

Establishing a Game Plan
for Future Financial Success





WAYPOINT  **PHARMACIST**
FINANCIAL 


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Let's Break The Ice


Pick the shape you think defines your personality:

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What does your shape mean?

- Raise your hand if you picked the square
You are a systematic and organized person
- Raise your hand if you picked the circle
You are well rounded and enjoy social interactions
- Raise your hand if you picked the triangle
You are a natural leader and are good at communication
- Raise your hand if you picked the burst
You are obsessed with sex and booze

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For Starters

- Think about your level of financial skill and knowledge
- Would you say it is more:

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Ice Breaker

Big Mac and fries



WAYP  INT 

Ice Breaker

Pork chops and applesauce



WAYP  INT 

Ice Breaker

Filet Mignon topped with asparagus and crab



WAYP  INT 

Three Areas Of Focus

- Develop Attainable Financial Goals While Creating A System For Success
- Learn To Evaluate & Understand Financial Advice
- Review Most Common Mistakes To Help You Avoid Being Tripped Up

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Develop Attainable Financial Goals While Creating A System For Success

System for Success

- Where?
- Why?
- When?
- How?
- What/Who?



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Develop Attainable Financial Goals While Creating A System For Success

- Where are you going?
 - What is your vision?

Examples:

1. To be financially independent by age 60.
2. To be able to travel and spend time with my grandchildren when I want to without having to worry about finances.
3. To have a business that works for me so I can use the passive income generated for my life after pharmacy.



Develop Attainable Financial Goals While Creating A System For Success

- Why are you going?



Develop Attainable Financial Goals While Creating A System For Success

- When are you going to get there?



Develop Attainable Financial Goals While Creating A System For Success

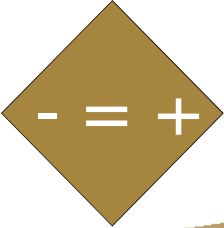
- How are you holding yourself accountable?
 - Track your progress
 - Develop a plan
 - Find a buddy



Wayside Financial Group

Develop Attainable Financial Goals While Creating A System For Success

- What/Who do you need to purge to get there?
 - Addition by subtraction
 - Show me your friends and I will show you your future



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Develop Attainable Financial Goals While Creating A System For Success


- Macro vs. Micro Goals
 - SMART (Specific, Measurable, Achievable, Relevant, Time-Framed)
 - Start small and work your way up
 - Don't save \$10,000, save \$500




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Learn To Evaluate & Understand Financial Advice

How do you get advice?
Is it a friend, someone you go out with, someone you go to church with.
This is the easy way - you want the hard way. Can you guess what the hard way is?



Learn To Evaluate & Understand Financial Advice



Average Employee Multiple Business Entrepreneur


Low High

Investment Advisor
Best understanding of money management

Financial Advisor
Moderate understanding of money management

Wealth manager
Simple holistic approach to wealth management


Elite Wealth Manager
Complex holistic approach to wealth management (time, energy and money)



Learn To Evaluate & Understand Financial Advice


Let's dig deeper at the various types of advisors

- Investors
- Financial Advisor
- Wealth Manager
- Elite Wealth Manager



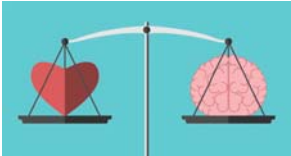
Exercise


\$ = Life Energy

WAYP / INT 

Learn To Evaluate & Understand Financial Advice


- Emotions Drive Decisions
 - Fear
 - Greed
 - Pleasure




WAYP / INT 

Learn To Evaluate & Understand Financial Advice

Fear
Buy gold because the economy is going to implode





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Learn To Evaluate &
Understand Financial Advice

Greed

Invest in oil wells to
make millions of
dollars




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Learn To Evaluate &
Understand Financial Advice

Pleasure

Buy this Mercedes
and feel the wind
blowing through
your hair




Mercedes-Benz

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Learn To Evaluate &
Understand Financial Advice




• Emotions are:



- What most people use to make decision especially with money
- What advisors use to get people to move money
- How advisors get paid (*when you move money*)

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Learn To Evaluate & Understand Financial Advice

Ethos, Pathos, and Logos are modes of persuasion used to convince audiences.


<p>ETHOS Credibility</p> 	<p>PATHOS Emotion</p> 	<p>LOGOS Logic</p> 
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WAYP  **INT** 

Learn To Evaluate & Understand Financial Advice

- **Ethos** or the ethical appeal, means to convince an audience of the author's credibility or character.

Ethos






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- **Pathos** or the emotional appeal, means to persuade an audience by appealing to their emotions.


Pathos




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- **Logos** or the appeal to logic, means to convince an audience by use of logic or reason.




Logos



Exercise

- Three questions you can ask you advisor to improve his or her advice to you



Reviewing Most Common Mistakes To Help You Avoid Being Tripped Up

- Things you can control – DO IT
 - Your wills and other legacy documents
- Things you can't control – Prepare for it
 - Your getting hurt or sick and missing a paycheck



Reviewing Most Common Mistakes To Help You Avoid Being Tripped Up

- There are NO shortcuts
 - Get rich quick
- Things to avoid
 - Living outside of your means
 - Assuming everything will go as planned
 - Not having anything with intrinsic value outside of your work



Conclusion



Questions?

Text FINANCE to 38470
for a copy of these slides and our X tool

P: 843-873-4420
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About WaypointRx & Pharmacist Financial

- At WaypointRx & Pharmacist Financial, we take pride in helping pharmacy owners & staff pharmacists reach financial goals, make educated decisions, & develop financial plans that work best for their unique needs.
- Over the years we have helped hundreds of community pharmacists enjoy inspired independence by achieving greater personal and financial success.
- As we begin each relationship, we invest a lot of time and effort in the discovery and clarification of each pharmacist's unique situation and, most importantly, your financial goals.

WAYPOINT  **INT** 
