale’s process.

I like to think of myself not as the cold water guy but instead as the **“full disclosure”** guy.

EVERY topic has pros and cons. There is NO MAGIC way to become a millionaire. There is NO EASY way to become a millionaire. If there was, everyone would be doing it.

Remember my question: If these sales books on this topic are so powerful and work for everyone, why is one of your neighbors or family members not a millionaire because of the concepts in the books?

The honest answer is that the concepts covered in guru books on Home Equity Management can work to help many clients build wealth. While the books in the marketplace lack full disclosure and use fuzzy math (which will be detailed in this book), the concepts when used properly for the “right” client do work and can work very well.

This book will go into chapter and verse (literally) on many Home Equity Management concepts, and you will not have to wonder if the concepts are right for you; you will know because the material will give you the details to feel confident when making the decision to move forward or not with the concepts discussed.

### **AN HONEST CONFESSION BY THIS AUTHOR**

As you may have read in the About the Author section to this book, I myself have three training courses for advisors that are administered through The Wealth Preservation Institute (“WPI”).

The WPI has the following professional designations: Certified Wealth Preservation Planner (CWPP™), Certified Asset Protection Planner (CAPP™), and Master Mortgage Broker (MMB™). You can read about all three designations at [www.thewpi.org](http://www.thewpi.org).

The CWPP™, CAPP™, and MMB™ are what I consider the only “advanced” certification courses in the “industry.” The foundation of each certification is asset protection. It is my opinion that you cannot have a proper financial or estate plan without incorporating asset protection. You cannot have a proper Home Equity Management plan without incorporating asset protection.

I have multiple confessions to make, which explain why I decided to write this book. The following are my reasons for writing this book. They are reasons, but also confessions to readers, so you will know my self-interested reasons for putting this book together.

1) I got sick and tired of hearing advisors (life insurance, financial planners, CPAs/EAs/accountants) touting the virtues of books in the marketplace that sell the concepts of Home Equity Management. This is by far the number-one reason I decided to write this book.

I have over 100,000 advisors who receive my e-newsletters every week. I travel around the country giving seminars to advisors as well. Therefore, I have many discussions with advisors on a variety of topics, including Home Equity Management.

I said to myself, if I heard another advisor tell me how wonderful these other books are and how they can be used to sell clients and make money based on the concepts in these books, I would write my own unique “full disclosure” for-public book on the topic. After saying that to myself, it took less than a few days to receive my next call from an advisor touting one of the sales books covering Home Equity Management.

With the recent revelation that at least one author is selling leads, I know I made the right decision to put forth a full-disclosure book for the public and professionals in the industry to read.

2) Speaking honestly, I knew that writing such a book and telling the truth about the hypocrisy in the industry would create significant press, specifically in the advisor marketplace. Since my core business is to have advisors learn about and take my courses, the press would do nothing but help make advisors aware of my educational institute and the CWPP™, CAPP™, and MMB™ certification courses.

3) I also knew that this book would sell a number of copies to the general public, and, as such, would allow me to make readers aware of the concept of asset protection. Most people with wealth are not asset protected; and any way I can make them aware of the concept and tell them that there are simple ways to protect their assets, I like to take the opportunity.

Additionally, this book will allow me to tell readers about the new Asset Protection Society (dedicated to protecting the public from asset protection scammers) and advocate that readers check out the Society at [www.assetprotectionsociety.org](http://www.assetprotectionsociety.org).

4) Money? I’m sure I’ll make some money from the actual book sales. I can tell you that, after paying for and selling a few thousand of my other book, The Doctor’s Wealth Preservation Guide, self-published authors do not make a living from selling books. Again, the money I’ll make on this book will be when advisors read it, learn about my certification courses, and



eventually take one (or buy other services I offer advisors through The WPI).

### **SUMMARY**

It is my hope after you read this chapter that you can't wait to get started on the substantive parts of this book. I hope you take from this chapter that I will do my best to give you real math and real-world examples and will try to stay away from "selling" you on the concepts in the book.

If you feel the contrary, please e-mail me with your thoughts, as I take these issues very seriously. My vision with this book is to have it be seen as an authoritative book on the pros and cons of Home Equity Harvesting, along with a separate section to the book for those who want to pay off the debt on their home years early using the Home Equity Acceleration Plan (H.E.A.P.<sup>TM</sup>).