

FINISH STRONG

Holiday Letter Template

One of my favourite quotes, often attributed to Confucius, is: "Dig your well before you're thirsty."

As a Financial Advisor, you know the importance of planning, risk management, and the power of compounding for clients. But do you apply this same consideration to your business? If you want next year to be tremendous, it's important to carry over as much momentum as possible from this year. The best way to do that is to start planning for Q4.

I'm reminding you of this because in recent conversations with Financial Advisors, I noticed a large number seem to dwell on what's out of their control. They are pessimistic about the future.

Andy Grove, the founder of Intel, was accurate when he said, "Only the paranoid survive."

Yes, I agree that there are certain benefits to negative thinking. However, it also pays to be optimistic, focusing on what you can control.

For instance, take the construction of the Empire State Building that began in 1930. For a long time, it was the tallest building in the world. Instead of focusing on how that's no longer the case, you can focus on what it resembles: maintaining resilience and development, despite tough times (it was built during The Great Depression).

Warm regards,

Signature

[Your Name]

[Your Title/Company]

