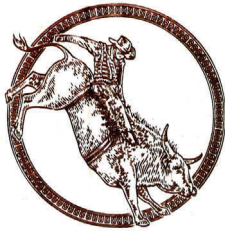


THE PROSPERITY SUCCESS INSTITUTE™

6499 S. King ' s Ranch Road, Suite #6, PMB 51 Gold Canyon, Arizona 85118

A Unique Style of 21st Century Prosperity Education



The Prosperity Gazette®

An Independently Published Bi-Monthly Personal Prosperity Educational Newsletter

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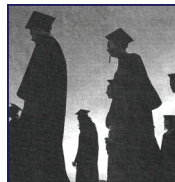
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COLLEGE SENIORS: No Job? Start a Business!



After spending four years getting a formal education, the next major hurdle for many college seniors is in securing that steady paycheck. The current job unemployment rate offers many challenges for recently graduated seniors and the ability to land a successful career position will serve to provide a "lesson" in your ability to sell yourself, your talents, and your newly acquired professional skills.

So what does one do if they are unable to locate a job within their career field right away? Another viable option would be to start a small business enterprise. Creating a small business, based on the industry and type, can do much to hone your personal skills in both marketing and sales as well as establish the further ability to understand many of the essential aspects of running a business venture, both large and small. It is the ultimate capitalistic experience.

In addition, it will serve to unleash your creativity and imagination unlike a conventional job and will bring a heightened awareness of your passionate interest in your chosen career field. Many well-known entrepreneurs today chose this opportunity as opposed to engaging in the conventional job market with huge success and went on to make personal fortunes by following their instincts and passions. With the job market in the doldrums it also is possible to literally create your own job in a field that intensely interests you.

Obviously, there are downsides. There is a certain amount of money that it takes to be able to start a business. There is, however, money available from the Small Business Administration to do this. Another negative is lack of know-how and experience yet virtually no entrepreneurial business owner ever starts out with all of the expertise necessary to successfully launch their enterprise. It is literally a learn-as-you-go experience although there are more and more institutions that teach and train many would-be entrepreneurs each of the needed steps to successfully pull it off.

Finally, there is the element of risk-taking to embrace. Here is where the necessary amount of planning and preparation education will serve you best as you learn many of the strategies and techniques that successful entrepreneurs use to place the odds in their favor. Small business is not for everyone, but most entrepreneurs would not trade their worst day in business for themselves for the best day working for someone else. It is the epitome of the prosperity-building formula that has served many Americans well.

We regularly offer classes, courses, workshops, seminars and one-on-one counseling in each of the following:

1. **Personal Finance**
2. **Business Entrepreneurism**
3. **Job/Career Success Training**
4. **Real Estate Investing**

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Or visit our website location at:
www.prosperitysuccessinstitute.com

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COMMENTARY By Larry Snow



Our headline story **NO JOB/ START A SMALL BUSINESS** can be a viable option for many graduating seniors today based on the current job market. Instead of following the herd, it can serve to be a way for passionate career-minded individuals to carve out their niche in the world of business.

Indeed, while this may not be a career option for some individuals, it was for me. I started a trucking business in Northern Indiana in 1980 which slowly morphed into a warehousing business and an equipment repair business and is still in operation today.

Even though I experienced many highs and lows during the 30+ years of active ownership, there was never an occasion

When I regretted making the decision to go into business myself.

There were a great many challenges involved in getting it started in the beginning and even being able to keep it maintained and later sustaining it over the years but ownership brought me many benefits that working in a conventional job would have never allowed me to pursue.

I was also able to create opportunities for each of my three sons and worked with each of them over the years as they completed their own education and launched their respective careers. My wife, Kim, has also been a large part of the business

success and continues to function in an active role even today. I am proud of the work she has done to bring it to an even higher level of profitability and success than when I was at the reins.

Many think that it is too risky, too demanding, too difficult, or too complicated, but I assure you that even a person of average intelligence can do it and will never regret the decision to be able to create their own future. It is the ultimate prosperity formula!

Larry Snow, Editor

GETTING YOUR MONEY'S WORTH

Good deals are all around us if we take the time to look for them. One of the best and most time-honored methods to get the most bang for your buck is at a garage or yard sale. *Just what is the irresistible appeal in other people's stuff anyway?*

Items all the way from books, strollers, playpens, sporting equipment, dishes and flatware, furniture, to boats, camping equipment, lawnmowers and even ATV's are available and offered at thousands of

these sales that go on each and every Saturday morning in neighborhoods all across American from May through October. *If you have never been to one of these sales, you don't know what you are missing!*

Realize that these are not some sort of family heirlooms that are being offered. Most of the time it is a literal vetting of a homeowner's *too much stuff* after one (or more) of the kids have left the nest by going to college, getting married, or

*going on their own that creates the buying opportunity for each of us. The amount of money that can be saved at these one-of-a-kind sales is huge. For just a few pennies on the dollar you can purchase an item that was originally purchased at full retail and perhaps never (hardly) ever used whatsoever. **Secret Tip:** Study the garage or yard sales in your area the night before, develop a strategy of which ones you will visit, and get there early because the good deals usually go lightning fast!*

Financially Speaking

Just what are the biggest expenses that you experience in your life? Recent studies show that the **Big Four** personal expenses are as follows:

1. **SHELTER**—This is your home, apartment, condo, or other living situation and is the #1 cost for most people.

2. **TRANSPORTATION** — The second highest cost for many people is the cost of getting around — your vehicle including payment, insurance, fuel, licensing, repairs, maintenance, and other related costs.

3. **FOOD**—The third largest expense in most people's life is food. Not just food that is

purchased and consumed at home, but take out food, restaurant meals, fast food, and snacks eaten on-the-go.

4. **TAXES**—Uncle Sam is responsible for the fourth largest expense in most lives today. When you consider all of the various taxes that one pays on a regular basis such as payroll deductions, FICA,

real estate taxes, sales taxes, fuel taxes, inheritance taxes, capital gains taxes, jewelry taxes, and end-of-life so-called death taxes, you get an idea of just how much of your earnings are subject to taxation.

In total, the Big Four personal expenses add up to over 70% of your total net earnings. Now you know!

The Twin Engines of Personal Prosperity Success

There are a lot of investment brokers and financial strategists working overtime these days trying to uncover and advertise the next biggest and best investment opportunity. However many savvy investors feel that we have strayed to far from the literal twin engines of major prosperity success — **PRIVATE BUSINESS OWNERSHIP AND REAL ESTATE INVESTMENTS**.

Over time, each of these have proven to be major contributors of personal prosperity success despite the ups and downs of the markets from time to time. Both of these *engines* produce much in the way of income streams as



well as tax-deductible benefits and are the foundation for that virtually all prosperity success stories over the years.

As with all investments, there is a certain element of risk associated with each of these prosperity-building tools, yet they have each been proven to be substantial producers by everyone that has used them even since Biblical days.

Each of these investments offer dozens of positive strategies and reasons for using them in your short and long-term

prosperity planning. Among just some of the reasons include:

1. *Numerous income opportunities*
2. *Loads of taxable benefits*
3. *Ability to borrow money to invest*
4. *Appreciating benefits*
5. *Personal involvement in the overall results*
6. *Options to include each of them in estate planning*
7. *As a useful hedge against inflation*

A basic knowledge of personal finance is essential to one's short and long-term prosperity-building efforts. This includes understanding your money personality, how and where you spend your money, how to invest your earnings, and a working knowledge of how to create a spending plan a/k/a a household budget.

Being able to know and understand personal finance or better known today as financial literacy is an important step in creating the basis for a higher level personal prosperity in your life.

F-Y-I

There are many options today in securing this knowledge. Numerous self-help books covering this subject are available as well as newspaper and magazine articles, and even on-line education at community colleges and specialized institutions.

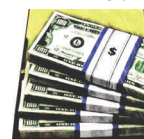
Being able to get a bigger bang for your buck can also help to offset rises in the cost of living, can help you create greater disposable income, can assist in setting aside more for retirement

planning, and can be used as a hedge against other factors that rob you of your prosperity-building efforts.

Most of what people learn about the subject of personal finances starts early in life and is taught to us by witnessing how our parents handle their money. Were they spenders or savers? Did they have a prosperous attitude or a poverty one? Did they invest their money or live paycheck-to-paycheck?

By developing a sound personal finance education in life you are assured that your hard-earned money will work hard for you and produce a plan for you during your retirement years.

Evidence of this need is that with people today living substantially longer due to improved healthcare, it is possible that many will live longer in retirement than they did during their working years.



KNOW MORE

Discovering a career passion early in life is one of the keys to successful achievement say many career counselors that specialize in this field.

The difference between constrained work (i.e. drudge work) and passionate work can make all the difference in the world. In addition, it can help produce the higher levels of achievement that mark the fundamental corner-

stone of success.

Studies reveal that many people enter the job market out of a need to earn income to pay for a vehicle, rent an apartment, or have money for entertainment rather than carefully considering a chosen career field. Once they are in debt they find they have few career choices available to them as a result of their indebtedness.

It is for that reason alone, that

choosing to minimize personal debt gives one a clear sense of career options versus those persons who start a cycle of debt early in life and never seem to be able to work their way out of it.

Clearly, it appears, the ability to keep debt proportionate to income is one of the keys to being able to pursue a career passion whether you are working at a minimum wage job or are well

on your way in your chosen career field.

It is for this reason alone, that it is critical to engage in many new and varied experiences in early life to be able to know and understand your likes and dislikes and identify passions early on regarding your future potential in life. By doing so, you can help to isolate your passionate pursuit and help to focus in the area that interests you the most.



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Who We Are...What We Do

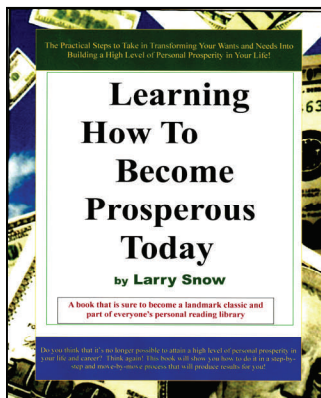
The Prosperity Success Institute™ and Personal Development Programs® were founded on the core principle that individuals are responsible for their own prosperity achievements and that they can be achieved by applying the same strategies and techniques that is used for personal improvement in other ways —through education and training.

It offers highly focused and specialized prosperity education in **Personal Finance, Business Entrepreneurism, Career Success Training, and Real Estate Investing** through classes, courses, workshops, seminars, one-on-one counseling, and online education. It is available in three separate and distinct levels of learning including **Basic, Intermediate, and Advanced** training.

It uses custom-created SkillUse® Guidebooks and Workbooks in this education which provide a practical and common-sense approach and includes many practical exercises in building individual prosperity with people from every background, occupation, age, gender, and ethnicity.

It is a privately funded organization that relies on no government subsidies or funding and is available to anyone that is serious about improving their level of prosperity in their jobs, careers, relationships, and life.

ReaderSpeak: [Email your questions to larryrick.snow@gmail.com](mailto:larryrick.snow@gmail.com)



The solutions to many of your prosperity-building questions are answered in this new book by noted self-improvement educational author Larry Snow

Q: I am thinking about making a career change after 20 years in the manufacturing sector. Any tips?

Bob R.—Mesa AZ

A: This is indeed an option that takes a great deal of thought and consideration. Do you have the right type of education for the new field you are considering? Do you have the right type of skills and talents for the change? Have you carefully researched the new field to make sure that it is a growing industry rather than a stagnate one, or worse, a falling one? After answering these questions, you can capably assess the option you are pursuing. Healthcare, law enforcement, and government work are three viable career options to consider.

L.S.

Q: I am new to the field of investing. What advice can you give me as

a new investor that will assure me that I won't lose any money?

Sheila S.—Florence, AZ

A. There are no guarantees when it comes to investing. This is rule #1. Even the most experienced and savvy investors pick the wrong investments from time to time. The best hedge against losses is to research the particular investment and track it for a few months to see how it performs. Another tip is to not get emotionally involved in the proposed investment. Don't ever pick and invest because you like the name, its reputation, or the fact that it has had previous success.

L.S.

Q: At what age do you think is a good time to start a new business?

Brenda M.—South Bend, IN

A: The best advice that I can give you on the subject of upstart businesses is that it is never too early and never too late to do it. Many entrepreneurs that I have met over the years started at the two extremes — from both very young all the way to retirees that sought an additional income stream. More than age, timing seems to be the best strategy for an upstart business. This is true when you consider the market and your personal timing since the success of your enterprise can be a direct result of each of them. Planning and preparation are key factors to consider when contemplating a new business. The more you can research the proposed field the better your chances of success. Another consideration is to develop a detailed business plan which includes all essential factors in the proposed business as well as knowledge of marketing and finance.

L.S.