



The Prosperity Success Institute™
Gold Canyon, Arizona

The Prosperity Gazette®

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

- **Personal Finance**
- **Business Entrepreneurism**
- **Job/Career Success Training**
- **Real Estate Investing**

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Are You Thinking of Starting a Business?

Despite the current economic climate it is proven that more people choose this as a time to start their own entrepreneurial business than any other.

Why? They may be out of work; they may have the time; they may see the opportunity; they may recognize that this is the idea time that many prosperous business owners got that way.

Many new businesses start out literally at the kitchen table. What is necessary, however, is to create a solid and step-by-step detailed

business plan that can assist you and a potential lender to understand what you are trying to do and exactly how you will go about doing it.

The second critical item is good credit. Before a banker or other lender will agree to loan you thousands of dollars, they will first want to make sure that you have created the habit of paying back the money that you may have previously borrowed by virtue of a mortgage, car loan, and credit card debt.

Another good strategy is to identify a mentor or business

coach that can help you formulate your overall planning and preparation and work in an advisory capacity as you build on your entrepreneurial successes over time.

Sound complicated? It can be, but just like anything else, if you create a plan and follow your plan, you are apt to find yourself in a career choice that can pay large dividends in terms of freedom and financial independence and years of enjoyment.



Entrepreneurial Candidate Initiative Program a Huge Success at the PdP® Learning Center in Gold Canyon, Arizona

The ECIP-1 program that lasted from 1/13/11 through 1/20/11 was a huge success and all participants from Grace College in Indiana left with an entirely new concept of entrepreneurial business



ownership.

This highly successful small business development program termed ECIP, or Entrepreneurial Candidate Initiative Program, targets college seniors who have identified personal enterprise as their

career choice in life. It provides an intense 7 day course consisting of 30 sessions in all aspects of business and offers many practical exercises and tests to monitor participant's understanding of the lessons. It is a fully accredited college course.

Editorial:



Larry Snow, Editor

As of this writing, the national economic outlook looks only marginally better. Retail sales over the Thanksgiving and Christmas were better than a year ago which caused some optimism, but it appears that we still have a long way to go in slowly working our way out of this lengthy slow period.

If you are fortunate enough to have held on to your job, now might be the time to think

About supplementing your income with a small business venture of some type. History reveals that many small businesses were created during just such a slow period and the owners went on to achieve large levels of personal freedom and economic success.

Small business enterprise is not for everyone, it must be pointed out, but if you have a particular expertise or passion to do it, there are many

ways to achieve it today. On the front page of our newsletter we describe some of the techniques and strategies that you can use to evaluate whether or not this is the right career move for you. If you lost your job during the recession, this might just be the time to carefully consider becoming an entrepreneur success!

We can help you do it!

L.S.

Oh, Oh... Tax Season Will Be Here Again Soon

We dread even hearing the word — TAXES — yet they are the price we pay to live in a democracy that is complete with more and more social services such as police and fire protection, border patrol, Social Security, and Medicare among others.

There are many legitimate ways to minimize the outlay of taxes, however, and it all starts

with the creation of an effective long-term tax plan. It is remarkably easy to do and it first starts with your personal motivation and desire to want to do something to minimize the amount of money you are currently paying.

If you are an employee of a company, you are taxed at the highest rates possible which means that you need to have a strategy to offset every new tax with a viable method to offset it.



The IRS tax code today is some 55,000 pages and this does not even include state taxes, city taxes, or sales taxes. In total there are over 30 taxes that most people pay on a regular basis and they could each be substantially reduced by creating a good tax strategy and taking a proactive approach to this drain on your income.

Are You Thinking of a Job or Career Change— Check These Out!

When was the last time that you really looked forward to going to work on Monday? Honestly, has it been awhile?

This may all mean that you should examine the possibility of making a job or career change over the next year. With more and more jobs being outsourced, perhaps it's time

to start looking at other viable options.

Here is a list of good jobs that cannot be outsourced according to an article in the Arizona Republic on January 9, 2011:

1. *Law Enforcement Officer*

2. *Retail Sales Rep*

3. *Physical Therapist*

4. *Primary-Care Physician*

5. *Attorney*

6. *Registered Nurse*

7. *Mining*

8. *Interior Decorator*

9. *HVAC Technician*

10. *Firefighter*

Each of these jobs provide skills that are unlikely to be moved overseas and can create a higher level of personal economic security — especially if you have lost your job over the past 24 months.

BOOK: MIND OVER MONEY *Overcoming Money Disasters*

Do you overspend? Under save? Do you keep secrets from your spouse or family member? If you do, you're not alone. Many of us have downright dysfunctional relationships about money say authors and Drs. Brad and Ted Klotz in their book, *Mind Over Money*.

They are a father and son team that are pioneers in the field of financial psychology and say that often our financial relationships with money have many varied and complicated backgrounds and are often a result of a lack of knowledge or the failure of

self-discipline that are rooted in our up-bringing and often are shaped by the lifelong painful traumas that we experience by making wrong decisions with money management.

They observe that many of the behaviors that individuals experience are the direct result of the economic environment in which each of us are raised and we grow up thinking that we neither deserve money or happiness. Whatever our particular beliefs the *financial fairy tales* that we tell ourselves it has a direct affect on each of us throughout our adult lives.

It is only by looking carefully at ourselves and our pasts, the authors say, that we can learn to recognize the self-defeating patterns of thinking that can serve to threaten our financial health but also our relationships with family members, careers, and happiness.

The book points out that financial infidelity, money avoidance, compulsive shopping, hoarding, and financial enabling are some of the symptoms of this shortcoming and they provide a number of strategies and exercises to help you overcome them. This book is available at Random House Publishers.

F-Y-I

Many smart investors are turning to financial professionals, and not necessarily brokers and fund managers, to help them manage the risks that they will face in retirement.

Because people are living much longer today, they may need additional income to cover the additional retire-

ment years while inflation and market volatility can have a direct and continuing affect on their future income. To help them uncover many of the solutions to these challenges, financial advisors suggest more information is needed by investors to help support the retirement planning process.

Helping clients prepare for the future, assisting them in

balancing their income, protection, and growth needs, they help them feel more secure and more informed about many of the things that their clients feel make life worth living.

Some of the techniques they use are:

- Creating guaranteed income
- Identifying the “want to

have” in retirement

- Applying specific risk reduction techniques
- Applying estate planning strategies

There are many competent financial advisors available today that emphasize education as opposed to product sales in order for their clients to make the best decisions.

Didya Know: Real Estate and Interest Rates Affect Personal Finance Planning?

Two specific aspects of the economy affect retirement income — real estate prices and interest rates.

Foreclosures and the reduction of real estate markets have resulted in millions of homes being “underwater” according to many professionals. Estimates provide

that it might take many more years before normal and historical annual price increases will return which means that many Americans will suffer the economic affect of this.



In addition, the stock market will likewise not see a boom

in the near future since consumer spending often is 70% or more of the total economy. Bank CD's and savings account rates are at all-time lows in the past few years and this drastically hurts those who have only a little money to set aside.

Reduced interest rates also

investing might just be riskier than stocks right now. There is no question that we are in tumultuous times now which means that the uninformed will experience numerous challenges in their prosperity unless they seek to educate themselves concerning what's happening in the economic markets now and in the future.



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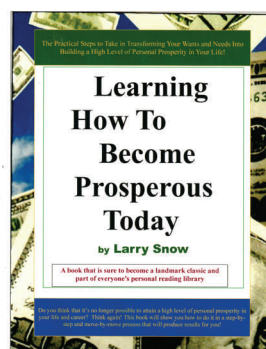
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The solutions to many of your prosperity-building questions are answered in this new book by author Larry Snow

Available April 2011



Who We Are...What We Do

The Prosperity Success Institute™ and Personal Development Programs® were founded on the principle that each individual is responsible for their own prosperity achievements and that it can be achieved by applying the same strategies and techniques that is used to improve themselves in other ways — education and training.

It offers highly focused and specialized prosperity education in **Personal Finance, Business Entrepreneurism, Job/Career Success Training, and Real Estate Investing** through classes, courses, workshops, and seminars. It is also available in three levels of learning including **Basic, Intermediate, and Advanced**.

We use custom-created SkillUse® Guidebooks and Workbooks in this education. They provide a practical and common sense approach which include 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, and in their relationships and life.

"Prosperity Solutions Through Education"

ReaderSpeak: *Email your questions to sscklo@aol.com*

Q: I recently graduated from college and am unsure of whether it is a good time to purchase a home or not?

R. R.—Queen Creek AZ

A: It is unquestionably the best time to be a real estate buyer if you have a good down payment, a good credit score, and the ability to make the monthly payments. In addition, if you have other money to invest, rental properties are another good investing strategy.

L.S.

Q: If there was a choice between stock market investing and purchasing a bond fund, which would you recommend?

W. A. — Surprise, AZ

A: It depends on several factors. One, if you are under age 35-40 you might be sacrificing some of

the growth that a stock market could provide by purchasing a bond fund. On the other hand, if you are at or near retirement, being too risky with your investments could prove to be disastrous. Investing is all about timing and objectives. Remember the story of the 3 Little Pigs?

L.S.

Q: When do you feel that the stock and real estate markets will return to normal. I have some money that I would like to invest but don't know where to put it? I am in my mid-40's and know that I will lose some of the appreciation-building if I don't do something soon. HELP!

P. A. — Mesa, AZ

A: This is a tough question because my crystal ball is no better than anyone else's. We have not seen a downturn like we have

experienced in the last couple of years in many of our lifetimes so the answer to this question is difficult. If you are too safe, your investment will not see much return.



If you are too risk-averse, you might invest a portion of it by laddering some of your investments over the next year or two while you wait to see what the financial markets will do.

Another strategy is to make an investment in real estate or a small business that can provide higher returns than you will gain from any of the financial markets.

There is risk in whatever you do, but you can control it better by choosing one of the above options.

L.S.