

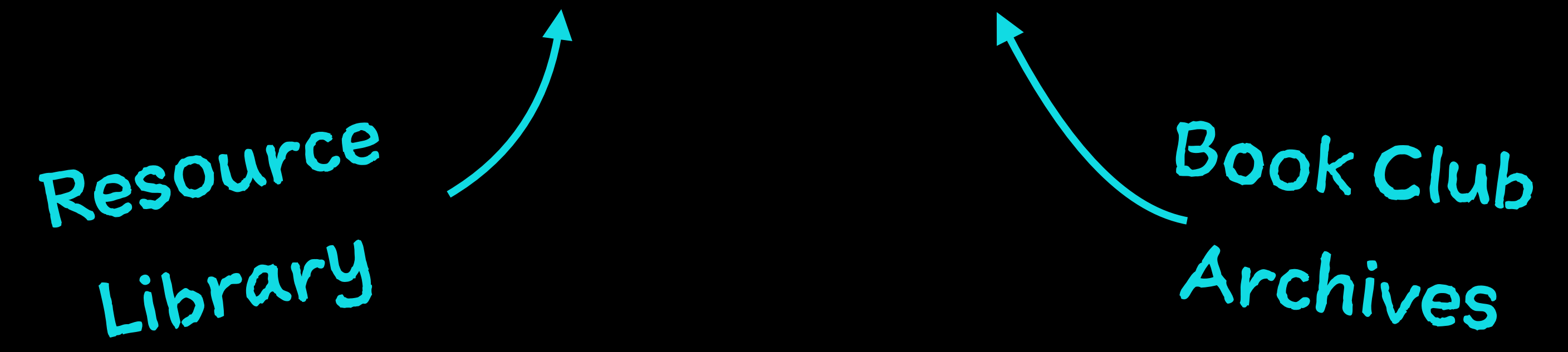
FOCUS CLUB



September 2018



thefocuscourse.com/dashboard



TODAY...

Money Talk

Q&A

Mindsets.

Budgeting.

Best practices (IMHO).

**Bootstrapped and profitable
for 7.5 years.**

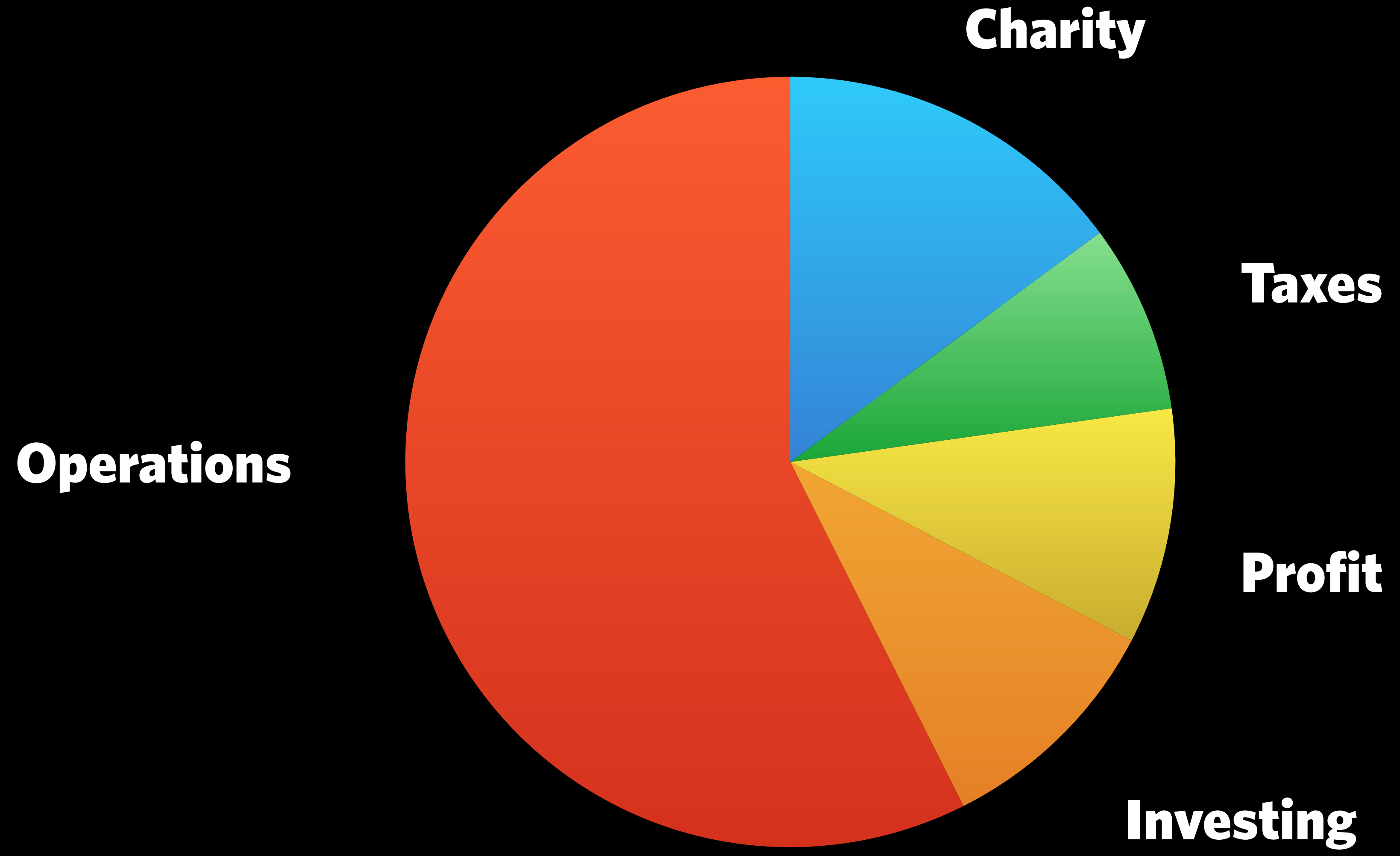
Debt free for 12 years.

How I budget...

Cash Envelopes

Business Income

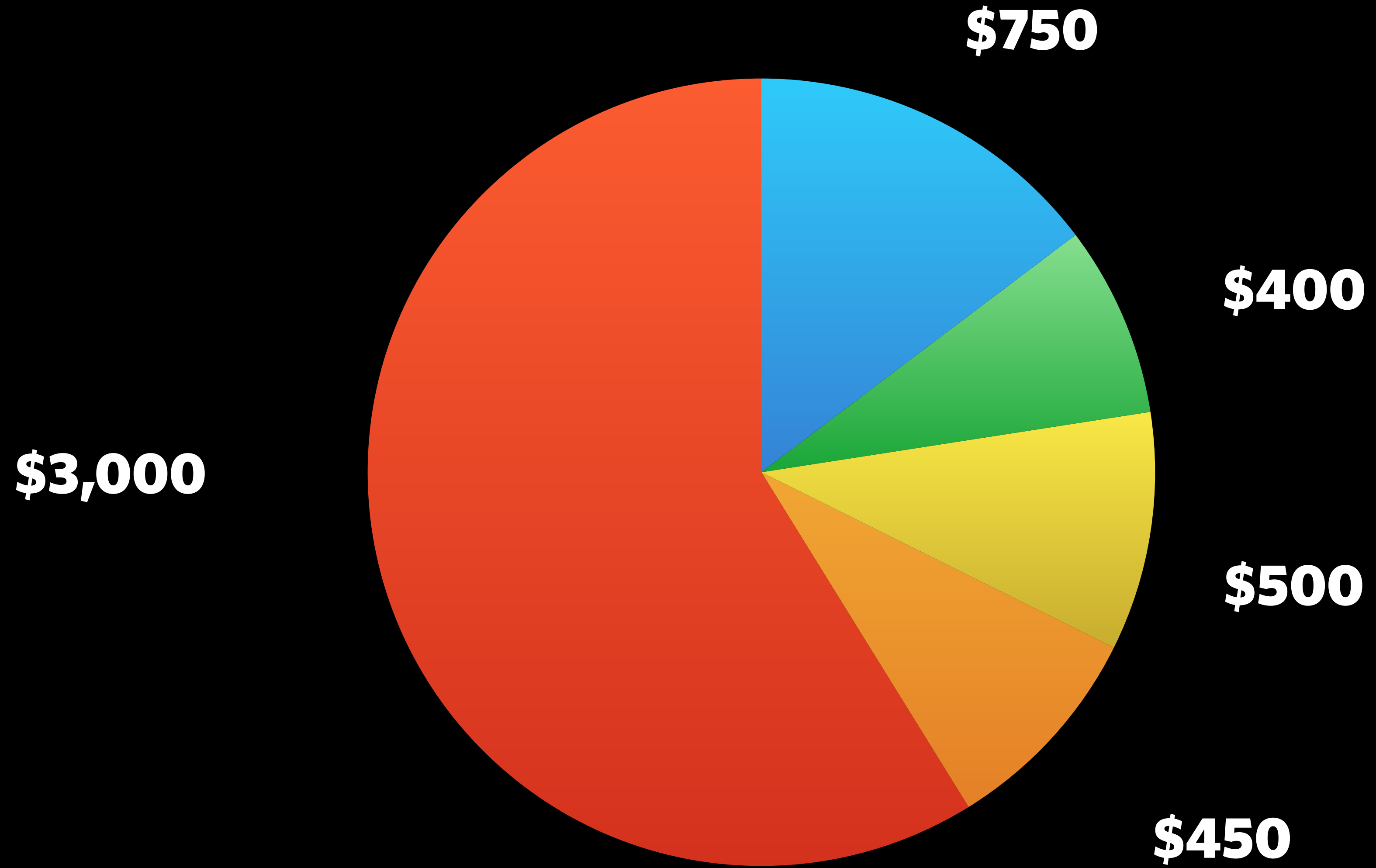






Investing for retirement.

Business Investing Mindset



Debt Snowball

Emergency Funds

Have a plan for difficult seasons.

Have a plan for windfalls / bonuses.

Buy something!

Save / invest!

Have a plan for windfalls / bonuses.

Give it away!

Taxes?

Buy something!

Save / invest!

Have a plan for windfalls / bonuses.

Give it away!

Taxes?

A Plan for a Windfall

- **Giving** — as a percentage
- **Retirement** — as a percentage, up to an absolute max per year
- **Kid's College** — as an amount of our choice
- **Mortgage Paydown** — as an amount of our choice
- **Have fun** — with what is left over. (Focus on experiences or long-term wants and not spontaneous consuming.)

Term Life Insurance

Pay cash for toys.

Access over ownership.

Experiences over items.

Your peak performance...

Kid's college...

Practice...

Questions to ask yourself...

- **What are your most important expenses?**
- **How do you define financial freedom?**
- **What is your next big financial goal? What steps are you taking to ensure you reach it?**
- **What was the last thing you bought that made you happier?**
- **What charity / cause did you last give to? Why?**

Books Worth Reading

- *The Simple Path to Wealth*
- *The Millionaire Next Door*
- *Total Money Makeover*
- *The Legacy Journey*
- *Smart Money, Smart Kids*
- *Profit First*

Q & A



JUSTIN

What are the strategies for coming up and validating your product ideas?

(For example, how did you come up with the 1Password Course idea and how did you validate the idea?)

JUSTIN

Let's say you've decided on a product, what is your approach on communicating why the audience should try the product?

(i.e. How do you craft the story and messages?)

JENETTE

How do I move from fire fighter (my activity directed by the crisis at hand) to forest ranger (my activity directed toward nurturing the forest and clearing out the dead wood before it bursts into flame)?

