



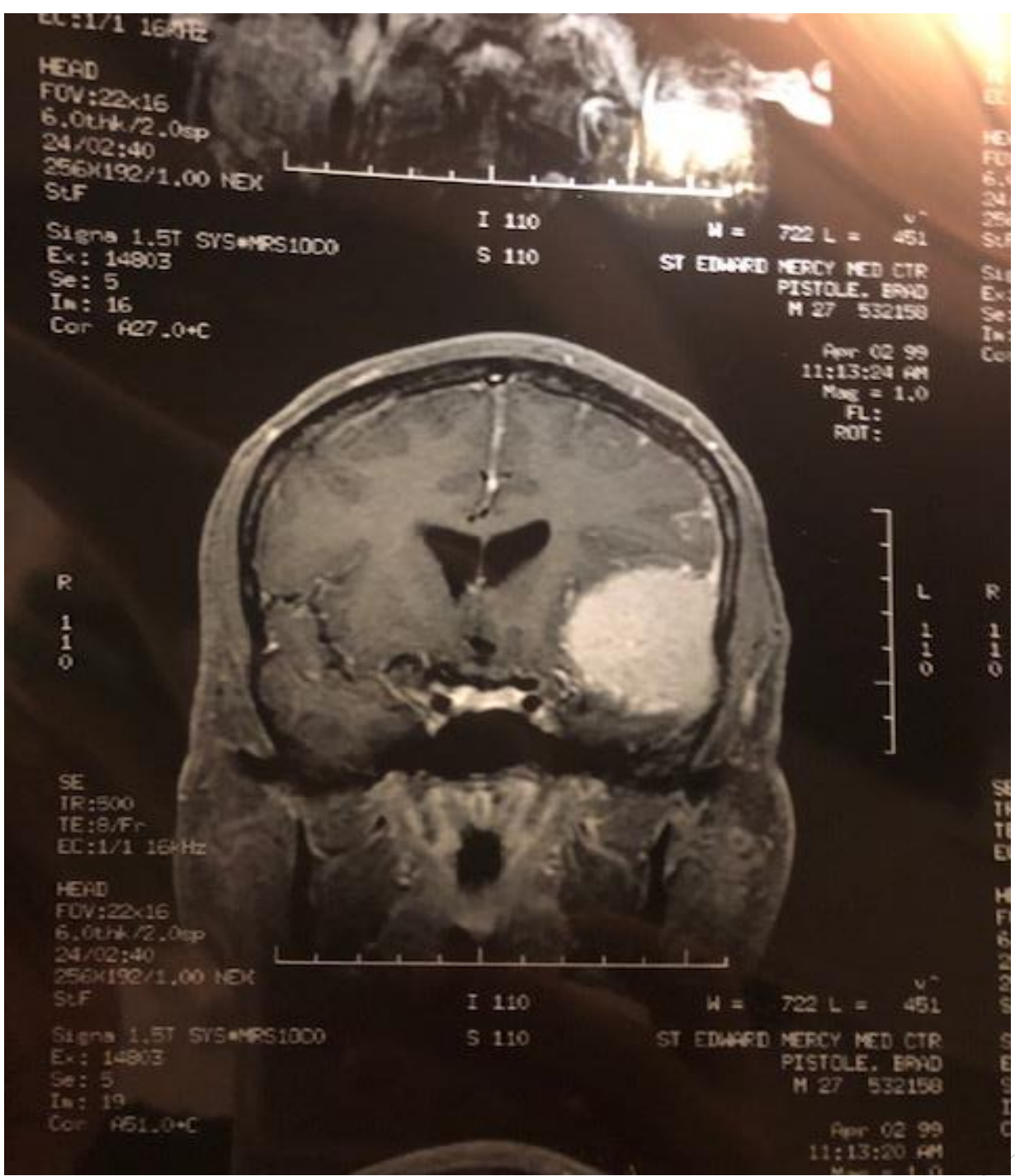
# **Brad Pistole Presents:**

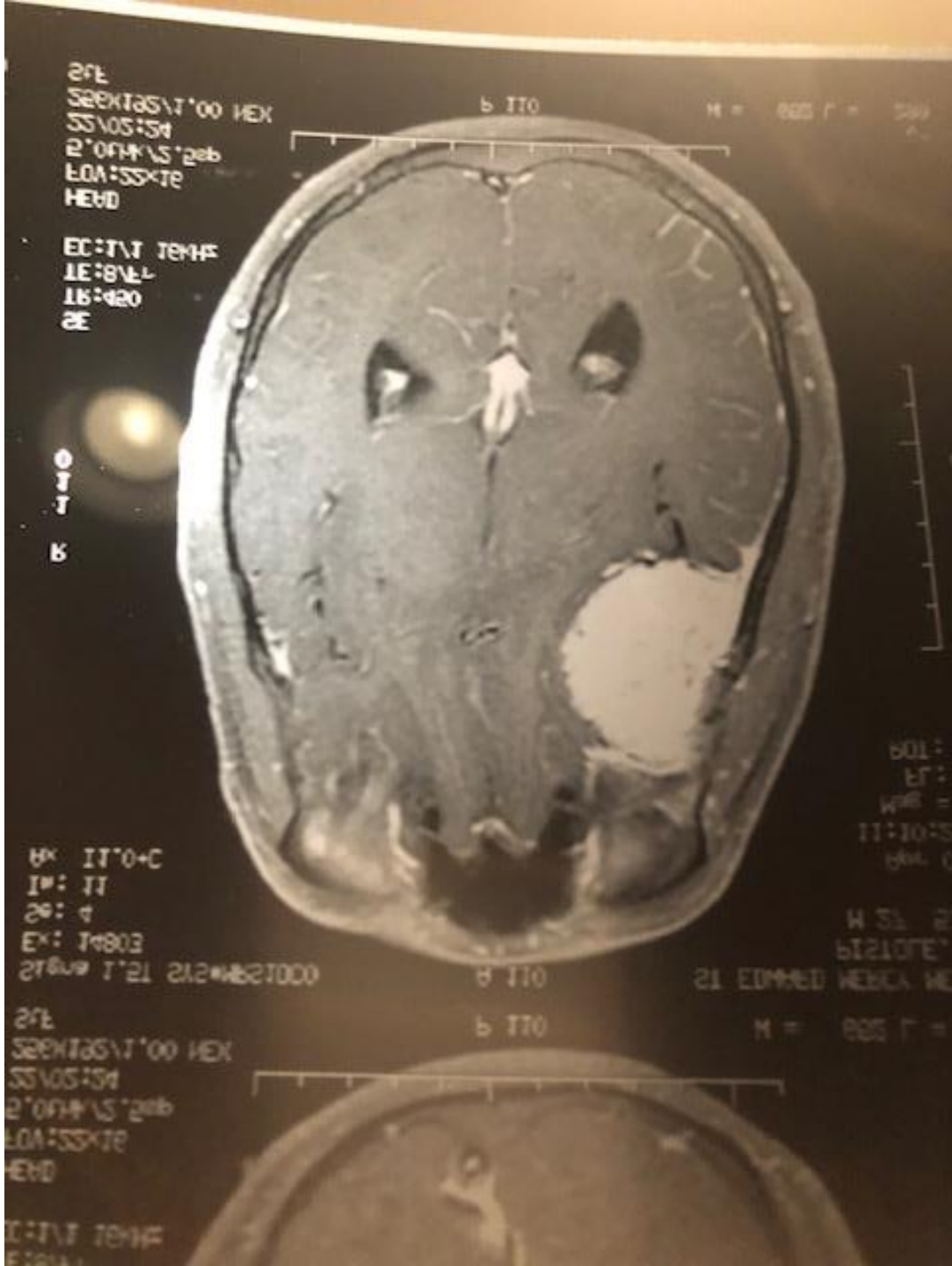
**How to change  
your business  
forever...**

**It's not what you  
think.**

The days that changed my life forever...

- April Fool's Day, April 1<sup>st</sup>, 1999
  - Good Friday, April 2<sup>nd</sup>, 1999
- Tax-Deadline, April 15<sup>th</sup>, 1999















If you were diagnosed with a brain tumor, would you want to see a Primary Care Physician....



**Or a Highly-  
Trained  
Specialist?**

- There are “financial advisors” and “investment specialists” on every other street corner in every major city in the U.S.
- Most of them act as “Primary Care Physicians.” They take care of your most basic needs.
- They are a dime a dozen. With rare exceptions, they all offer the same things.
- Look around this room? For the most part, doesn't everyone offer the same thing?

# There are very, very few trained specialists

A highly trained specialist will help you:

- Get rid of the TAX-TUMOR inside your retirement accounts
- Keep you informed of all tax law changes and how they affect your retirement accounts
- Protect you and your heirs from excessive taxation
- Show you how to effectively use RMD's, QCD's, NUA, and IRD to your advantage, leaving Uncle Sam on the bench and passing the wealth on to your heirs

Do you want to be just like everyone else?

- Or do you want to offer the kind of service and expertise that no one else is offering their clients...the kind of service that leads to endless referrals long into the future?

- Let me show you the difference...



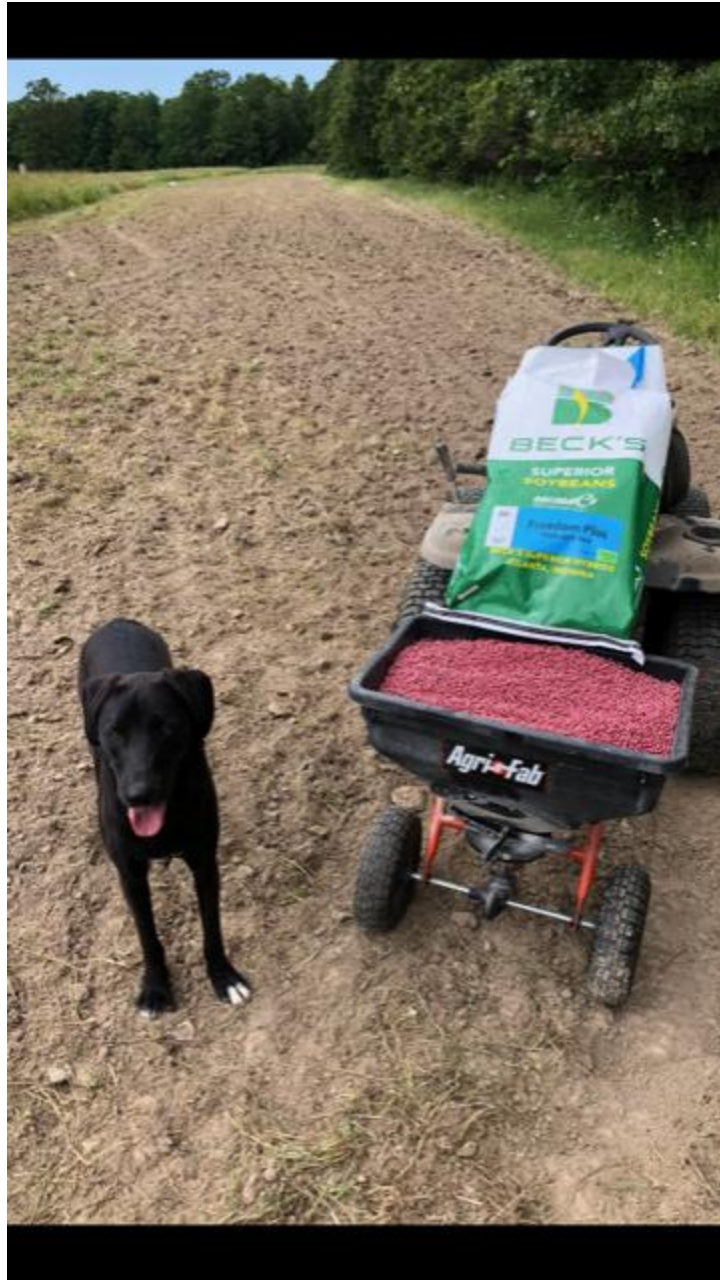






































You might be thinking...what in the world does any of this have to do with being successful in business/life?

▶ The answer is:

▶ EVERYTHING!

## Learn from the Experts

Kop Kopmeyer, who I mentioned in the Introduction, also told me that the second most important success principle, after self-discipline, is that you must “learn from the experts. You will never live long enough to learn it all for yourself.”

If you want to be successful, your first job is to learn what you need to learn in order to achieve the success you desire. Learn from the experts. Read their books. Listen to their audio programs. Attend their seminars. Write to them or approach them directly and ask them for advice. Sometimes, one idea is all you need to change the direction of your life. Let me give you an example of what I mean:



ries of causes.”

This law says that if you want to achieve success in any area, you must determine how success is achieved in that area and then practice those skills and activities repeatedly until you achieve the same results.

Here's the rule: “If you *do* what other successful people do, over and over again, nothing can stop you from eventually enjoying the same rewards that they do. But if you *don't* do what successful people do, nothing can help you.”

The law of sowing and reaping, from the Old Testament, is a variation of The Law of Cause and Effect. It says that “whatsoever a man soweth, that also shall he reap.” This law says that whatever you put in, you get out. Sowing today is

Have you ever heard the excuse:

*“No one wants to do business in the summer!”*

How about over \$4 Million in Annuities in  
June and July

\$2,830,000 in 8 business days in July

7/8	#65,000	AE
7/8	#227,000	ALZ
7/8	#69,000	AE
7/8	#50,000	AE
7/9	#700,000	AE
7/9	#300,000	ALZ
7/11	#85,000	AE
7/11	#100,000	AE
7/12	#88,700	AE
7/17	#945,000	AE
7/17	#110,316	AE
7/17	#23,000	AE
7/17	#70,000	AE

6/3	#425,400	ALZ
6/6	#10,000	AE
6/6	#30,000	AE
6/17	#50,000	AE
6/18	#175,000	AE
6/19	#83,500	ALZ
6/19	#24,000	AE
6/19	#158,000	AE
6/26	#25,000	AE
6/28	#62,000	AE

7/8	#65,000	AE
7/8	#227,000	ALZ
7/8	#69,000	AE
7/8	#50,000	AE
7/9	#700,000	AE
7/9	#300,000	ALZ
7/11	#85,000	AE
7/11	#100,000	AE
7/12	#88,700	AE
7/17	#945,000	AE
7/17	#110,316	AE
7/17	#23,000	AE
7/17	#70,000	AE

- ▶ Here are 3 quick examples of how ADDING VALUE
- ▶ to your client's lives will separate you from all of your competition and make you the local
  - ▶ “GO TO” advisor.

This is what happens when the  
“on every other street corner”  
EJ advisor runs  
into a highly-trained specialist....

NEC

Extension 102 [N-001]  
6-28 FRI 11:58AM  
Next Pause Del More>

Exit Help

Line 1	Line 2				
LISA	Brad	Office	Lisa's Cordless	Brad Cordless	
Am Equity	First Annu	Nate M	Joe P	Waffle	Brad
			Record	Gen Mlbx	Night

1	2	3	Flash	Transfer
GHI	JKL	MNO	Mute	DND
4	5	6		
PQRS	TUV	WXYZ	Clear/Back	
7	8	9		
*	0	#		

Speaker Hold



1) Calin/Ron

2) Clayton/Clayton's Mother

3) Jeff and Tera/Tera's Mother/Gregg



- At the close of this meeting, the 53 year old son of the 79 year old client said, “I am a judge for the Federal Government and I can honestly say, this is the most informative 90 minute meeting I have ever had.”
- He called less than two hours later and said he had contacted his current advisor to let him know he was moving in a different direction. He came back two days later and moved all of his financial accounts into SAFE accounts that will provide guaranteed lifetime income for him and his wife!

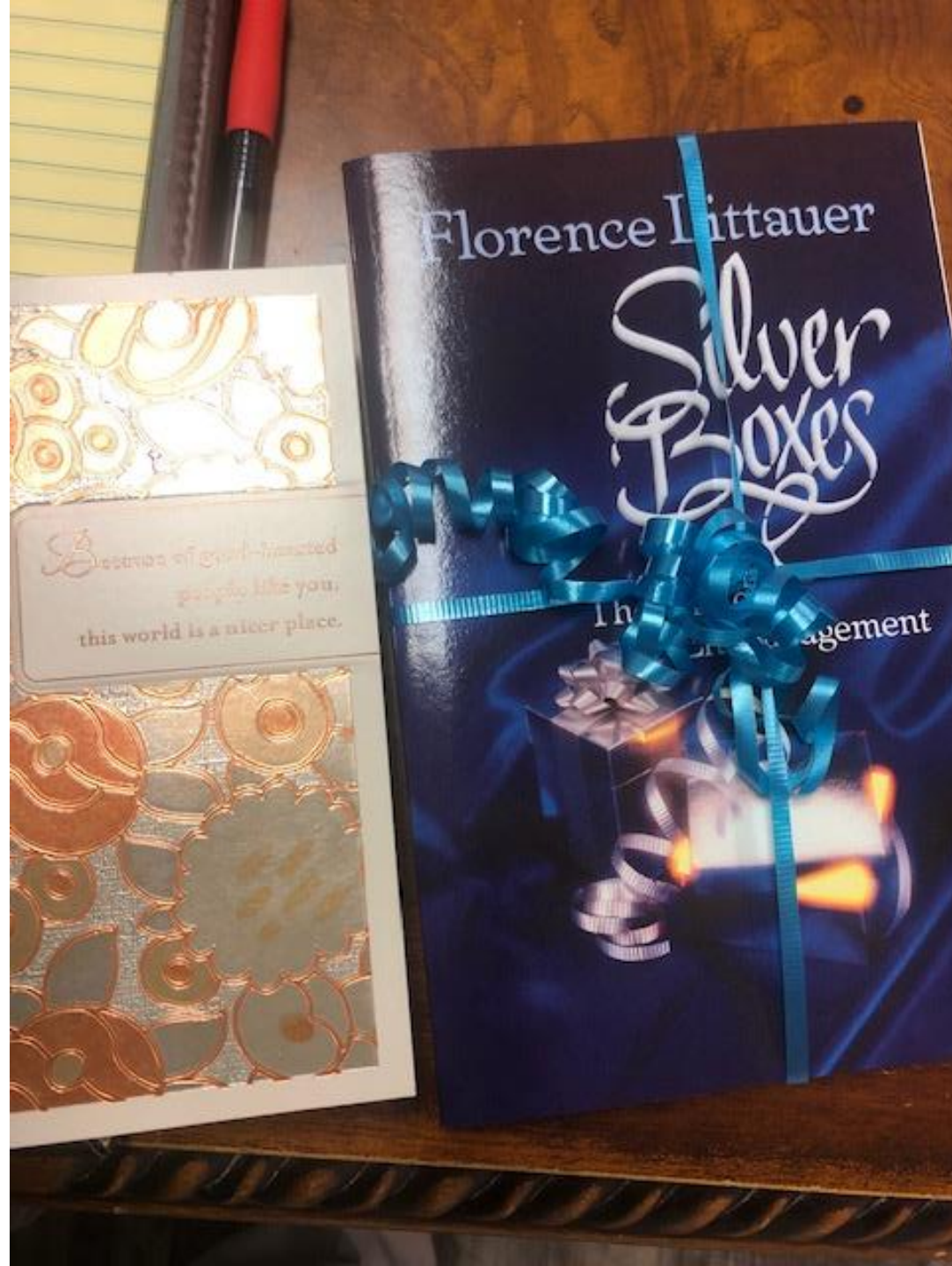
1) Calin (Referred Ron because of value added)

2) Clayton – A Judge for the Federal Gov't (Came to talk about his mom – then became a client because of value added)

3) Jeff and Tera (Referred Tera's mother and millions of dollars in client accounts because of value added)





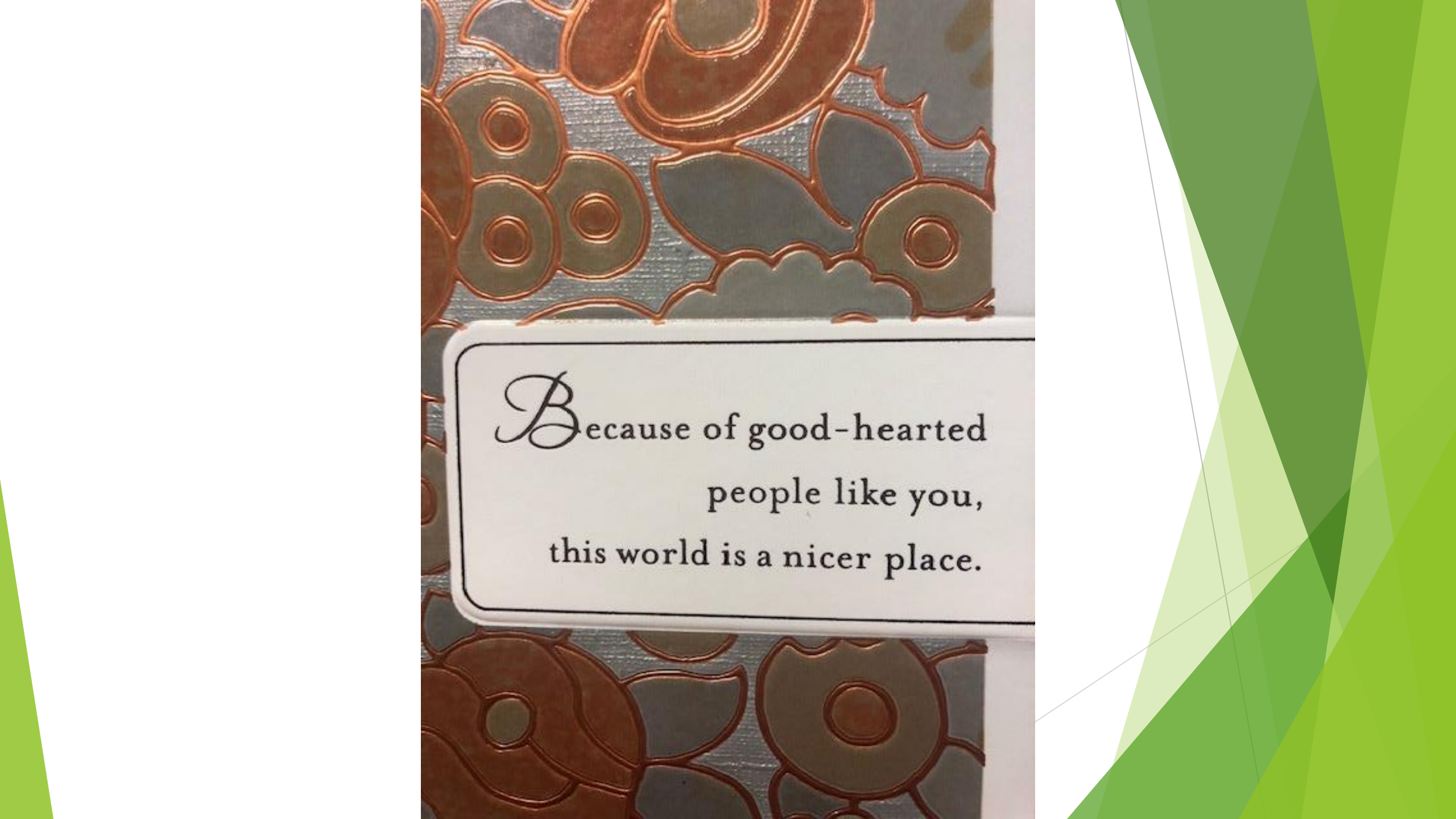


Florence Littauer

# Silver Boxes

The Management

*A group of good-hearted  
people like you,  
this world is a nicer place.*



*B*ecause of good-hearted  
people like you,  
this world is a nicer place.

*I* hope all the good you do  
comes back to you.



Thanks for everything!  
May God bless you.  
Kevin & Jera

“Mr. Brad, Lisa & Hunter,

*I just finished my second piece of pie. It is wonderful. The crust is perfect and the filling is to die for. Thank you all for this delicious masterpiece. **And thank you all for helping to restore my faith in people.** It is a joy to know you. God bless you all.*

Dee

07/16/19

*Sent from my LG Mobile*





"You can have more than you've got because you can become more than you are."

-Jim Rohn

"Unless you change who you are,  
you will always have what you've  
got."

"If you will change, everything will  
change for you."

-Jim Rohn



cafeteria, where you can choose whatever you want, but you must pay for it before you eat it.

Motivational speaker Zig Ziglar says, "The elevator to success is out of order, but the stairs are always open."

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