
MAY 2015

Some Things Really Bug Me

I'm usually a pretty laid back guy. My goal is to go about my business. I do have some bad habits, though. One of them is listening to the radio or watching financial shows on cable TV. Now in and of itself that is not a bad habit. In my case, however, over exposure to the financial and news media usually does not have the best outcome for me.

One of the outcomes of this type of media exposure is that you get to listen to commercials. Some other experiences are those of listening to guests or call-in guests to different shows.

The other day I was watching a popular Cable/satellite channel and the guest was a consistent contributor to several of these programs. During his interview, he flatly stated that 'Permanent Insurance is a Ripoff, Buy Term and invest in the market'. Good thing he is on television and no one is forced to follow this universal dictum.

(some things really bug me..con't)

Because I was sitting at the computer, minding my own business, I didn't immediately react. The TV guest continued; "if you have enough for retirement, and house paid off and kids out of college, Life Insurance just isn't necessary."

Just then my 20mg of Lisinopril failed me, and I felt the blood rush to my head. Yes, I was perturbed. ***THIS*** bugged me. I turned away from my trusty desktop to watch the rest of the program. At no time did the host of the program question the guest, or draw him out. (I was thinking I was in the wrong profession). While the host was nodding her head, and gripping her pencil, I struggled to regain my composure. The guest continued "insurance companies love permanent insurance because it is a huge cash cow. They get to use the money during your life, and pad their investments. That doesn't happen with Term Insurance."

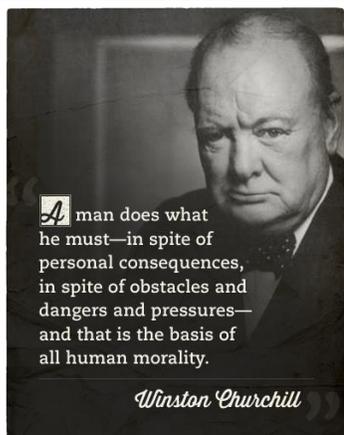
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Days should speak, I thought, and many years teach wisdom! But it is a spirit in man, the breath of the Almighty that gives him understanding. It is not those of many days who are wise, nor the aged who understand the right. Therefore I say, harken to me to set forth my knowledge!

Job, 32,7-10

PERSISTENCE
by Les Brown

I believe there are three kinds of people. There are winners, who know what they want and understand their potential and the possibilities. They take life on. Next are losers, who don't have a clue as to who they are. They allow circumstances to shape their lives and their self-image. I believe there is a third group as well. This consists of potential winners whose lives are just slightly out of alignment. I call them wayward winners. It may be that they just need to learn how to be real winners. Perhaps they've hit a bump or two that has knocked them off course and they are temporarily befuddled. Wayward winners are not lost souls; they just need some tweaking and coaching and nudging to get them back on course. Right now, there are many wayward winners out there who still believe that they have untapped talents. They plunge onward, believing that sooner or later they will find their way again. Other wayward winners have temporarily given up. They are damaged and disoriented, their confidence badly eroded. They tend to drift through life numbly. It is difficult for others to understand the rawness of a broken heart or the aching emptiness of an unguided spirit. Wayward winners know that there are possibilities out there, but too often they feel locked out from them. Some are afraid to risk anymore because of what they have risked and lost already. I know now that as difficult as it may be for wayward winners to do, it is necessary to continue to test themselves. Even though you have been hurt before, it is the only way to grow. You know there are going to be tough times as you go about changing your life, so brace yourself and you will be able to handle them. Try this technique to help you through the difficult times of change and growth. Find four reasons why you cannot succumb to your fears and your troubles. For example: You have not yet tapped the talents given you. You want to leave something more for your children. You want to live life rather than letting life live you. You want to do what makes YOU happy. It is in these rocky moments of bringing change to your life that you discover who you are. In prosperous times, you build what is in your pocket. In tough times, you strengthen what is in your heart, which is when you gain insight into yourself that leads to self-mastery and an expansion of your consciousness as a life-force in both your personal and professional lives.

A democracy cannot exist as a permanent form of government. It can only exist until the voters discover they can vote themselves largesse out of the public treasury. From that moment on the majority votes for the candidate promising the most benefits from the public treasury. The result.....the democracy collapses over loose fiscal policy to be followed by a dictatorship. Dr. Alex Fraser on 'Athens'

(Some things really bug me ... cont'd)

Here is why this bugs me. Universal and Declarative advice undermines the fact there are 320 million Americans, each with 320 Million aspirations, plans, risks, lifestyles, and cultural influences. In its best context, the guests' advice was meant to be provocative; motivating the viewer to question their planning and strategies. In its worst context, it was defamatory to an entire segment of the financial services industry.

This also bugs me from another standpoint. Permanent Life Insurance remains the most efficient financial tool for the following vexing financial needs:

- Replace the economic value of the deceased.
- Establish a tax-free, probate free, free of claims of creditors Estate.
- Provide a legacy.
- Assist in Charitable Giving
- Pay Estate Taxes
- Fund Buy-Sell or Key Man Plans
- Establish a Tax-free income producing asset that is not governed by the limits placed on Roth IRAs.
- Transfer the value of highly appreciated assets to the next generation without taxation.

Back in the mid 80's the old Buy Term and invest the difference strategy gained momentum. By the late 90s' this strategy fell by the wayside when people realized they had surrendered valuable asset-accumulating permanent life insurance for investments that either did not perform. Sometimes the client just stopped investing because they needed the cash flow elsewhere. Then when their lives changed and they found themselves in need of life insurance, they were either uninsurable, or the cost was too prohibitive.

It really bugs me when from such a big pulpit advice is given, not recognizing people's lives change, their needs change, and one size does not fit all. I wonder if his next advice will be to sell your Suburban and buy a Yugo because you will never want to pay extra for the comfy ride.

HOW TO TURN NOTHING INTO SOMETHING

by Jim Rohn

Have you ever wondered how to turn nothing into something? First, in order to turn nothing into something, you've got to start with some ideas and imagination. Think of it, ideas that become so powerful in your mind and in your consciousness that they seem real to you even before they become tangible. Imagination that is so strong, you can actually see it. So, the first step of turning nothing into something is to imagine the possibilities. Imagine ALL of the possibilities. Now here is the second step for turning nothing into something, you must BELIEVE that what you imagine IS possible for you. Testimonials like, "If I can do it, you can do it." often become a support to our belief. And we start believing. First we imagine it's possible. Second, we start to believe that what's possible is possible for us. Those two things together are very powerful. Now, we do not have actual substance yet, although it is very close. Here is what we call step two - faith to believe. In fact, one writer said this, "Faith is substance." An interesting word, "substance", the powerful ability to believe in the possibilities that are possible for you. If you have faith to believe...that faith is substance, substance meaning "a piece of the real." You can't get a hold of it because it isn't YET tangible. But it is possible to turn nothing, especially ideas and imaginations, into something if you believe that it is now possible for you. That substance and evidence becomes so powerful that it can now be turned into reality. So the first step is to imagine what is possible, the second is to have the faith to believe that what is possible is possible for you. And now the third step is that you go to work to make it real. You go to work to make it a hotel. You go to work to make it an enterprise. You go to work and make it good health. You go to work and make it an association. You go to work and make it a good marriage. You go to work and make it a movement; you make it tangible. You make it viable. You breathe life into it and then you construct it. That is such a unique and powerful ability for all of us human beings. Put this to work and start the miracle process.

UPCOMING EVENTS:

1. Bonfire Savage, May 19 and 21, Estate Planning Workshop, 6PM
2. Pier 500, Hudson Wisconsin, Retirement Planning June 2 and 4 Workshop, 6PM
3. Marie's, Red Wing, Estate Planning Workshop, May 5 and 7 6PM
4. Bucas, Eden Prairie, 6PM, Retirement Planning Seminar, June 16 and 18.

Contact us through our website at www.srins.com to register.

Tools for Thought

I am a practitioner of the concept of 'Safe Money'. This practice is designed to address the most clear and present anxiety of those in retirement or nearing retirement. Recent studies have determined that investors relying on mutual funds, stocks, and variable annuities have only a 44% chance of having sufficient lifetime income. It is a good thing there are 'safe money' practitioners. In my workshops and in my private meetings it is my goal to assist clients and potential clients in protecting those funds they rely upon, and want guarantees.

This is more important than they even know. With the social security trust fund depleted to the point where they project a 23% DECLINE in social security payments, guaranteed income becomes even more important. How many of us, relying on an income stream accept a 23% decline in our income just at the point where we are unable to replenish our income stream? What if there is a market correction sustained for years just before this event might occur? What if a person had not secured a lifetime income stream to combat this loss of income? What if the market does not perform enough to overcome health care inflation, commodity inflation, and housing costs?

Some might say 'safe money' locks up your funds. I would counter with: what good are the funds if their structure does not provide enough income to pay the bills? Anyone who has an aging parent knows this: income/cash flow is king. This is because a certain income, guaranteed for life eases the anxiety surrounding 'running out of money'

It has been my personal experience that people caring for aging parents also lose anxiety when they know there is sufficient income to pay for much needed services; in home care, adult day care, or in some circumstances, confinement care. If we use our 'safe money' wisely, we can also make sure those 'care anxieties' are also not estate anxieties. At Scheiber and Associates, we have the plans you need.

Financial Decisions Choices...

The fact of the matter is that you're the only one who can decide what to do with your earning power and, by extension, with your life. The two are inextricably linked. Decisions on what you want to do with your earning power come from answering questions such as:

- Where do I want to live? Do I want to own my own home? Where? What kind of home?
- What kind of lifestyle do I want to have? Vacations? Entertainment and leisure activities? Automobile choices?
- Do I want to pay the bill for my kids to attend college? Public or private?
- Do I want to start my own business some day?
- Do I want to reach an age by which I can afford to stop working if I want?
- Do I want to live strictly for today...strictly for tomorrow...or enjoy today while still providing for tomorrow? If you think of life as a journey, answers to questions such as these become your destinations on the journey of life.

Remember...people don't plan to fail...they fail to plan. Taking control of your finances and your financial future can help you reach your desired destinations in life!
Please call my office if we can help.

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