

# AMERICAN DREAM STICKER SHOCK

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A HIGHER PRICE TAG  
THAT PUTS WEALTH OUT  
OF REACH FOR MOST

TOM MATHEWS  
ANDY HORNER



# THE PRICE TAG OF THE NEW AMERICAN DREAM

## \$130,357 PER YEAR!

That's the cost to live the American Dream as defined today by Americans themselves and as calculated by USA TODAY.<sup>2</sup>

How many people do you know who make that much in a year?

Of course, the American Dream is subjective. Some might be content with far less. Others may need far more. But to offer a good life and financial security to your family – to have the freedom to pursue opportunities that matter to you – you must come up with enough money to fund your dreams.

If 'enough' is just over \$130,000 per year, can you afford the American Dream? Even if you can now, what about in retirement? Are you on track with your savings so that if you quit working at 65 you'll have \$130,000 to live on every year for 20 or 30 more years?

If you're like most Americans, your answer to these challenging questions would be 'no.' You don't make enough. You're not saving enough. And the fact is – if you're like most Americans – you don't yet have a strategy to turn your 'no' into a 'yes.'

## THE KEY WORD IS 'YET.'

### AMERICAN DREAM

Quantity: 1 Family

Timeframe: 1 Year

Payment Method: Cash

HOME OWNERSHIP \$17,062

UTILITIES/APPAREL \$4,587

GROCERIES \$12,659

TRANSPORTATION \$11,039

MEDICAL/HEALTH \$9,144

LEISURE \$17,009

TAXES \$32,357

EDUCATION \$9,000

RETIREMENT \$17,500

**TOTAL \$130,357**

--- Thanks for shopping ---

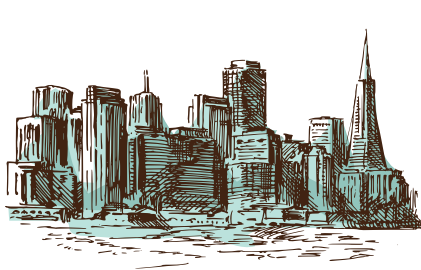
# HARSH REALITY: MOST AMERICANS ARE FAR OFF

Consider the following reality for the average American household. Regardless of how big and beautiful their dreams may be, most U.S. taxpayers fall painfully shy of \$130,000 in annual income. The truth is, there's not a single state in the U.S. in which the average household earnings of the bottom 99% are even half that much.

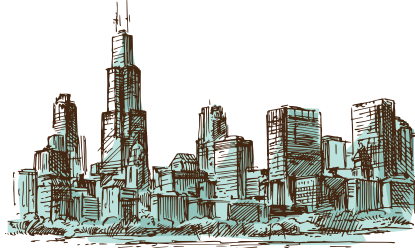
Here's a look at the average annual income of the bottom 99% for various U.S. states:<sup>3</sup>



NEW YORK  
**\$44,049**



CALIFORNIA  
**\$45,775**



ILLINOIS  
**\$46,080**



MASSACHUSETTS  
**\$52,758**

HIGHEST: MARYLAND **\$61,528**

LOWEST: WEST VIRGINIA **\$33,109**

ENTIRE UNITED STATES: **\$43,713**

# THE PROOF IS IN THE INCOME

The American Dream's annual price tag of \$130,000+ may be a shocker, but our message to you today is that it can be reached – and surpassed – with an unlimited opportunity like ours.

The average income of the bottom 99% of our country is \$43,713. That's exactly where many of our leaders once were. They were accountants, nurses,

contractors, realtors, mechanics, mortgage brokers, estate planners, flight attendants, and held just about any other job you can imagine.

The difference that has made them anything but average was that they seized our opportunity, bridged their income gap, and are now on the way to or already are living their American Dream.

## SO HOW MUCH DO THEY MAKE? ISN'T THAT WHAT YOU REALLY WANT TO KNOW?

**Entry-Level Leaders** with full-licensing average more than:

**\$80,000/YR.**<sup>4</sup>

The highest **Entry-Level Leader** in our company is earning over:

**\$900,000/YR.**<sup>4</sup>

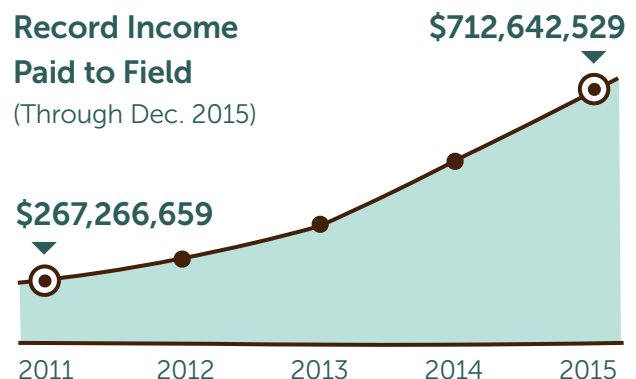
The income our company is paying to its field has been skyrocketing. It means we're growing fast and that NOW is the time to position yourself with us. Look at the chart to the right. Our success has reached nearly three quarters of a billion in annual income paid to the field. The best part is that you could be part of it.

**Top Field Executive Positions** are averaging more than:

**\$1,000,000/YR.**<sup>4</sup>

The highest **Top Field Executive Position** has surpassed:

**\$10,000,000/YR.**<sup>4</sup>



# YOU MUST DREAM AND ACT **AT THE SAME TIME**

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Now what about filling your financial gap – the one between where you are today and living your American Dream? If you're wondering if you could become an Entry-Level Leader with WealthWave and reach the average \$80,000 income, then you've just read the right ebook.

Our philosophy is that dreams can happen, but not without action. You must have both. Once you've made the decision to start your WealthWave business, there are three ways to begin. You can work with your WealthWave leader to choose the option that best fits you and your situation.

## 3 OPTIONS TO GET STARTED

### CLIENT

- ▶ Grow your financial knowledge
- ▶ Utilize our strategies to secure your financial future

### PART-TIME

- ▶ Become a licensed financial professional
- ▶ Choose your hours and build your business on your terms

### FULL-TIME

- ▶ Build a business without limitations
- ▶ Take advantage of a wide variety of incentives

The mission of WealthWave is to show America that the Dream is alive and well today. With the support of our business platform and system, proven track record of success, and world-class team of leaders, we hope you believe as we do that it's a reality that can be yours.

Never stop dreaming. Never stop taking action. The combination of these two ideas form the core mindset that fuels our success at WealthWave. If your dreams are too important to you to give up, then your next step is to act. Contact the WealthWave leader who shared this ebook with you. Set a meeting TODAY and let's explore the future together!