

HOW TO
CREATE A LASTING

FAMILY LEGACY

3 BUILDING BLOCKS
TO ENSURE YOUR FAMILY THRIVES
FOR GENERATIONS



How to Create a Lasting Family Legacy

3 Building Blocks To Ensure Your
Family Thrives For Generations

Imagine one of your great-grandchildren presiding over a family fortune of tens of millions of dollars — or even hundreds of millions of dollars.

And imagine that, whenever your great-grandchild receives a check to help pay for education, or to buy their first home, or to start a business or even to help survive financial disasters like medical bills, illness or disability, that your grandchild gives a quick toast to your memory.

Your grandchild toasts to you because you started it all. You amassed wealth and left behind a set of values and a financial legacy to shepherd that wealth.

Is this possible? Is it possible for you to not just leave your kids better off than you were, but to spark a financial legacy of wealth and empowerment that lasts for generations?

Yes, it is. It's possible to create a family fortune that lives on in perpetuity — benefiting generation after generation after you — and it's possible to do it without creating "trust fund babies" who know how to spend money and little else.

Instead, your life's work and accumulated wealth can be used to empower future generations. It can act as a launching pad for all of their endeavors, whether those are professional, academic, charitable or entrepreneurial in nature.

It's not easy and does take careful planning, but it has been done.

Here at Wealth Factory, we've discovered, mastered, and systematized the path to creating a lasting legacy.

In this guide, we're going to show you 3 building blocks you can start implementing today that will ensure your family thrives for generations.

These steps empower you to give your children and grandchildren everything they need to live happy, productive, and abundant lives - without any fear that they'll squander the family fortune you worked so hard for.

Enjoy this complimentary guide, and feel free to bring it to your financial team so that you can apply these "building blocks" to your life and business immediately.

Build the life you love,
The Builders at Wealth Factory

Building Block #1: Create a Family Trust

The biggest key to gifting your children a financial legacy is to start planning early and often.

Sam Walton, the founder of Walmart, gifted each of his kids 20% of the business when it was just a small five-and-dime store. Now the Walton children are the richest family in America, in part because the estate was not split up when Sam Walton passed away.

So whether you're wealthy today, or plan to be in the future, now is the perfect time to begin. And creating your family trust is the perfect place to start.

Why Do You Need a Family Trust?

A trust will keep your estate out of probate court when you pass away, which is where the whole world gets to watch the courts distribute assets amongst your heirs.

It's public record forever.

And the last thing you want is some lawyer searching for a reason to sue your kids because they know what irresistible assets they inherited.

A trust creates privacy that your children will learn to appreciate.

A trust also lets you take control of how your assets are distributed.

Most probate courts will simply distribute shares of your estate to heirs if they're over 18 (or once they are 18).

But a trust can be written to have stipulations, guidelines and incentives to make sure money is only distributed to heirs who are making wise decisions. Or to release portions of the estate over time as your heirs get older and more responsible.

Plus there's a tax advantage: If you keep assets in a trust for the benefit of your children, rather than actually transferring ownership to your children, then you avoid triggering another tax event.

Make It About More Than Money With a “Statement of Purpose”

One of the unique elements our family trust clients love is called a “Statement of Purpose.”

This simple statement is the key to passing on more than just money to your heirs.

It’s your entire life philosophy and wisdom distilled into 1 document, which is put in the beginning of your family trust.

Below is a short template that Garrett Gunderson, our company's Founder, used as a starting point to write a complete 51 page Statement of Purpose.

How impactful is this document?

To put it in perspective, Garrett has written several bestselling books... and the most important one was this 51 page Statement of Purpose.

How you write your Statement is entirely up to you. You can keep it short and sweet, like the example below, or expand it into a short book like Garrett did.

The important thing is that when your trust is setup correctly with this Statement, you’ll rest assured that your wisdom, values, and money will be passed down for generations to come.

Up next is Building Block #2. Feel free to skip ahead or read through this 2-page **“Statement of Purpose” Example:**

Purpose of the Trust.

I am establishing this Trust for my primary benefit during my lifetime, for my spouses benefit and for our children and later descendants thereafter for as long as there are trust assets available to do so. I have created this trust in such a way that it is my intention that it last for future generations and provides assistance to those future generations to live full, happy and complete lives. Due to the fact that this trust, and any subtrusts created hereunder, could go on for a long period of time, I recognize it is impossible, and probably unwise, for me to attempt to plan for every possible contingency that may develop in my descendants’ lives, and I don’t like the idea of doing so. Accordingly, I have left a significant amount of discretion to successor Trustees hereunder to make discretionary distributions and provide opportunities to our children and future descendants, as those Trustees being in the

moment, will undoubtedly be better situated to make an assessment of a particular expenditure or benefits being provided to a beneficiary. However, we are firm believers that what we desire to pass on true human life value to our children and future descendants. This true human life value is not just money in the bank, but the collection of our life experiences, values, character, philosophies, ethics, etc. We intend to do all we can to expose our children and future descendants to these things and ideals during our lifetime. However, in the event we were to pass away prematurely, or in the case of future descendants we did not have the opportunity to know, we have decided to explain our general sentiment towards many aspects of our lives below. I desire that whenever possible, the administration of this trust, especially determinations as to benefitting a particular beneficiary hereunder, be done in accordance with my stated purposes as described below, or at the very least in furtherance of my sentiments so expressed herein. I therefore direct that each and every Trustee that serves hereunder shall read and become thoroughly familiar with my stated purposes and make determinations as to distributions to beneficiaries in a manner that, as closely as possible, reflect the sentiments described below. It is also my desire that our future descendants read this purpose of trust in its entirety and be given a copy thereof when they become beneficiaries hereunder and are able to receive distributions. We hope that this section will give insight into who we are and what we stood for during our lifetimes. Therefore, my stated purposes in creating this Trust and providing for our children and future descendants are as follows:

1. Health & Fitness: Our greatest happiness does not depend on the condition of life in which chance has placed us, but is always the result of a good conscience, good health, occupation, and freedom in all just pursuits. - Thomas Jefferson
“In health there is freedom. Health is the first of all liberties.”
2. Intellectual Pursuits: Intellectual growth should commence at birth and cease only at death. - Albert Einstein
(a) We believe that if you do what you are passionate about, you will be fulfilled. Whatever schooling is necessary we support. We are happy to pay for schooling necessary however believe that paying for something is more rewarding, so you are to pay that money back after school to your children in a fund or insurance so that they have the same or better opportunity that you did.
3. Travel:
(a) We have always loved to explore other places to see and learn about other cultures. We feel you always take something back

with you and best of all learn to appreciate where you are from.

4. Love:

(a) All we can ask for it that you find someone with whom you share the love that we have. Marry for love only. If this is the case and you know you are making the right decision we support and full budget for your wedding after age 25 (just in case).

5. Family:

(a) One of our major wishes is that you will want to spend quality time with your family and have done our best to create the right situations to foster this. We are interested in starting traditions and incase they are not established when you read this here are a few ideas:

i. Spend Thanksgiving together being truly grateful not just eating turkey

ii. Spend the week between Christmas and New Year together somewhere together to talk about our great wins, challenges and planning for the next year.

6. Career:

(a) Like we mentioned in the past we would like nothing more than for you to be happy and that means wanting to get out of bed every day to do what you love. We would be honored if you went into the wellness field but only if you love it otherwise it will burn you out.

(b) We plan on funding your education and if you do what you do well, money will not be a problem meaning that you can monetize your passion if you are creative.

(c) If you go into business, use a coach and make sure that you set it up appropriately so you are protected.

Building Block #2: Hire Your Kids In Your Business

As business owners, teaching our children entrepreneurship can be extremely fulfilling, and can even help reduce your tax burden so you can keep more of your income and put it to good use.

The Big Benefits of Putting Your Kids to Work

Your company can hire your kids, pay them up to \$6,300* per year, and in most cases your business gets a write-off that lowers its tax liability.

This strategy works because neither your kids or your household are taxed on the wages, as long as you follow the rules.

Employing our kids also provides several other benefits, including:

- Allowing your children to learn the value of work
- Giving them insight into the family business
- Training them in entrepreneurship
- Providing you with a nice tax deduction while giving your family another source of tax-free income

Here's How It Works

Each child can earn up to the standard deduction allowed by the IRS and not owe any tax at all. So currently you can pay your child who is under the age of 18 up to \$6,300 per year and 100% of that income will be tax-free for them.

And since you get to take that as a deduction on your business, you will get a tax break according to your highest marginal rate. This could amount to as high as a \$2,500 tax break for each child you hire.

Now generally, it's a bad idea to spend a dollar to save forty cents (or in this case, spend \$6300 to save \$2500). You never want to let the tax tail wag the dog.

So if you use this strategy and simply let your children blow the money on candy or video games, it may not be such a great deal.

However, there are the ways you can make this tax strategy much more efficient and beneficial to both you and your child.

Ways to Make This Strategy Work Even Better

Since you actually have to pay your child for work performed (and not just say you do), set up a separate bank account for each child to have their "paychecks" deposited. Then have the children use this money for all the things you would normally pay out of your own pocket.

For example, they can now pay for their own:

- Sports or music lessons
- Airfare on your next family vacation
- Clothes, computers or recreation
- Cell phones, including the monthly service

In this way, your child develops a realistic sense of how much things cost. It also combats the entitlement mentality that giving your child an "allowance" can inadvertently cause.

It also gives your child a sense of satisfaction knowing they are self-sufficient with many of their own living expenses.

The benefit to you is that you end up with less out-of-pocket expenses to provide for items that go above and beyond their day-to-day needs.

So the "salary" you pay your child actually ends up being money you would have spent on them anyhow — but now you get a tax break for it. Of course, like any tax strategy, you must follow the rules to make it work, so be sure to review the IRS guidelines in our complete guide on [32 Ideas for Hiring Your Child here](#).

Employment Ideas For Your Children

The "32 Ideas" guide contains an expansive list of how you can hire your child in your business, but here are just a few simple ones to get the wheels turning in your mind:

1. Office management including making coffee, tea, or other snacks for employees
2. Actor or model for your website or marketing materials
3. Competitive research on the internet
4. Product testing and feedback
5. Office building cleaning or simple repairs
6. And much, much more.

It's important to note that everyone's situation is different, so be sure to consult with your CPA to identify the right course of action for your business and family.

Building Block #3: Implement The Rockefeller Method

Would you like to increase your retirement income by 30-40% without disinheriting your family?

Would you like your children and grandchildren to have everything they need to live happy, productive, and abundant lives — without any fear that they'll squander the family fortune you worked so hard for?

It doesn't matter how much of a fortune you have or don't have today. You have the power — right now — to change your family's financial destiny forever.

It's a financial strategy where you combine the raw power of Cash Flow Banking with a Family Trust to create something we call the "Rockefeller Method."

“Keep the Money Together”

In the 19th and early 20th centuries, two of America's wealthiest businessmen amassed incredible fortunes that each separately towered over the fortunes of Bill Gates, Warren Buffett and Mark Zuckerberg combined.

Their names were Cornelius Vanderbilt and John D. Rockefeller.

When Vanderbilt died in 1877, he was the richest man in America, with more money than the US Treasury held at the time.

When Rockefeller died in 1937, he was the richest man in US history.

Both intended their legacy and fortune to be passed on for generations, however, only the Rockefellers still stand today.

The difference?

The Rockefeller family *kept the money together* using 3 key strategies that make up the “Rockefeller Method”:

1. Design trusts that protect the fortune as much as possible from taxes lawsuits, and spendthrift heirs. Direct how money can and cannot be spent.
2. Create a perpetual family bank using a Cash Flow Insurance Policy.
3. Pass along your values so that your vision doesn't stop with you.

Setting up a Family Bank

With a properly set up “Family Trust”, you'll be able to **pass on a set of values along with your financial legacy**, instead of just a pile of money for everyone to fight over (see Building Block #1 above for full details),

In your trust, you can specify how and when family members access money in the family bank you set up. This empowers future generations to be productive, not entitled.

For example, you can set up a trust where any descendant of your family has the opportunity to use that money for an entrepreneurial program, mastermind program or a college education.

In order to access money they would write a plan to the board of the trust, saying, “I’d like to go to this college, and it costs this much money, and I’d like to borrow that money from the trust.”

It is, in essence, a family bank.

The trust allows this loan due to the investment in education, the expansion of the individual’s ability to create value and earn a living, but it is imperative for that individual to have a Cash Flow Insurance policy that protects that trust.

What Happens When a Child is Born

As soon as a beneficiary of the trust is born, the trust takes out a life insurance policy, for the maximum amount of insurance a company will offer.

That way, if the borrower never pays the money back, it’s not detrimental to the survival of the trust.

They have restrictions on how much they can borrow, and if they are not able to pay it back in full, the trust will be made whole again by the life insurance.

And if or when they do pay it back, the interest on that loan is NOT getting paid back to the government or to a banking institution, but back into the family bank, keeping the family strong.

This is how the Rockefeller family has protected and grown their family fortune while other wealthy families have become paupers in 1 to 2 generations.

Here's how to start building your legacy today...

The first step in getting the Rockefeller Method implemented is to set up your own personal Cash Flow Banking system ASAP. Don't wait on this.

It doesn't matter how much you are making right now. You can even start if you're making minimum wage.

Immediate and consistent action is the key to building wealth. You start by creating a separate "sweep" account. This is where your extra money goes.

It's all about "Paying Yourself First" and Making it Automatic

So before you pay your bills, before you buy groceries, before you go have fun, ALWAYS set aside a set portion of your income to save.

In other words, **the first bill you pay each month should be to your personal savings.**

For now, this can be a simple bank account if you want. The important thing is to create an automatic sweep of a set percentage of your income into this account.

The percentage can be whatever you want. In [the Cash Flow Banking course](#), Garrett calls this a Wealth Capture account and gives you a very specific percentage to use.

Right now the amount or percentage isn't important. The key is to start the habit now. The only way to start building wealth is to religiously pay yourself first.

Why Pay Yourself First?

Here are **three reasons to start paying yourself now** instead of waiting until you "have enough."

1. When you pay yourself first, you mentally establish saving as a priority. You tell your subconscious YOU are more important than the water company or the cell phone bill or the landlord. This is a powerful motivator and the key to growing wealthy.
2. Paying yourself first promotes healthy financial habits. Most people spend their money in this order: bills, fun, saving. It's no wonder personal savings are at the lowest levels ever for the Middle Class. When you set the money aside before you rationalize reasons to spend it, you are adopting the mindset of the wealthy.
3. By paying yourself first, you build a liquid "war chest" with real-world applications. You can use the money to deal with emergencies. You can use it to purchase a car or house. You can use it for cash flow investments, etc. In short, paying yourself first gives you freedom — it opens a world of opportunity.

START NOW With a Plan That Works For You

Use the guidelines and building blocks above to develop a plan that works for you. Remember, right now the amount isn't as important as the activity.

So whatever you do, **do something right away**. Not tomorrow. Not next week. Today.

To get started implementing the Rockefeller Method for your family, you can [sign up for our free Mini-Course on “How to Set Up Your Financial Future Like The Rockefellers” here](#).

And if you want step-by-step guidance from Garrett and our team to **get everything set up in 28 days or less**, while gaining more financial clarity, you can [see if we're a good fit for you here](#).

See, here at Wealth Factory, this is our specialty. We're a comprehensive personal financial education and implementation program for entrepreneurs, health care professionals and small business owners.

Professionals (like dentists, orthodontists, optometrists, and veterinarians) and entrepreneurs typically focus on what they do best, and that's running a great practice and providing state-of the art service.

Managing their personal finances often takes a back seat, and this can create tremendous personal and professional stress. And as their business grows, so might the complexity of their finances. So providing a proven, comprehensive solution is well-received by this group of professionals.

Wealth Factory fills that gap and provides an integrated team approach that brings together asset protection attorneys, accountants, retirement planners, investment advisor, insurance experts, estate planners, and cash flow specialists.

This is very similar to the kind of integrated services provided by a boutique family services firm for high net worth individuals, but without the high price tag (or the \$50M net worth qualifier).

Advice and implementation happens in a custom-tailored sequence, facilitated by a financial quarterback so you do not have to waste time.

There are three core components to our flagship program:

1. Blueprint Implementation and Accountability

Our financial team customizes and facilitates each step of assembly and implementation.

2. The critical components include:

- Cash Flow
- Taxes
- Estate Planning
- Insurances
- Investments

In the beginning, that might look like finding hidden fees in the your finances and investments, optimizing loan structures, identifying duplicate insurance coverages, or finding that you are overpaying on taxes.

There are more components for unique situations, but these are the core foundational pieces we teach. The remaining pieces are offered on a customized basis as your individual needs dictate. This is because every small business is different, and the needs of every professional and entrepreneur is unique.

3. Financial Clarity and Legacy through Investor DNA

Wealth Factory provides diagnostics to help clients identify their own unique Investor DNA based on personal strengths and interests. This approach simplifies all their business and investing decisions in an objective way, fully aligned with their life objectives.

This financial clarity frees up the client to excel in every area of their personal and professional life, and provides the clear vision to create a lasting legacy.

Unlike traditional financial plans that only focus on what you have stored away in other people's business (like stocks and bonds), we help you identify how your own business can become an integral part of your wealth plan.

Since we're entrepreneurs too, we understand the specific and unique needs of business owners and professional service providers.

Traditional financial plans generally focus on retirement planning alone. They ask you to give them your money for 30 years and hope for the best.

This "traditional" approach to personal finance goes completely against all the good principles of money management you use to run your business.

So if your current financial planner doesn't understand your business, he can't possibly understand you or your unique financial needs. Using the tools we give you, you'll discover painless steps to take back control of your money and your wealth plan using your biggest asset -- YOU and your business.

This is the only method we've discovered that puts entrepreneurs like you in complete control of your financial plan. It leverages what you know best to preserve your wealth and help avoid painful investment losses.

We absolutely are not suggesting that everyone who invests in the stock market loses money. We are suggesting that investing in areas you're most educated in may yield you a higher return.

Our goal is to help you explore those possibilities so that you can make financial decisions from a place of strength and knowledge. And if other people in your life play an important role in your finances, whether that be your significant other or your CPA, you will have their backing because you can make decisions together as an informed unit.

As busy entrepreneurs ourselves, we're mindful of the hectic pace of life that comes with owning your own business. That's why our trainings avoid overly technical economic theory or confusing financial terminology. Instead, we explain everything in full detail, without jargon, using simple direct language that gets to the point quickly to save you time and money.

If you want to **build sustainable wealth, increase your monthly cash flow and enjoy economic independence** *without using budgets, cutbacks, limiting your lifestyle or adding new customers to your business...*

Wealth Factory can help provide the tools, the team, and training you need to build the life you love.

Our mission is to help 1 million entrepreneurs reach Economic Independence by 2020.

We do this by helping small business owners build their own personalized Wealth Architecture.

If working with our team sounds like something that could help you get more financial clarity, you can [see if we're a good fit for you here](#).

**Build the life you love,
The Builders at Wealth Factory**