

MAKE MONEY LIKE A FILM STAR!

- AN ALTERNATIVE STRATEGY FOR BUSINESS OWNERS -

Do you ever wonder how Brad Pitt invests his money? Does Oprah get the same financial advice as you do? Or do celebrities get advice and results that are unique, different, better?

The secret is out! Celebrities DO invest their money differently from the average investor or business owner, but you can take similar actions to grow and protect your wealth. You just have to know what secret questions to ask.

Specialist vs. Generalist

First, if you are a film star you don't go down the street to the *LARGE* retail investment firm. And they defiantly don't deal with every Tom, Dick, and Financial Advisor that comes along. Celebrities deliberately select wealth managers that specialize in their unique situation. And you should too.

Life is complicated. That's why you need experts to simplify it. Look, you wouldn't settle for a Family Doctor when you are in need of a Cardiovascular Surgeon would you? So don't settle for any old financial advisor. Use an expert for your situation.

Key Point: Movie Stars Use Specialists!

'Absolute' Makes All The Difference

Film Stars live a life in the spotlight. But one area they keep secret is how they invest their wealth. But if you are ready, I'll give you a sneak peak behind the curtain! That way you can utilize these same successful alternative strategies.

Predominantly, celebrities utilize independent financial firms. The reason, as I mentioned before, is that they are specialists. But here is their big investing secret: these firms specialize in delivering 'Absolute Returns.' What are Absolute Returns? A firm that specializes in Absolute Returns looks to deliver positive investment results *regardless of market conditions*.

Here is the key difference: If you have a 'buy-and-hold' portfolio, the stock market **dictates** what your returns are going to be, up or down. However, if your portfolio is managed for Absolute Returns, then the stock market isn't the deciding factor. The investment manager's performance is the deciding factor. That's why the investment manager's track record is so important.

Most financial advisors at big Wall Street firms don't have a track record. Instead they give the same tattered advice: "Invest for the long term...stay the course...the market will turn around one day." Phui.

You must be **PROactive** with your wealth, not inactive. Warren Buffett once said that there are only two rules to investing. **Rule #1: Don't lose money. Rule #2: Never forget Rule#1!**

It doesn't matter if you're a celebrity or not. You can NOT afford to lose the money that you already have. You are much better off finding an investment manager that specializes in delivering Absolute Returns.

Key Point: You Need To Preserve & Grow Your Wealth Simultaneously.

Many years ago I left that big Wall Street world to deliver MORE to my clients. I saw the dual needs that business owners and affluent investors have in preserving and growing their wealth. That's why I developed my Black Label Portfolio™. Its goal is to always keep your portfolio in the 'Black.' We all know no investment is guaranteed, but my Black Label Portfolio™ has **NEVER** had a losing year. Can your current portfolio say that?

Do you remember the last bear market from 2000-2002? Can you afford to have that happen to you again? You need your wealth to be managed **proactively**, not **inactively**!

So just like a film star, I give business owners the ability to relax about their money and focus on their career. You can't perform at a peak level if you are preoccupied with losses in your 'buy-and-hold' portfolio.

You need an alternative. You need something better. You need to invest like a film star!

Daniel Wiggins is the President and Chief Investment Officer for Talisker Investment Group, LLC. Daniel specializes in wealth management for business owners and affluent investors. Talisker's Black Label Portfolio™ delivers Absolute Returns for its clients and has **NEVER** had a losing year. Contact Daniel Wiggins directly at (208) 860-4244 if you have any questions or to apply for his wealth management services.