

Dr.FredRouse.com
Presents
Dr. Fred Rouse, CFP
The REAL Money Doctor

American ICONS

How History's Heroes & Renegades
Can Help You With Your Financial Future

LIVE AN ICONIC LIFE

Britain and Spain have their monarchs. Egypt has its pyramids. Italy has its coliseum and Roman roads.

But since the day we landed on Plymouth Rock, Americans have been creating our own historic symbols of prestige—something to remind us of where we have been and the capacity we have within us to reach unlimited heights.

That need has given rise to an unsuspecting class of citizen – **the American Icon.**

The American Icon is a common citizen—an “everyday” man or woman like you and me—who simply seized an opportunity, took a chance and was bold enough to stand up for what he or she thought was right.

Men like Dr. Martin Luther King Jr., whose courageous leadership gave the civil rights movement wings. Or, women like Amelia Earhart or Marilyn Monroe who challenged the gender status quo in America. Or, visionaries like Henry Ford who saw opportunities no one else could and took actions that have improved the quality of life for generations to come.

American Icons are not simply powerful, they are important. Their actions and words have helped us understand our nation and what it means to be an American. They also remind us of the capacity we have within ourselves to reach for greater things.

I hope you are inspired by these iconic figures. I hope they remind you that your future is in your own hands. You alone have the power to create a legacy for yourself and your family.

One essential part of that legacy is your financial future. That’s why I’ve put together this special report for you.

As we walk through the lives of these American Icons, I want to share with you some of the important financial lessons they have left behind. I want you to take a page out of the book of the leaders we admire and create the strongest financial future for yourself and your loved ones.

Here’s to creating a powerful and iconic future that’s entirely your own!

Fred Rouse

- Dr. Fred Rouse, CFP

PS Once you have gone through this report and the action guide... TAKE ACTION to achieve your GOALS. If you need more help, just contact me. Remember, Decide, Plan and TAKE ACTION to Lead an Iconic Life.

Dr. Fred Rouse, CFP
The REAL Money Doctor



DEFY GRAVITY



Amelia Earhart

Amelia Earhart “flew because she wanted to.” She craved adventure far more than fame, and her life was a true reflection of that wish.

In 1928, Earhart gained fame for being the first woman to fly across the Atlantic. But, according to Earhart, she did no more than “a sack of potatoes” and would not be satisfied until she flew alone.

So, that’s exactly what she did. In 1932, Earhart became the first woman to fly solo across the Atlantic.

Though her life was cut tragically short, Earhart stayed true to her adventurous spirit until the end.

It is up to us to create our own realities and live our lives the way we truly want them to be lived.

If you’re at or nearing retirement age, there is no doubt you have big plans and dreams for your future. You have worked hard to live the type of life you want to lead in your golden



years.

Unfortunately, that is difficult to do when your finances do not support that dream. The good news is that it is never too late to create the retirement you truly deserve. I can work with you to help you start creating that reality now.

The Wright Brothers



In 1903, news clattered across the wire that two brothers had flown a curious looking machine over an Ohio beach. The Wright brothers defied two things that day: *gravity and their own expectations.*

A biographer describes the brothers as “two guys who invented the airplane but had their feet on the ground the whole time.” **It was a win for mankind and a win for realists everywhere.**

If two brothers from Ohio could take a realistic approach to man-made flight, imagine what we can all accomplish with our feet on solid ground.

As an experienced financial planner, I know a thing or two about the reality of 21st Century retirement planning. **The landscape is far from certain.**

From the ever-changing tides of the market to unknown changes in inflation and taxation, our post-retirement standard of living is far from guaranteed.

That’s exactly why I commit myself to helping my clients create a realistic approach to their future. After all, reality is certainly where you will be living in your post-retirement life.

So, in the spirit of Orville and Wilbur Wright, let’s take an honest look at your financial future. Who knows, you might end up making history. Or, at the very least, creating the ride of a lifetime.

DARE YOURSELF TO BE BETTER



Walt Disney



Necessity is the mother of invention.

Just ask Walt Disney, the genius mind who inspired the \$74-Billion Disney Empire.

First, he was fired from the Kansas City Newspaper for “lacking creativity.” (I bet they’re blushing now.) Then, his first

character, Oswald the Rabbit, was stolen from under his feet. But, soon the magical “Mickey Mouse” was born.

Disney’s story is inspiring because the hardships he faced only fueled his fire.

Sometimes, with a little bit of creativity, even our obstacles can be used to fuel our dreams.

I hope you believe that’s true when it comes to your retirement. So many clients tell me they think that it is just too late. Whether they’ve made poor investment decisions in the past or they don’t believe they can ever recover from the losses, they’ve almost given up.

But, it doesn’t have to be that way. Your roadblocks don’t have to be dead-ends.

Now, you might not be building a billion-dollar empire from one cartoon, but with a little creativity, you can certainly create a retirement that you would be proud to call your own.

Babe Ruth

The score was four-all. It was the 5th inning of Game 3 in the 1932 World Series. “The Great Bambino” stepped up to the plate and jeering fans.

The Chicago Cubs were not going to give up without a fight, especially not at Wrigley Field and certainly not during the World Series.

What did Babe Ruth do? He pointed. Two strikes later, he hit the biggest home run of his career, past the flagpole, and straight into centerfield.

It was one of the most iconic moments in sports history, making Ruth one of its most iconic players.

Sometimes, it just takes one person to forever change the way something is viewed.

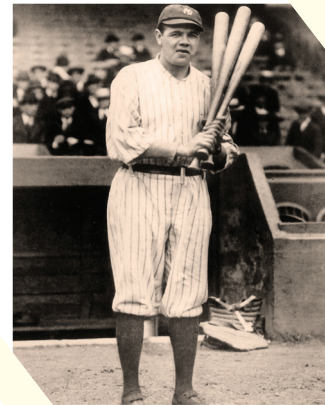
Now, I might not be the Sultan of Swat, but I can change the way you see your own financial future.

With all the unpredictability, it can be hard to look ahead with optimism.

It is all too easy, these days, to grasp onto your assets with an iron fist, and avoid making the kind of moves that will truly grow or protect your income.

That’s why I’m here. I want to give you a fresh perspective on your retirement planning.

I want to help you look at your retirement in new light so you can have the same determination Babe Ruth had when he pointed towards centerfield and boldly declared to everyone what he was going to do.



SURPRISE AND DELIGHT



Marilyn Monroe

Which Marilyn Monroe do you remember?

Is it the vivacious beauty from *The Seven Year Itch*, who laughs when her skirt is blown by the wind? Or the irresistible voice behind “Diamonds Are a Girl’s Best Friend?”

Or, is it the woman who offered our dear “Mr. President” a sultry birthday wish during a Democratic rally?

Marilyn Monroe had a certain “something” (call it vulnerability or sensuality) that forever changed the role of the “leading lady.”

In her short 36 years, Norman Jean Baker created a powerful and lasting legacy, which should make us consider what kind of mark we will leave behind.

At the end of the day, all you have is the legacy you create.

As a dedicated financial planner, legacies are something I spend a lot of time thinking about. A legacy plan is an essential piece to any financial portfolio, as it protects the holder’s assets from unnecessary or unforeseen loss.

While it can be an intimidating process, it is one of the best ways to have confidence in the mark you will leave behind and ensure your loved ones are taken care of long after you are gone.

So, let me ask you, how do you want to be remembered?



Oprah



What would *you* do with a billion-dollar fortune and connections with some of the most powerful players in American television and politics?

I know my first thought would not be: *give it away*. But, I guess that’s why I’m not Oprah Winfrey.

Actress. Producer.

Philanthropist. Media mogul. And, now, American Icon.

Whether she’s handing out car titles to audience members or creating a leadership academy for South African youth, Oprah clearly believes that her success, and her wealth, should not end on herself.

Success is something that is meant to be shared, and when you make it your mission to help others, you are rewarded in kind.

As a financial planner, I have helped countless clients achieve the type of financial portfolio that will keep them comfortable, stable and secure for years to come.

But, over the years, the clients I have seen achieve the most success are the ones who, like Oprah, have a purpose for what they do.

Sometimes it’s helping their loved ones live better lives. Other times, it’s by ensuring that their assets will be used to help others in need.

Either way, their financial mission extends beyond themselves.

Whether it’s financially or personally, they are always rewarded for their efforts.

BE HONEST WITH YOURSELF



Ritchie Valens

“Well, come on! Let’s go, let’s go, let’s go little darling.”

Remember these 1950’s lines? It was the first single by Ricardo Esteban Valenzuela Reyes, or “Ritchie Valens.”

Then came “Donna” and, of course, “La Bamba,” a song inspired by a Mexican wedding dance that soon became the stuff of rock history.

Ritchie Valens was a shooting star, dying in a tragic 1958 plane crash with only 8 months in the business.

The truth is life is not so much about the time we have, but what we do with the time we are given.

Whether you’re still working your 9 to 5 or well into your retirement years, I hope you’re living your life to the fullest and making each moment count.

However, that can be hard to do if your finances are holding you back.

During retirement, money should be the last thing on your mind.

But, if it is a concern for you, there are things you can do with your portfolio that will give you the peace of mind you need to get back to what truly matters most.



Mark Twain

“All right then, I’ll just go to hell.”

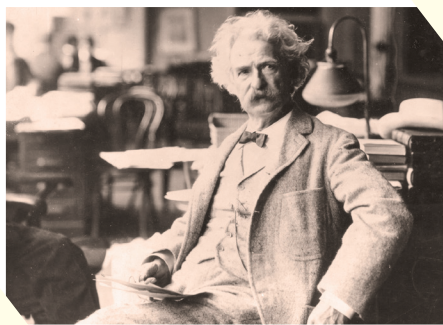
That’s a bold statement from a 13-year-old boy in mid-1800’s rural Mississippi.

But not when that boy is Huckleberry Finn, Mark Twain’s iconic character, who was brainwashed by the cultural prejudice of his day, yet stubborn enough to fight against it. Even if that meant “going to hell” for helping a slave.

Believe it or not, Twain did not like his own writing.

He wanted to be more “refined” like Henry James. Too bad he couldn’t hear Hemingway call his work “the book upon which all American literature was based.”

Twain’s writing gave his readers the courage to be honest about the way things are and do what needed to be done to make things right. *(Even if that meant you might go to hell.)*

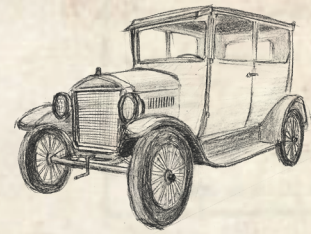


The truth is that we all face obstacles that seem impossible to overcome, even when it comes to our finances.

Whether decisions were made by our family members that affect us now, or it was our own decisions that have left us in a difficult financial state, it is never too late to make things right.

The first step is taking a bold and honest look at where you stand. That’s something I help my clients do everyday and something I am happy to help you with as well.

BRING PEOPLE TOGETHER



Martin Luther King, Jr.



"Our lives begin to end the day we become silent about things that matter."

He was imprisoned more than 30 times, but Dr. Martin Luther King Jr. never planned to be an activist.

He wanted to be a pastor and raise his family in peace.

But, he had the conviction and charisma the Civil Rights movement needed to succeed. "I Have a Dream," are arguably the four most powerful words he ever spoke.

He understood the effects of racial segregation. Inequality. Violence. Poverty. The list goes on. He also

knew the solution did not lie in the government but rather in the people themselves.

It's not enough to see the obstacles in your way. You have to plan where you want to go and how you will get there.

When it comes to retirement in the 21st Century, there are some financial realities we all have to face.

Social security is no longer the guaranteed stream of income it once was, and it will certainly not support the next wave of retirees. The responsibility for our financial futures is shifting away from the hands of the government and into our own laps.

Whether you're retiring this year or in 10 or 15 years, the burden is on you to maintain your own standard of living into your golden years. But, with the right plan in place, you will be able to overcome those obstacles in your way.

All you need is an understanding of where you are and a vision for where you want to be.

Henry Ford

Henry Ford did not invent the assembly line.

He didn't invent the gasoline engine. He didn't invent the automobile. In fact, he never really invented anything.

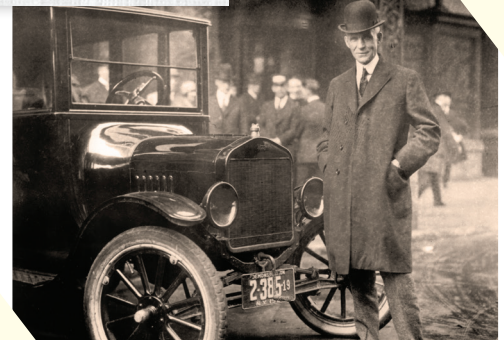
Yet, by 1947, the Ford Motor Company had a deep impact on the world. In just four decades, Ford had (as he put it) "invented the modern age." How did he accomplish so much?

Ford had a dream for the "everyman." He knew how all the "moving parts" would have to come together to make the dream of the modern car a reality.

True vision is about looking carefully around you to see what resources are at your disposal.

Like him or not, that's exactly what Henry Ford did. And that's exactly what we must all do to create a better future for ourselves and our families, especially financially.

Every day, there are thousands of investment



opportunities at your disposal. Depending on your own financial realities, any one of those opportunities could be used to improve your standard of living for years to come.

The key is to make the best decisions for your situation and to avoid making decisions that will cause you unexpected loss. All you need is a good understanding of how those opportunities work and the vision to put the right ones into play.

ICONIC LIFE ACTION PLAN

You've seen what 10 American Icons have done and what's guided their lives and accomplishments.

NOW, let's get REAL.

HOW can you use what they've done to help guide you so you can lead an Iconic Life?

1. DECIDE EXACTLY WHAT YOU WANT!

This is a Critical first step. You need to be very specific. There are three major life areas that require your attention to lead an Iconic Life.

If you take this step you've increased your chances

1. **Health** – What is perfect healthy for you?
2. **Wealth** – How much money do you need/want this year, next year, 5 years from now?
3. **Relationship** – What is your ideal relationship, to yourself, your spirituality, family and friends?

2. WRITE IT DOWN!

Writing down you goals makes them concrete. It changes them from a passing thought to a real thing you can point to. Your goals, in EACH of the above three areas of life need to be specific, measurable, attainable, realistic and have a specific time for completion. That specific time for completion is a key element to keeping you on track. Knowing that there's a deadline forces you to both consciously and unconsciously work to achieve that goal on schedule.

3. IDENTIFY WHAT'S IN THE WAY OF YOUR GOALS!

If there was nothing in the way of you achieving your goals, you would already have achieved them. There is always something in the way. Be specific about what's holding you back and what's in your way. Always start with a self-assessment. You may be surprised at how much is internal and actually under your control once you identify it.

4. IDENTIFY WHAT INFORMATION, KNOWLEDGE AND SKILLS YOU NEED!

Just as there were things and circumstances between you now and you achieving your goal in the future, there is certain specific information, knowledge and skills you need to acquire and/or refine to reach your goals. Where will you find that information? How will you find, develop and or refine those skills? Do you need to find additional advisors that can help you acquire that information, additional knowledge and or skills?

5. IDENTIFY THE PEOPLE THAT CAN HELP YOU!

This can be your spouse, significant other, friends, family clergy, current or old boss, co-workers, current and or previous customers/Clients or even an old college professor. Put everyone on your list. Their collective expertise and support may be useful. Do you need to find additional advisors that can help you? Do you need to consider a mentor in certain areas?

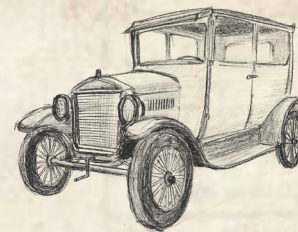
6. MAKE A LIST OF WHAT YOU HAVE AVAILABLE AND WHAT YOU NEED TO REACH YOUR GOAL!

Be specific. When you build a building you need to know what materials you have and in what quantities. So too when you build an Iconic Life. What do you have? What specific strengths and resources to you have that you can commit to reaching your goals? What specific obstacles are in the way? What specific knowledge, information, skills and resources will you need? Where can you get the additional information, skills and resources will you need? Who can you enlist to help you achieve your goals? Once you start to build a list, you will see the need for some additional items. Add them. Delete other items you don't need. You will soon see that this is VERY doable.

7. MAKE YOUR PLAN!

There is a simple rule to implement right here, right now, Before you go any further. It's the 80/20 Rule. It's very simple but profound. There are entire books and courses of study based on this rule. For now we'll just do the basic for this situation, which is: 80% of your result will come from 20% of your effort. Take the time to plan NOW for a MAJOR payoff in the future.

BRING PEOPLE TOGETHER



Look at your lists. What single thing do you NEED to do first? What support activities do you need to do to get there? What's second? What's third? Put them in a tentative order.

Now you have an overall plan, a roadmap to achieving your goals. What's the time frame for a specific goal? A Year? A month? Now what?

Break them down. If it's a year goal, break it down into parts that need to be accomplished in 12 specific months. Now break down each month's activities into weeks. Now break each week's activities into days.

Surprise! You now have a very specific daily to do list. After you plan you NEED TO TAKE ACTION!

- A. Before you go to sleep each day look at your to do list for the next day. When you wake up, pull out your to do list and get started. Things WILL come up that will attempt to divert you from the important tasks on your list. Don't let them! YOU decided that this was IMPORTANT to YOU so YOU can lead an Iconic Life. For EVERY diversion that pops up during the day, make a conscious decision; Is that diversion, whatever it is, more important than me reaching my goal and having an Iconic Life? That decision is yours and yours alone.

At the end of the night, pull out your to do list. How did you do? Did you reach your goal for the day? Did you complete the tasks that YOU decided were needed to lead the Iconic Life YOU want and deserve?

- B. If you didn't complete those tasks on day one, you have to add them to the to do list items for day two and start again with 7 A) above.

8. REVIEW YOUR PLAN! AFTER A WEEK STOP AND REVIEW YOUR PLAN!

Are you on track? Did you fall behind? What got in the way? Is there a way to avoid that problem next week? Do you need to reevaluate the time frame and or the number of activities planned each day on your list? This is NORMAL. It takes time to develop the habits and decision making processes to keep yourself on track. Go back to item 7 A) above. Are you ahead of schedule on your plan? Great! Go back to item 7 A) above.

At this point you're a goal seeking machine. You're just like a ballistic missile. You have a target, a goal. On the journey to that goal you'll make a number of minor course corrections with the feedback you get when you review your list at the end of the day and again after a week. When you go after your goals in this way with a plan and a feedback system in place to constantly evaluate your progress you have increased the likelihood of achieving your goals by a factor of 1000!

There's an old Carpenter's rule: measure twice, cut once. What it means is that the time you spend in planning activities you'll save 10x that amount of time in their execution. Being a Certified Financial Planner I see this in action every day with my Clients.

9. PRACTICE VISUALIZING YOUR GOALS!

Professional athletes are paid hundreds of thousands of dollars to perform their specific sport. There are dozens of movies that show these athletes visualizing their specific performance of a task before they do the task! There's an entire industry of sports psychologists that help them do just that to help improve their performance. If it didn't work, they wouldn't do it.

You can use the same techniques to help you achieve your goals and lead an Iconic Life. In your mind, see yourself living that Iconic Life. Create very specific, vivid pictures of yourself; imagine the smells, the feelings, and the temperature, what you're wearing. Use your emotions and as many senses as possible to create that image in your mind. Do it daily. Do it while your meditating. You'll be surprised at how this helps you stay on track past the daily diversions that attempt to keep you from your goal of having an Iconic Life.

10. ENJOY THE JOURNEY!

Many people think that once they get that car, boat, house or other "thing", then, they'll be happy. We are goal seeking creatures. Once we get one, there's always another one that we want. Remember the higher you walk up the mountain, the more you can see. It's human nature to want more. It's what makes us who we are. However, Life is short. Learn to enjoy the experiences of the journey on the way to achieving your goals and you will truly lead an Iconic Life.

DR. FRED ROUSE, CFP

251-646-1170

www.DrFredRouse.com



About The Author:

Dr. Fred Rouse, CFP (aka: The REAL Money Doctor & Quiet Trader) is the top Certified Financial Planner®, Money Expert and International Best-Selling Author that has received several national awards for his writing and money expertise.

He works with from first-time professionals and blue collar entrepreneurs to small businesses with seven-figure incomes to improve their lives, cut taxes, make money, protect their assets and help them gain the Iconic Lifestyle they want and deserve.

Dr. Rouse works to show people how they can reach their goals and make more money. He exposes the Money Lies we've been lead to believe. He shows how to turn them around so you can make money. Dr. Rouse teaches his Clients how to reach their personal and professional goals, start a business, make money and fast track their cash and retirement funds, for a secure financial future and to lead an Iconic Life.

His passion for helping is shared through his books, special reports and webinars through his website, DrFredRouse.com.

If you would like to learn more about Dr Rouse and how he can help you and or your business, please contact him directly at: DrRouse@DrFredRouse.com.

Dr. Rouse and his work have been featured on FOX News, ABC, NBC, CBS, CNN, CNBC, A&E, BRAVO, USA Today, Forbes, Wall Street Business, Hollywood Live, The Money Show, Investing Daily and more.

**DR. ROUSE &
HIS WORK HAS BEEN SEEN IN AND ON:**



INTERNATIONAL BUSINESS TIMES

