

WHO'S IN CHARGE HERE:

# Are You Running Your Business, Or Is Your Business Running You (Into The Ground)?



Whether Or Not You  
Feel You've Attained  
Entrepreneurial And Financial  
Freedom, Read This Now!

A Publication of Kelly Roach Coaching

*Kelly Roach*

Success Is Scientific. It's Not Personal

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# Table Of Contents

Where Are You, Right Now? .....	1
Are You Running Your Business, Or Is Your Business Running You (Into The Ground)? ....	2
The Year My Whole Life Changed .....	4
There's No Gold Watch Coming Your Way Anytime Soon, No Matter How Hard You Work .	5
Retirement: A Fate Worse Than Death? .....	8
These Days, You Pretty Much Need To Be A Millionaire Just To Retire .....	9
You Almost Need A Million Dollars Just To Raise A Family These Days .....	13
How Much Do You Want A Better Life For Yourself And Your Family? .....	16
You Never Quite Know What Your Kids Will Be (WHILE They're Growing Up) .....	19
Maybe It's Not Music .....	22
And Maybe It's Not About A Life Partner And Kids .....	23
Welcome To Your Bridge To Freedom Business™: Your Pathway To Personal And Professional Prosperity .....	25
Entrepreneurs: You've Crossed The Bridge, Now Just Where Is This "Freedom" They Promised? .....	26
Corporate Warriors: Take REAL Charge Of Your Career And Walk Across The Bridge To Freedom.....	30
Are You Ready To Cross The Bridge?.....	35
Now Take That First Powerful Step Forward. ....	37
Experience Our Companion CD And Discover How To Maximize Your Income, While Minimizing Your Hours .....	40
Who Is Kelly Roach? .....	41



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## Where Are You, Right Now?

Before I share this life-changing information with you, I just want to say, I don't know exactly what you'll find most exciting as you imagine how you'll be putting this to use.

It's not important that, up until now, the idea of claiming your freedom to do everything you've ever wanted has felt like a distant star you just haven't been able to reach.

It's also not critical that you find yourself visioning your childhood dreams, seeing the reality of how far you've come in life up until now, and noticing that there's a road yet to be travelled.



Nor does it matter that you now find yourself ready to embark on a profound journey that could change things for you and your family.

What's important is that as you continue to notice that growing excitement about what you're about to read now, I want to ask, as a favor, that you make sure to ask the questions that let you be certain, a great decision is going to be made.

### **So will you promise you'll ask those questions?**

Reading this now, you may have already crossed the bridge and started your business, yet there just doesn't seem to be a whole lot of freedom...and it's been too long already.

Or, you could be a "corporate warrior" dreaming of starting a business, either to supplement or to replace your job, yet finding yourself looking for the fastest, most effective way to cross that "bridge to freedom".

### ***Give yourself this gift, and let's go!***

Let's start at the beginning...

# Are You Running Your Business, Or Is Your Business Running You (Into The Ground)?

Some say that Ronald Reagan won election to the Presidency of the United States in 1980 by asking the American People, "*Are you better off now than you were four years ago?*"

For many folks who were tired of waiting in line all afternoon for a couple gallons of gas, wearing heavy sweaters indoors during winter instead of cranking up the furnace, and experiencing the health-damaging pain, worry, and stress associated with economic "stagflation", that was a very good question, indeed... regardless of their political views.

This is a question perhaps we should ask ourselves now:

## **Is your quality of life now, better or worse than it was before you started your business?**

Have you achieved the freedom, fulfillment, and financial abundance that were supposed to come with owning and running your own business?

Do your hours reflect the lifestyle flexibility they said you were going to gain as soon as you struck out on your own?

When's the last time you:

- Took a day off (any day, not necessarily a weekday) without planning in advance?
- Blew off a Friday afternoon for a round of golf because that's what it's all about?
- Shrugged if you got to the office at 8:30 instead of 8:00?
- Looked at your balance sheet and said, "Wow, that was a really good month"?
- Had a chance to savor the results you just delivered for a client before rushing off to put out yet another fire?





How many of the following apply to you? Check all that apply:

- \_\_\_\_\_ Charging competitively and barely making enough in revenue to break even
- \_\_\_\_\_ Riding peaks and valleys in your income, month-to-month
- \_\_\_\_\_ Having to be in the business full-time because it doesn't make a dime unless you're online, on-time, and on the scene personally
- \_\_\_\_\_ Worrying about where your next client's going to come from
- \_\_\_\_\_ Hoping that prospect you "sort of wouldn't mind" having, says yes to your (discounted) proposal so you break even for the month
- \_\_\_\_\_ Dreading, at the same time, what happens next if that same lukewarm, not-really-a-good-fit prospect does say yes
- \_\_\_\_\_ Stressing about whether your current clients will pay their invoices on time
- \_\_\_\_\_ Perching on the edge of a panic attack, with a constant nagging feeling right in the middle of your forehead, hoping you don't lose any of your major accounts (even the ones who drive you up a wall that you'd probably be better off without, except for the big invoices)
- \_\_\_\_\_ Drowning in operations and putting out fires, instead of enjoying your craft and enjoying the benefits of being an entrepreneur in the first place
- \_\_\_\_\_ Enduring tension at home because you're not sure if you will make the mortgage payment, much less afford a couple new pairs of jeans for back-to-school

If even ONE of these applies to you, then chances are, ***your business is running YOU...into the ground.***

Unfortunately, several of them probably apply.

Reason being: having any one of these problems tends to beget several of the others.

You may be asking yourself,

***"Where's all that freedom that was supposed to magically appear once I crossed the bridge and started my own business?"***



# The Year My Whole Life Changed

A couple years ago, I started my very first business coaching program.

I didn't have a website. <http://www.KellyRoachCoaching.com> wasn't even a twinkle in my eye.

I didn't have a formal business plan.

I didn't have a ton of money in the bank.

I didn't already have clients.

I didn't even know for sure, 100%, what kind of business I wanted to create.

There's just one thing I DID know:



**I knew that in order to enjoy the life I wanted  
and get where I wanted to go in life,  
I had to get started NOW.**

Listen, right now you might be slogging away in your business - struggling to match income to expenses, working your ass off, keeping your head down and your nose to the grindstone (OUCH!), trying to find that next client, make that next deal, take a step forward.

Stop making decisions out of fear.

Now is the time to move toward a belief in possibility, trust in yourself, and claim your willingness to put yourself out there and make your dreams a reality.

Whether you're an entrepreneur who's crossed the bridge, wondering where the "freedom" is; or you're holding down a job and can't see how could possibly create your Bridge To Freedom Business™ now, what I'm about to share is for you.

First, let's be clear:

# There's No Gold Watch Coming Your Way Anytime Soon, No Matter How Hard You Work



Nearly a generation has passed since we had any illusions about job security and guaranteed advancement in your career or your business.

Everything our parents and grandparents took for granted is no longer "granted" at all.

**Company Loyalty?** How many stories have you heard of longtime employees showing up one morning, and suddenly, with no warning, their security badges no longer work? The same security guards who said hello, by name, with a smile, every morning for 14 years are now treating them like complete strangers and giving them 30 seconds to get off the premises? You can be downsized, right-sized, or fired anytime. In many cases, "right to work" laws shield your employer from even having to tell you why you're being let go.

**Promotion?** Sure, if you want to call it a "promotion". Does your raise cover all the extra hours you now need to put in, or *have you effectively taken a pay CUT?* Also, generally speaking, people get promoted into a disaster, and it's sink-or-swim. How long until you get demoted, downsized, or "reorganized" into a different role to "cover up" your "failure"?

Plus, everything you did in your past role is gone. Now you have to "prove yourself" all over again, working more hours at a *de facto* lower hourly rate.



**Opportunity to fully show your brilliance at work?** Rarely, if ever. Even though you got promoted, you were probably promoted into a disaster with the idea that you'd ride in like a knight in shining armor and save the day. If so, you've been set up to fail - and you'll work longer hours and make (on average) less per hour, even with that "raise", until it happens.

Ouch. Sorry about that. I thought you should hear it from someone who has your best interests in mind.

**Gold watch?** Only if you save up to buy one for yourself. Besides, the department that handed out the gold watches was downsized or outsourced years ago. The money that used to exist to pay for the watches now goes to pay consulting firms to ferret out "wasteful" perks and expenses...like buying gold watches just to thank people for sticking around.

**Social Security?** The Social Security Act of 1935 set the minimum age for receiving full retirement benefits at 65.<sup>(1)</sup> In 1935, life expectancy for males was 59.9 years; for women, 63.9 years.<sup>(2)</sup> Even taking into account the impact of high infant mortality rates on the overall average back then, *the expectation was that many people would not live to collect.* The Social Security Administration's website is the first to acknowledge this.<sup>(3)</sup>

**Retirement pension?** Better check on your 401K. Not only that, but the cost of retirement has skyrocketed to the point where you probably don't make enough money to ever retire, even if you're middle-management and above. We'll talk a lot more about that in a moment.



## These are the reasons why people start businesses. Why doesn't it magically get better?

The list you just saw is compiled from the experiences of my entrepreneur clients who are building their **Bridge To Freedom Business™** now.

On their worst day in business, these are the reasons they persevere, the reasons they carry on and remind themselves "it COULD be worse."

As I mentioned above, many folks who get promoted at work earn it based on success in their previous position, which is no guarantee they'll work out in the new position.

In a similar vein, entrepreneurs who start businesses do so based on a passion, a talent, or a skill. But who helps them understand the systems and skills that gain them:

- **Consistency in new-client generation, and**
- **Consistency in retaining clients and moving them from one service to the next**
- **Consistency in developing products, programs, and services customers will invest in**

These are the skills that put the "freedom" in "entrepreneurial freedom".

Look: it's frightening enough to imagine that your income could just disappear tomorrow.

What's worse is, how do you prepare for retirement?

There are those who are **so scared of retirement, they consider it a fate worse than death**.

Not because they'll get bored sitting around the house all the time.

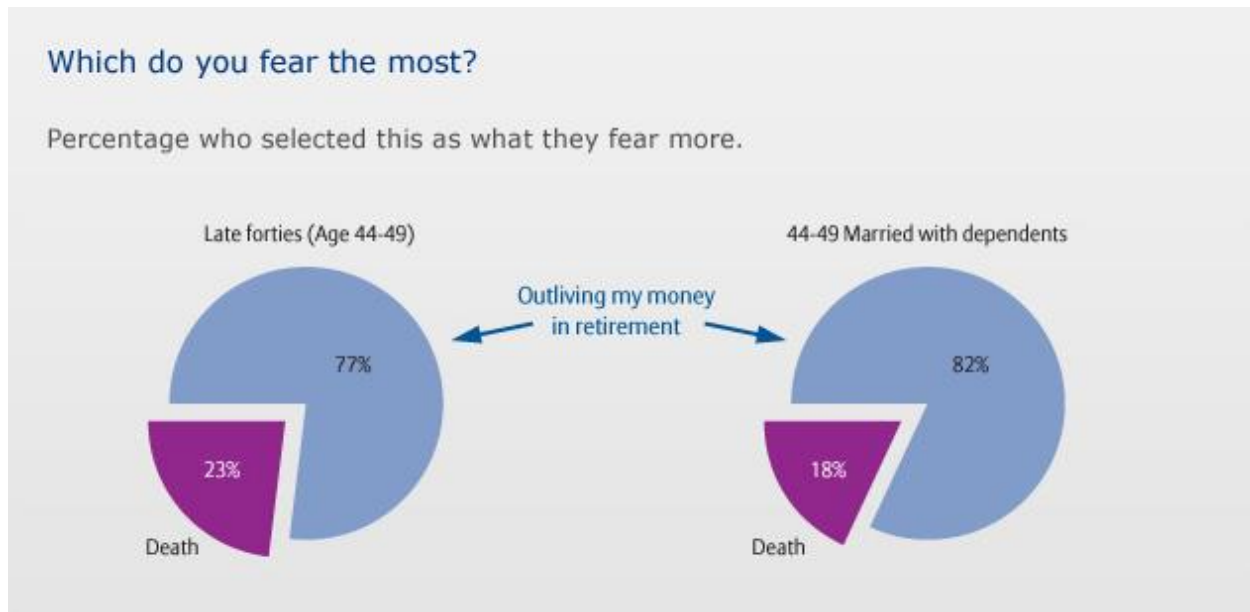
No, worse than that. *Much, much worse.*



# Retirement: A Fate Worse Than Death?

A recent study conducted by Allianz Life Insurance Company of North America found that over three-fourths of respondents in the 44-49 age range fear retirement more than death.

Really.<sup>(4)</sup>



Source: Allianz. Last retrieved August 15, 2014.

Small wonder.

Right now, all the cards are stacked against you:

- Rising life expectancy means you'll probably live 20 years or more past retirement age. That's an awesome thing, but that's a lot of years trying to live comfortably and enjoy life with no new paychecks coming in.
- The cost of even basic necessities of life continues to skyrocket
- Notice how little "paycheck" you have left after you pay the bills and the government gets theirs? Can you even put a little away AND go out to eat once in a while?

It's no exaggeration to say that relying on your paycheck alone is a sentence to something worse than death.

Especially when the one thing most of us dreamed about being when we were growing up... is now a *bare necessity* if we ever want to enjoy that rocking chair on the porch someday.

# These Days, You Pretty Much Need To Be A Millionaire Just To Retire

If you, like me, struggled with math in school, that's okay.

You don't need Calculus to figure out you'll need about a million dollars in the bank to retire.



Let's create a BEST-CASE scenario where you retire, right on schedule at 65, and:

- Both mortgages are paid off (you took that second one out to remodel the place)
- No credit cards / they're all paid off
- Two exciting, top-of-the-line vehicles sit in the garage, both paid off
- The financing plan on the heated and lighted swimming pool is paid off
- The kids are through college AND out of the house (two separate things these days)
- If you had your kids later in life (for example, if you're one of the increasing number of "do-again dads"), you've socked away enough cash to cover the college tuition once they're 18
- Your own student loans are paid off (don't scoff, I know many people who graduated from college at the usual time, whose student loans won't be paid off until they're in their early 60s)

The average life expectancy in the United States is 79.56 years, according to the CIA.<sup>(5)</sup> Under this scenario, that's 15 years of retirement you'll enjoy, on average.

"Scraping by" these days will cost a retired couple \$45,000 per year, give or take, depending on WHERE you live and HOW you live.<sup>(6)</sup>

Let's do some quick, easy math (no algebra required):

$$\begin{aligned} \$45,000 \times 15 &= \\ \$675,000 \end{aligned}$$

This is very much a low-ball number when you consider the following:

- The average life expectancy is 79.56 years, but how many people do you see living active, healthy lives into their 80s - and even their 90s - these days?
- What if something comes up outside the budget? I could think of things all day long. Remember, once you retire, there are no more paychecks unless you go back to work.
- Did you work your tail off the longest part of your adult life, just to muddle through retirement? Or do you expect to really live it up - take the trip to Europe, go on the cruise, buy the RV and tour the continent, golf every morning on the finest courses, enjoy lots of fun nights on the town, and savor every ounce of life?
- One of the greatest joys of grandchildren is the chance to spoil them rotten! :-)

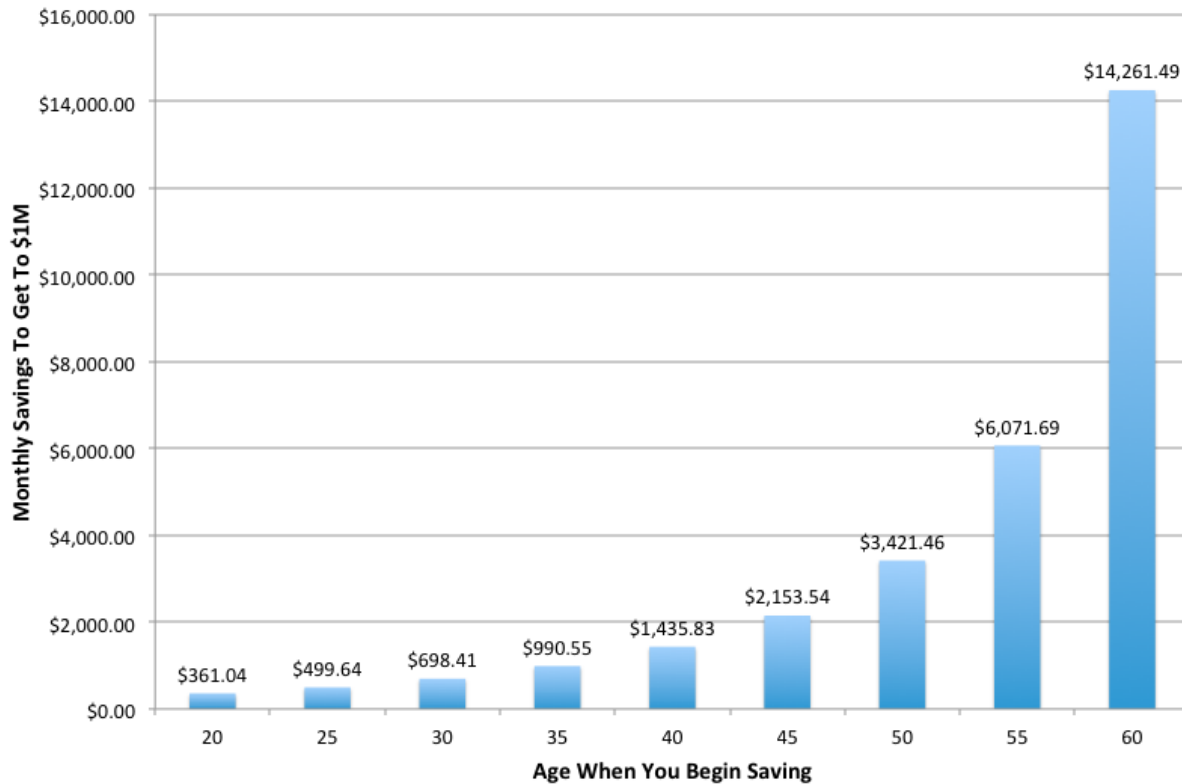
Factor all of these in, and we're easily looking at a million dollars. Easily.

How much have you been saving?

Does your current paycheck even leave you enough left over to think about retirement, much less plan for it?

Unfortunately, just looking at the numbers, I seriously doubt it<sup>(7)</sup>:

## How Much You Need To Save To Get To \$1M At Retirement (6% Return Rate)



*Business Insider/Andy Kierz*

Source: BusinessInsider.com. Last retrieved August 15, 2014.

Where are you on this chart?

Going back to the age 44-49 demographic who, statistically, are more scared of retirement than death, you see that group needs to be putting away somewhere between \$2,000 and \$3,000 every single month to enjoy a decent retirement at 65 and have a decent chance of not outliving their money.

Who has that much left over every month?

*And right now, we have another problem.*



## To make matters worse, even these calculations have a potentially fatal flaw.

Have you noticed how, across the board, everything is getting more expensive?

My husband Billy is still a very young man, and he remembers when it was about \$5 for a standard men's haircut at the barber shop. *The going rate these days is \$20.*

Personally, I like a nice glass of wine in the evening, after dinner. I remember, not so long ago when a good glass was about \$4.50. *When's the last time you were able to order a glass of wine for less than \$7?*

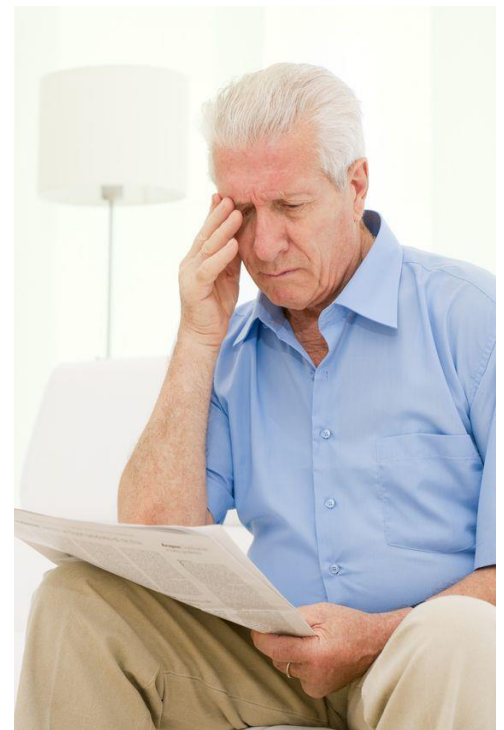
At the rate things are going, by the time you retire, having \$1 million in the bank might mean

- selling the paid-off house and downsizing to a 1-bedroom apartment,
- selling one of the cars,
- liquidating the savings, and
- worse.

What happens to the "Golden Years" unless you have the gold in the bank before you embark on the journey?

To retire in comfort, and not by "scraping by" as I said above, you need **disposable income**.

You need **multiple streams of income**.



## But that's all down the road.

You have more pressing concerns right now.

They'll probably cost you almost another cool million bucks or so, long before that Friday-afternoon cake-and-coffee luncheon in the conference room they'll hold in your honor shortly after your 65th birthday.

# You Almost Need A Million Dollars Just To Raise A Family These Days

The #1 thing my clients tell me that they want is to be **fully present for their family** and **enjoy quality time with their kids**.

Adding to that, they want to provide their children a better life, including:

- Sending their children to the best schools, to get the best education possible
- Or, homeschooling their children, which requires a lot more lifestyle freedom than putting the kids on the bus in the morning and has its own set of expenses
- Getting the kids their own reliable car as soon as possible to help them be more independent and gain responsibility (not to mention free up the parents' schedule from 5-times-a-day carpooling!)
- Taking awesome vacations as a family - memories that will last a lifetime
- Saving up for college - an expensive proposition with the skyrocketing cost of a 4 (or in many cases 5) year college education
- And much, much more

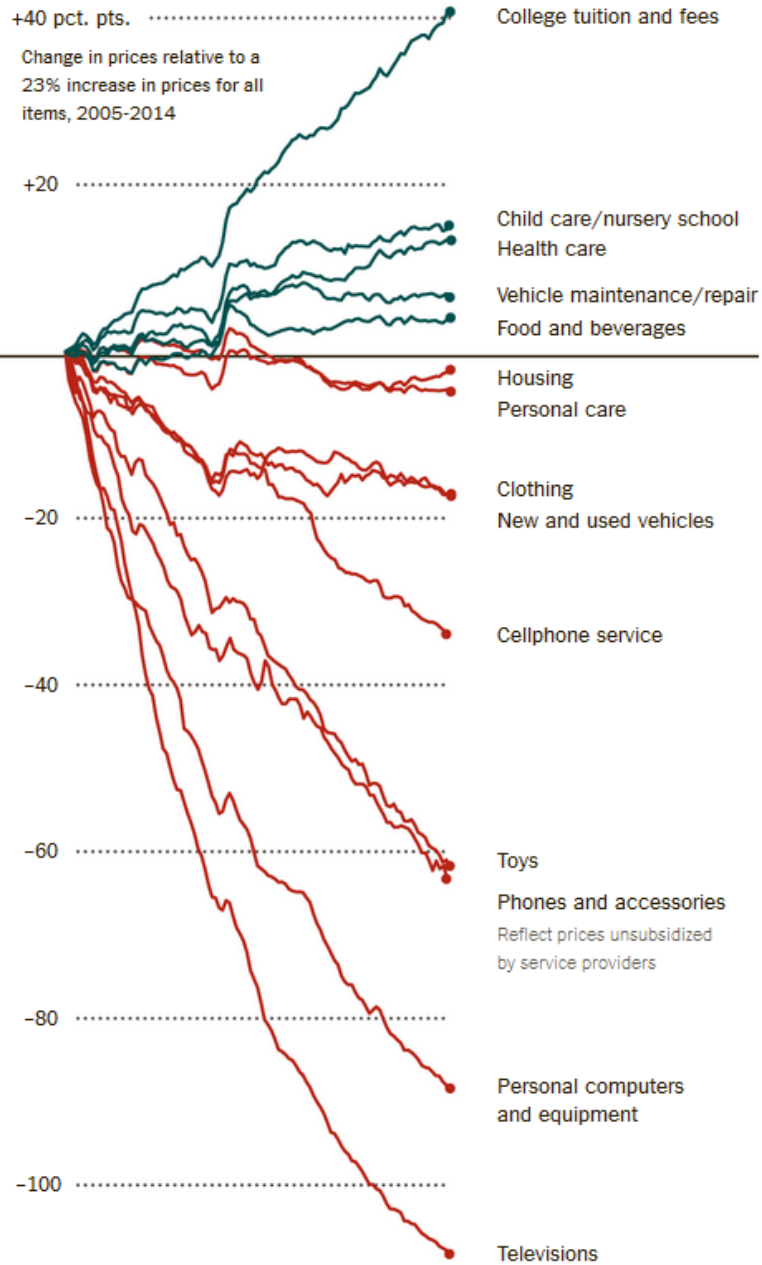


Now, look at this chart, published on the front page of the *New York Times*, May 1, 2014<sup>(8)</sup>

**Costs for Americans ...**

**... have soared for education, child care and health care ...**

**... and have plummeted for televisions, toys and phones, relative to other prices.**



BY LARRY BUCHANAN and ALICIA PARLAPIANO

Source: Bureau of Labor Statistics

Note: Based on the Consumer Price Index for All Urban Customers. Data is collected from retail stores and adjusted by specialists to reflect changes in quantity offered in a product or an increase in quality. Much of the drop in prices for electronics reflects an increase in quality over the past 10 years.

Source: *NYT.com* Last retrieved August 15, 2014.

What are the four biggest, necessary, critical living expenses we take on?

Where does the money go while we're building our dream life and trying to make the world a better place for our kids?

- College tuition and fees
- Child care and nursery school (needed so we can put in a full day at work)
- Vehicle maintenance and repair to get us here, there, and everywhere on time
- Food and beverages to fuel us

To really bring this together for us, let's look just at college tuition.

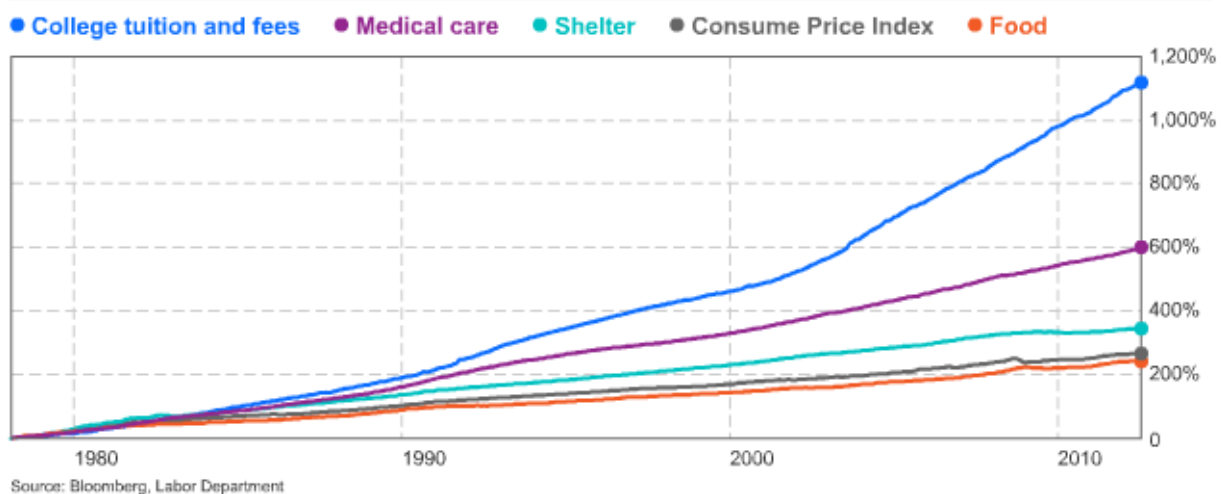
We know the cost of a college education has gone up. A lot.

But did you know it's gone up 1,120% since 1978?<sup>(9)</sup>

That's *one thousand, one hundred and twenty percent*, within your conscious lifetime. As you can see, your mortgage, doctor, and grocery bills haven't exactly gone down, either:

The cost of obtaining a college degree has increased by 1,120 percent over the past 35 years. That, combined with shrinking incomes, is putting college out of reach for millions of young people, said Senator Tom Harkin, an Iowa Democrat, in an e-mailed statement.

#### Percent change since January 1978



Source: Bloomberg.com Last retrieved August 15, 2014.

(And this is just the "money" part of being the kind of parent you always dreamed you'd be.)



# How Much Do You Want A Better Life For Yourself And Your Family?

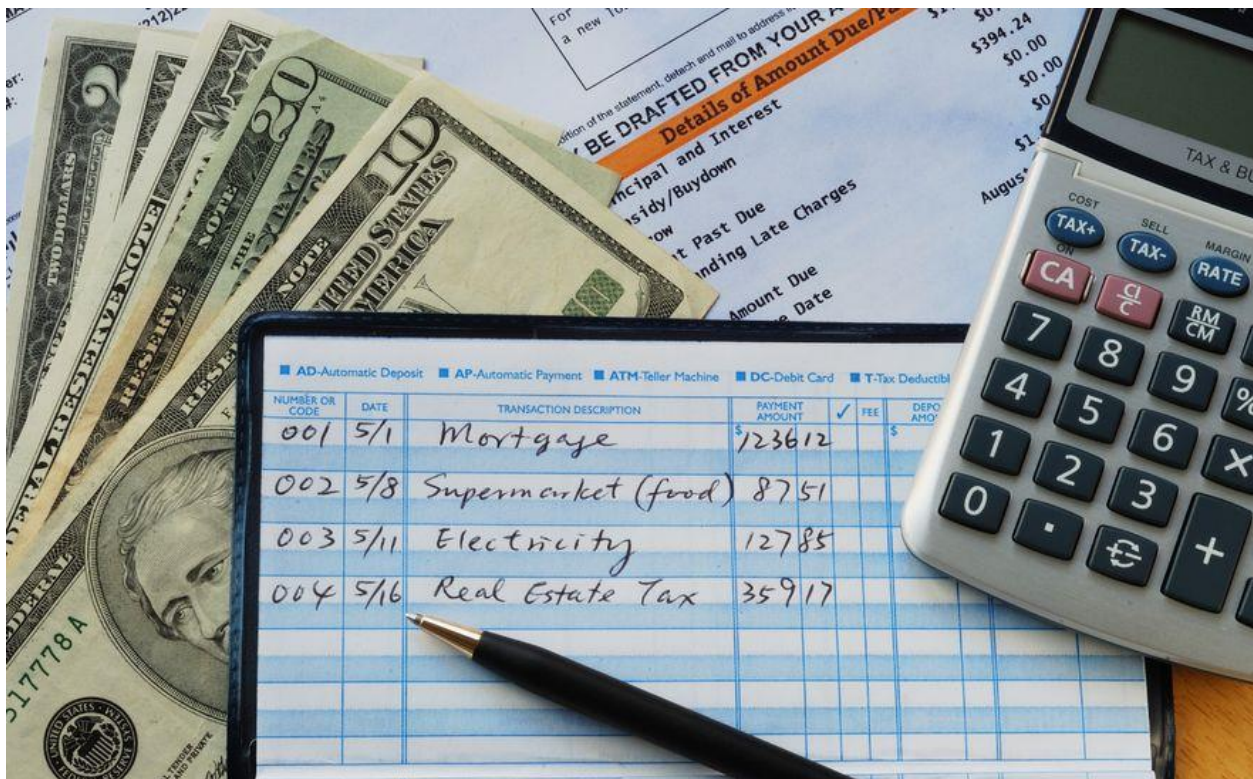
Listen: a lot of my friends grew up with parents who worked all the time, worked their fingers to the bone, 14 hours a day, then came home and collapsed in the recliner. Some feel like they never really knew their parents at all, although they lived in the same house.

Now, this issue is very personal to me. So I'm going to be very blunt, because I need you to hear me on this and get me on what I am about to share with you.

I grew up in a very large family, a loving family, my parents and four brothers and sisters.

My parents felt strongly, because of the values they raised, it was their responsibility to raise us - not put us in daycare or hire babysitters. . -

As a result, Dad worked his ass off, all the time, doing the best he could to give the seven of us a decent home to live in.



Even so, no matter how hard he worked, how much overtime he picked up, how much we scrimped and saved and wore each other's hand-me-down clothes and bundled up in heavy sweaters all Philadelphia winter long, by the time he paid the bills and the government got theirs, we didn't have a whole lot left to go around.

This caused a LOT of stress in the household, as you can imagine.

What if my parents had created and designed their **Bridge To Freedom Business™** that allowed them to design the income lifestyle they wanted, and at the same time be fully present and involved with us kids?

Now let me ask you:

Is this how you want to spend the best part of your adult life?

Do you want to be a stranger to your children while you work yourself into exhaustion and drive yourself sick (literally) worrying about paying for their college and living long enough to see a healthy retirement - and eating real food once you retire?

## Let's get real about something.

Look: it's true that money can't buy you happiness.

But as they say, it's more comfortable to cry in a Corvette than on a bicycle! :-)

To make this point: when you don't have money, you have "no-money" problems, including:

- Stressing out to the point of weight gain and other health ailments over how to make ends meet, one week to the next
- Fear of the future so profound that you can't enjoy the present
- Tension at home because of everyone's frustration that things aren't nearly as good as you all wish they could be.

On the other hand, when you have money, you have "money" problems - but these are a different breed:

- How to manage your investments to get the best return and build your future
- Tax-planning strategies to make sure the government gets theirs, but not one red cent more, because you and I both know that hard-earned red cent really belongs in your kids' college fund

- Practicing social responsibility and finding the best way to "give back"

I'm not sure about you.

But if these are my choices, if there have to be problems either way, **I'd rather have "money" problems than "no-money" problems.**

That's just me.

### "I tripled my income!"

"With Kelly as my coach, I was able to triple my income, secure multiple promotions in a very short time and learn business and **leadership strategies I will carry with me for life.**"



— Kate Cione, CEO and Founder, Human Capital Insights,  
[www.humancapitalinsightsllc.com](http://www.humancapitalinsightsllc.com)

### "I can now create unlimited income!"

"I came to Kelly in the process of starting a brand new business, which can be overwhelming to say the least. Kelly helped me define and refine my target market, put strategies in place for lead generation and identify my priorities to make the most money in the least amount of time. Kelly is the real deal. Her enthusiasm is infectious and she stretches you out of your comfort zone to become the person you can be!"



— Darlene Das, Etiquette Consultant, Today's Etiquette

<http://www.todaysetiquette.com/>



## You Never Quite Know What Your Kids Will Be (WHILE They're Growing Up)

The greatest thing that's ever happened for my husband Billy and me, has been the recent birth of our daughter, Madison.

Isn't she just the most adorable kid ever?

(When I saw that look she's giving the camera, I almost laughed tears!)

She was probably thinking something like,

*"Mommy, when I grow up I'm going to be promoted 7 times in 8 years at a large Fortune 500 company and become the youngest Senior Vice President in the organization, AND found a prosperous consulting and coaching company. NO ONE will be able to stop me!!!"*

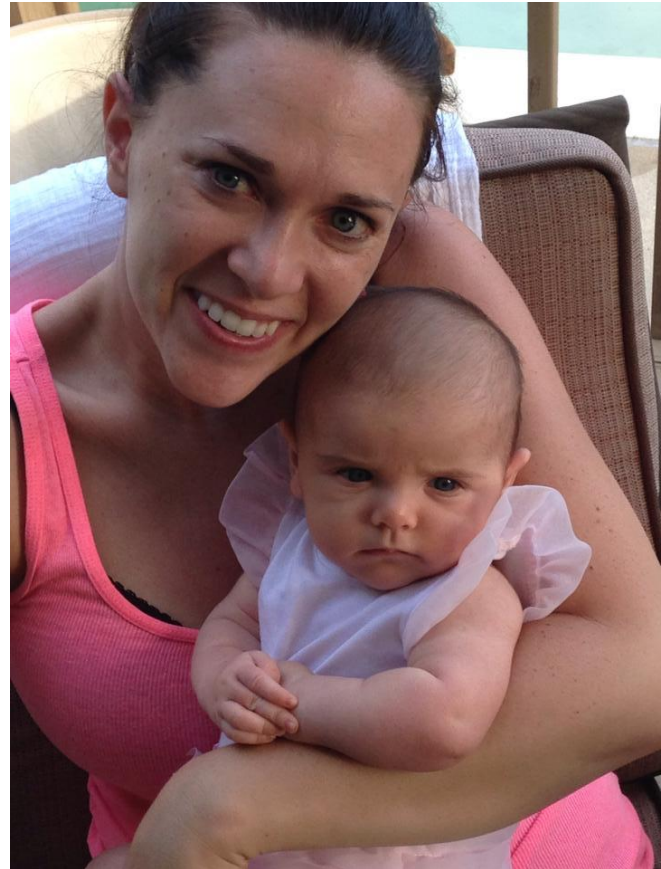
My passion is to do everything, and I mean, EVERYTHING in my power to see to it she's fully empowered to live life on her terms and claim the success she wants.

As her mother, it's my responsibility to model success and show her, by my example, the way to achieve her own success and stake her own claim in the world.

You proud parents out there know just what I'm talking about!

**That's why I applied the lessons from seeing my parents' struggles.**

Billy and I will never let Madison see the inside of a daycare.





Not going to happen.

Parents deserve time with their kids. Kids deserve time with their parents.

Up until a couple of years ago, Billy owned a small business while pursuing his passion as a musician. As a result of my success applying the skills and knowledge I share with my clients to create my own **Bridge To Freedom Business™**, we've retired Billy so he can be at home with Madison full-time while continuing to enjoy his passion for music.



Here's a quick history.

I am fortunate to have received 7 promotions in 8 years, working as a Senior Vice President at a Fortune 500 Company and retiring Billy.

Now I serve as the "GPS" for corporate warriors as well as entrepreneurs who are building their **Bridge To Freedom Business™** through Kelly Roach Coaching (<http://www.KellyRoachCoaching.com/>).

And I've managed to run a few marathons along the way!

Yes, it's a lot. And I mean, *a lot*.

I can almost see your wheels spinning from right inside this page.

- Fortune 500 Corporate Exec...
- Entrepreneur Business Owner...
- Newborn baby...
- Retired my husband so he can be at home full-time with Madison...
- **How the hell does she manage all that (and stay in shape)?**

As you and I continue to get to know each other, I'll be sharing with you how I do all of these things successfully, and how I've created a system for doing all of them - **while working 20 hours less per week.**

Recently, I was explaining this formula to one of my colleagues. Suddenly, he asked me a question that stopped me in my tracks.

## **"What if this kid becomes a musician like her Dad - and lands a big record deal by the time she's nine years old?"**

Oh, a proud mother could only dream, right?

Having her study with the best music instructors available to transform her talent and passion into genre-creating genius.

Taking her to fan dinners and events to meet and network with music legends, producers, and executives.

Managing her career, getting her record deals, planning and coordinating her music tours.

Wow. Just wow. WOW! :-)

Just one question: *by what miracle could I pull that one off, in addition to everything else I have going on?*

(Hear that pin drop?)



## Maybe It's Not Music

Our coaching clients who are parents have shared many reasons why they need to grow and nurture their **Bridge To Freedom Business™**.

This is just a partial list, you may think of others:

- Having more dedicated time at home
- Being fully present for your children and your family
- Making the decision to home school your children
- Your children are enthusiastically involved in extracurricular activities. You will cheer at their events, AND actively support them as they achieve excellence, every way you possibly can, to help them become superstars
- The only way their project for the science fair is taking First Place in the award show is by having you help build the project, sleeves rolled, up, start to finish
- They need extra help with their homework to pass a particularly tough class
- Your child becomes ill
- Your child gets in trouble (heaven forbid, but...)
- Effective communication and parenting cannot be done from a rushed, scratchy cell phone connection while you're on a 10-minute "break"
- No way you're letting them get sick off processed instant-dinners while jabbing their iPad in front of the TV. You will prepare healthy meals for them and eat with them at the dinner table, the way it's supposed to be.

I could go on and on. You probably could too. Please share yours with me!



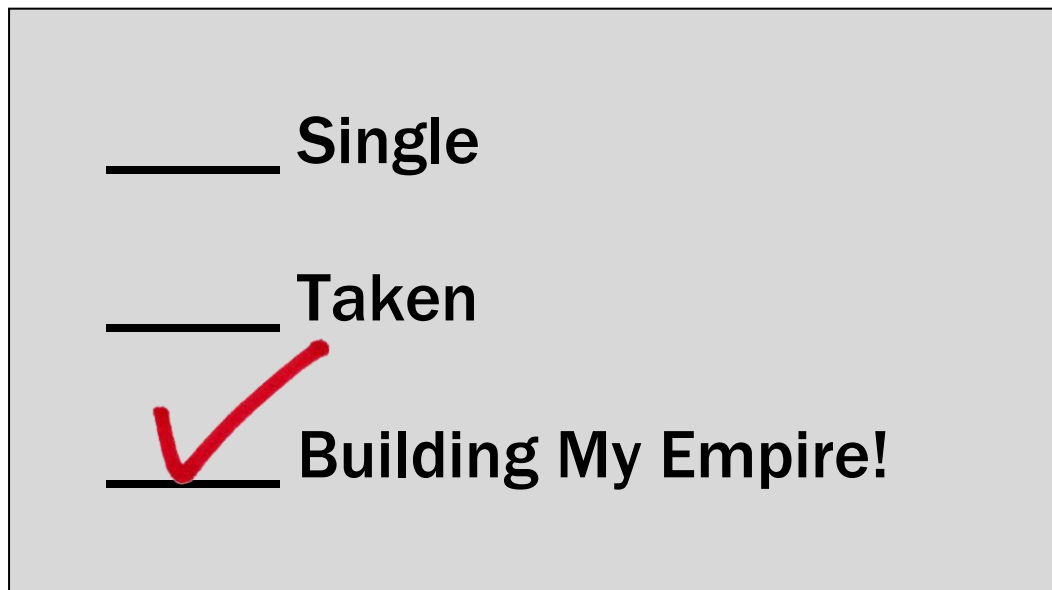


## And Maybe It's Not About A Life Partner And Kids

Up until now, a lot of the examples I've shared are about families and children.

What about single parents, trying to do it all, feeling like creating a Bridge To Freedom Business™ is impossible?

While I was finishing this report for you, my reviewer asked, *"what about the people out there who don't have spouses OR children, like me?"*



He's absolutely right.

The **Bridge To Freedom Business™ Movement** is for everyone!

You'll discover for yourself as you and I get to know each other, I'm a big fan of gaining clarity by listing things out.

So here's a "short" list of just some of the opportunities you get to experience with increased freedom and satisfaction, where you're running your business instead of your business running you.

These apply, whatever your relationship status, and regardless of whether you're a corporate warrior, an entrepreneurial trailblazer, both, or something in between:



- Enjoy a healthy, balanced lifestyle where fitness, nutrition, and emotional and spiritual well-being come together so you get to do great things
- Volunteer in animal rescue and help unite pets with their rightful "forever homes"
- Donate generously to fund animal rescue efforts
- Support the charity of your choice - using your voice, your time, your hands, your mind, your money, or all of the above
- Get involved in service organizations to help the needy and troubled experience more goodness and happiness in life
- Truly be there for your parents in their golden years, in every way
- Visit all those places other people "dream" about "maybe" seeing "someday" - but for you, it's just yet another fun adventure in your exciting life
- Climb a mountain
- Join a sports team, running club, bowling tournament, or whatever you enjoy
- Reign supreme in a poker tournament (I promised someone I'd include this)
- Read lots of books and expand your mental horizons
- Enjoy every second of a rich, fulfilling life
- Know that your brilliance is given its full range to shine, your gifts are helping others, and what you do is helping to leave the world a better place with you "all in"

***Are you ready to cross the bridge?***



# Welcome To Your Bridge To Freedom Business™ : Your Pathway To Personal And Professional Prosperity

Listen: this is not another one of those "Fire your boss, smash the alarm clock, and drop the 9-to-5" manifestos for malcontents you see all the time. I'll leave that to the others.

You are made of stronger, better stuff.



**The Bridge To Freedom Business™ Movement** is the only entrepreneurial coaching and training program you'll find that serves two very different, and special, audiences:

- **Entrepreneur business owners** who are have crossed the bridge, but wonder when they'll finally experience that freedom they were promised and get to take a vacation already, where they run their business instead of their business running them; as well as
- **Corporate warriors** who have a brilliance beyond the office and want to take full charge of their career in a way that eliminates the need for the "gold watch"

## Entrepreneurs: You've Crossed The Bridge, Now Just Where Is This "Freedom" They Promised?



If you've been in business 3+ years and, like most entrepreneurs, haven't taken a vacation in that entire span of time, listen up.

Hard work is NOT a strategy.

Business longevity is NOT success.

Not if you're spending the time that should be for marketing, business development, and delivering results, hustling on-time payment of invoices so you can make payroll on Friday.

Remember when you were told entrepreneurship is about **spending a short time doing things others aren't willing to do, so you can spend a long time doing things others don't get to do?**



You've been doing what others aren't willing to - starting with the moment you launched your business in the first place, and going through the personal and financial risk, the long hours, the emotional roller-coaster, and the frightening but exhilarating rush of "going for it".

Isn't it way past due for you to start getting to do all the awesome things that come with entrepreneurial success?

Now is the time to embrace your "Freedom Shift" and put your business to work for you.

## **The Bridge To Freedom Business™ Movement Gets You The Entrepreneurial Business And Lifestyle You Desire And Deserve**

Throughout this guide, I've shared many statistics about the state of the economy and the corporate world.

You heard the one about how most entrepreneurial ventures fail within the first 3 years, so I won't bore with you what you already know.

Besides, you deal with numbers a lot as it is.

You spend a lot of time hunched over the mathematics of making incoming cash exceed outgoing cash.

Like most entrepreneurs, you may not make it sometimes. You may be cutting it awfully close other times, when you're lucky to have a positive bank balance after paying bills.

The **Bridge To Freedom Business™** formula creates for you an entrepreneurial venture that is systematic, organized, designed to win, and most of all, *a heck of a lot of fun* and gets you:

- **Consistency in new-client generation, and**
- **Consistency in retaining clients and moving them from one service to the next**
- **Consistency in developing products, programs, and services customers will invest in**

Remember that vacation you were supposed to take 2 years and 6 months ago....but had to cancel because you lost that one account and needed the money to pay your virtual assistant and the electric bill?

Remember, at the beginning of this guide, the questionnaire where I asked you to check off how many negatives exist in your business now?

Now, use this checklist and pick out which of the following would put the "freedom" in "entrepreneurial freedom" for you:

- \_\_\_\_\_ Getting paid what you're worth, with clients lining up to hand you money even as they say you're one of the most "expensive" games in town, but they realize the value you deliver will bring them BIG savings and success
- \_\_\_\_\_ Knowing that even on a "slow" month, you're in the black and can just keep on doing what you're doing as your sales and marketing processes will even things out when you land your next new client
- \_\_\_\_\_ Having a business that makes you money every single day - even on your birthday, anniversary, Sunday, and New Years' Day - whether you log in or not
- \_\_\_\_\_ Having so many prospects lined up you can cherry-pick the clients you hire
- \_\_\_\_\_ Only taking on clients/opportunities that give you a total "HELL YES" feeling
- \_\_\_\_\_ Being beside yourself with excitement, with an overflowing heart of gratitude, every time a new AWESOME client signs on the dotted line
- \_\_\_\_\_ Having systems in place that all but guarantee your invoices are paid on time
- \_\_\_\_\_ Enjoying such a great, well-calibrated balance in your client mix that the departure of one account, even a very big one, won't even make you blink, much less force you to put up with an annoying client just because they pay on-time
- \_\_\_\_\_ Transforming your employees and contractors into producers (not cost centers) who add to your bottom line and light up profits, not fires for you to put out
- \_\_\_\_\_ Kicking back on the deck, enjoying a peaceful and content time with your loved ones, knowing all the bills are paid and you can slowly savor that \$8 glass of wine with confidence

Just like having any one of the problems we highlighted earlier begets more of the other problems, enjoying any one of the benefits listed above will cause other benefits to appear.

How that's for boosting up the ol' ROI?

The Bridge To Freedom Business™ Formula has created numerous prosperous, successful, profitable entrepreneurial ventures for our clients. Just a few examples include:

- Pest exterminator business
- Bookkeeping service
- Web design / graphic design firm
- Virtual assistance / online business management company
- Copywriting / ghostwriting service
- Independent distributorship
- Wedding planning business
- Gourmet desert / baking business
- Being a public speaker
- Personal trainer / wellness coach
- Wellness practice
- Landscaping / grass-cutting business
- Print broker business - making deals while others print, ship, and deliver
- Taking your favorite hobby and monetizing it
- Insurance
- Financial Services
- Retirement Planning

Prepare for this new future, knowing your **Bridge To Freedom Business™** will bring in revenues while you enjoy the lifestyle you have strived to attain, getting to do the things others only wish they could.

Learn more at: <http://www.KellyRoachCoaching.com/entrepreneur/>

## “If you are thinking about starting a business, work with Kelly before you take your first step!”

“Kelly helped me eliminate the time wasters and zero in on profit generating pursuits in my business right away! Her suggestions are already making my life easier as a small business owner. I loved working with Kelly and would recommend her to anyone looking to start a business or grow an existing one. The only regret I have is I wish I had worked with her sooner. If you are thinking about starting a business, work with her before you take your first step. The information Kelly provided to me during our Virtual VIP day was invaluable and will save me countless hours in my business.”



Stephanie L. Jones, CEO, Giving Gal, LLC, [www.givinggal.com](http://www.givinggal.com)



# Corporate Warriors: Take REAL Charge Of Your Career And Walk Across The Bridge To Freedom



Are you:

- **Worried about your current job prospects** for whatever reason, and looking to dig your well before you're thirsty, keep your options open, and have your own golden parachute ready for a soft landing in case you get pink-slipped?
- **Discovering that "promotion" was a stone cold setup** - now you're working longer hours, bringing home less money per hour, and it's dawned upon you that you were set up to fail by the very people who "promoted" you?
- **In a "titled" position in your organization and loving it (with plans to stay)**, but want to put your talents to work to create significant additional income? In other words, have your cake and eat it too?

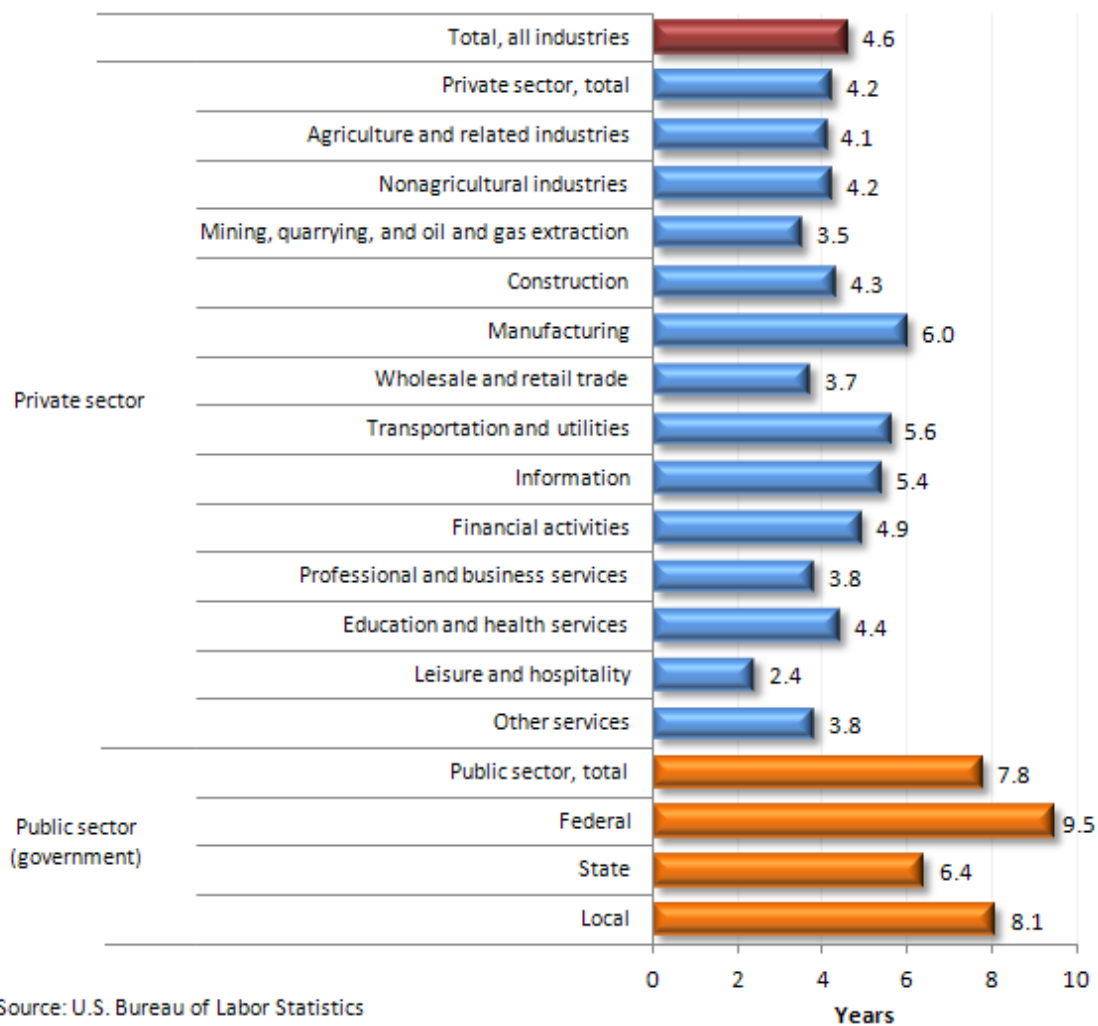
Before I reveal how the **Bridge To Freedom Business™ Movement** can help you, let's talk about corporate loyalty and what you have to look forward to in today's work environment.

Despite all the gloom and doom I've shared so far, and regardless of everything we hear about the death of corporate loyalty, people are staying in their jobs longer than before.

These days, the average tenure is about 4.6 years<sup>(10)</sup> which actually shows an upward trend.

There is some variation depending on industry, but as we see from the Bureau of Labor Statistics, across the board, employees are standing pat longer than all the talk about ever-changing job shifters might have you believe:

**Median years of tenure with current employer for employed wage and salary workers, aged 16 years and over, by industry, January 2012**



Source: Bureau of Labor Statistics<sup>(11)</sup>. Last retrieved August 15, 2014.

In some ways, this is bad news for you:

- **You probably won't be promoted soon** - with 63% of workers now feeling that long-term career advancement depends on sticking with one employer for a while<sup>(12)</sup>, the person who holds your dream job now isn't going anywhere if they can help it;
- **Fewer than half of employees say they're satisfied at their job**<sup>(13)</sup> - which means don't hold your breath waiting for anybody to make any effort whatsoever to tap the full range of your brilliance and make it more fun for you; and
- **This increase in employee loyalty is NOT being reciprocated** - here's just one example. Officially, Microsoft just laid off 18,000 employees, but far more people will likely be affected, and not in a good way.<sup>(14)</sup>

To put it in one sentence: **Even though you work for someone, you're on your own.**

Rest assured, though:

## **The Bridge To Freedom Business™ Movement Puts You In Total Charge Of Your Potential**

You know, all that untapped expertise you have developed, that is currently under-utilized?

What if you could get paid as a coach or consultant, and create a **Bridge To Freedom Business™**, to leverage your industry expertise?

What if you could have a Fortune 500 Executive, wife, and mother who got promoted 7 times in 8 years, tripled her income, and launched her Bridge To Freedom Business™ while excelling at her full time job AND working 20 hours less per week, on your side and in your corner as your "GPS" to guide you there?

Let's say your coaching or consulting rate is \$250/hour and you billed an average of 5 hours per week. That's \$1,250 per week.

What could you add to your personal income in a year, even taking a month off?



The math is very simple:

$$\$1,250 \times 48 = \$60,000$$

We'll show you the productivity strategies, the marketing mindset and techniques, and everything else you need to book coaching and consulting gigs while prospering at your full-time job and enjoying your life.

Just think: how many problems could \$60,000/year of additional **Bridge To Freedom Business™** income solve for you?

The opportunities are endless, and the choice is yours:

- Wipe out your student loans and/or credit card debt
- Pay off your car and free up your monthly cash flow for more exciting things
- Settle your mortgage in just a few years, instead of 20-30 years, saving you a fortune you would have spent on interest payments
- Lock down 1-2 years of your child's college education
- Build a safety net that will rescue you if you get laid off, or your job turns sour to the point where you must walk away to protect your health and relationships
- Bank the \$60,000 and spend your entire paycheck without worries or stress
- At 6% compound interest, secure your retirement way ahead of schedule

Your **Bridge To Freedom Business™ Movement** is the key to your liberation.

And, the model applies to pretty much any business you want to start.

We will provide you the tools, skills, knowledge, and resources that can be applied to any **Bridge To Freedom Business™**.

Just a few possible examples (other than coaching and consulting) that we talked about in the previous section, and how you can make them happen while working your full-time gig, include:

- A seasonal landscaping / grass-cutting business you manage and build from your cell phone at lunchtime and on your computer at night, where others cut the grass and you "rake in" the dough;

- Your cash-cow residential cleaning business - do two houses yourself on weekends immediately as you build a business with employees who clean houses for you, while you "clean house" in the corporate boardroom;
- A fun marketing design (web, graphic, etc.) business where, using our system, you effectively outsource 90% of the work during the day while you "design results" at work, then come home at night and fine tune design miracles to your own clients;
- An incredibly leveraged print-broker business where you make smart deals from your smart phone, the print shops print for your clients all day long while you climb the corporate ladder. You'll be "printing money" for yourself at both your corporate job AND your Bridge To Freedom™ Business

What **Bridge To Freedom Business™** can you launch, starting today?

Learn more at: <http://www.KellyRoachCoaching.com/corporate/>

**“Kelly helped me create and execute a no-fail plan to achieve a 20% growth in my business in record time!”**

“As a business executive working full time and building my own company, partnering with Kelly gave me the focus, strategy and encouragement to expand into a new market, onboard a new employee and streamline our company growth strategy all while continuing to excel in my full time position!”

— Karen Kieffer, Owner of Pfizer Pest Control, [www.pfizerpestcontrol.com](http://www.pfizerpestcontrol.com)



## Are You Ready To Cross The Bridge?

Many entrepreneurs who have crossed the bridge, find themselves so mired in the minutiae, without a plan or a strategy, they need a GPS to find the "freedom" part that leads to a true **Bridge To Freedom Business™**.

Most people won't even consider starting a **Bridge To Freedom Business™** while working a full-time job, because it feels like such a big mountain to climb.

Everything I've learned over the years is the result of hard work, making mistakes, and bouncing back stronger than ever.

If nothing else, I want you to know there's no such thing as "too late" to experience your own **Bridge To Freedom Business™** that truly makes you happy and creates success beyond your current belief.

**If you want to be part of the small part  
of the population who live life from the peak,  
you have to be different.**





I've worked with hundreds of business leaders, executives, and entrepreneurs. The biggest mistake I see them make, time and time again, is what they do, and what they say they want, are incongruent.

Now is the time to take a look a look at your life and decide if the path you're taking is in alignment with the outcomes you want and the goals you desire.

If not, start making changes today.

Don't do what's easy or expeditious

Do what puts you on a path to freedom, fulfillment and lasting success and happiness.

## Extraordinary Is A Choice.

We have one opportunity to be the very best we can possibly be.

As a charter member of the **Bridge To Freedom™ Business Movement**, you will make it happen.

Do it for your reasons.

Claim your success that you deserve and desire.

**“Working with Kelly gives you  
Courage”**

“Kelly offers a **genuine energy that inspires you to think differently** and have the courage to improve yourself. If you are looking for guidance on setting goals and putting them into action, Kelly will offer achievable solutions!”

— Colleen Crowley, Senior Manager in Public Accounting, PricewaterhouseCoopers LLP,  
[www.pwc.com](http://www.pwc.com)



## Now Take That First Powerful Step Forward.

It's no secret that coaching will build your **Bridge To Freedom Business™** faster

A recent global survey by PriceWaterhouseCoopers and the Association Resource Centre reveals that a business executive who invests in coaching can **gain a 700% return on investment.**<sup>(15)</sup>

A quarter of coaching clients surveyed reported **ROI of up to 49:1**, or 4,900%.<sup>(15)</sup>

At Kelly Roach Coaching, we agree there is no better investment in yourself and your future.

Work with us to overcome the challenges of growing your **Bridge To Freedom Business™** whether you've already started your business and need help achieving the success you are aiming for, or you're looking for the way out of your day job - or you want both.

Experience results like these for yourself:

**“New Client Growth is through the Roof!”**

“Developing a strategic partnership with Kelly as my business coach was and still is one of the smartest investments I have made in my business. This year alone we will double our revenue and triple new client growth in my financial services firm. We have also implemented a variety of processes and systems to allow my business to grow and prosper for years to come! If you are looking to take your business and income to the next level Kelly is the perfect partner to help you make it happen!”



Joel B. Gilhang, President & Director of Financial Planning & Investments,  
Gilhang Financial Group, LLC, [www.gilhangfinancialgroup.com](http://www.gilhangfinancialgroup.com).



## “From Concept to Company in just a few months!”

“Coaching with Kelly helped me transform my ideas and passion into a profitable business in just a few months. As a leader in a public government organization, it was quite a leap into my entrepreneurial journey with a total start up. Kelly helped me focus and implement the core components necessary to get into action and get going and growing. I saved thousands of dollars and skipped over years of hardship in designing and launching my business with the guidance of a seasoned pro. Coaching with Kelly is an investment you are sure to get a return on for years to come!”



Karina De La Cruz, MOL, Founder of Siembra Life, [www.siembralife.com](http://www.siembralife.com)

## “0 to \$26,000.00 in 4 weeks”

“I hired Kelly to get my Sales Team productive. We are an International Spice Company with clientele that have high standards and require both customization and sophistication in the sales and service delivery process. In just four weeks Kelly was able to take my new sales representative, who was not producing any revenue, from 0 to \$26,000.00 in sales. She now continues to grow, develop and excel with Kelly’s direction. If you are a Business Owner, Executive or Entrepreneur that needs to drive revenue and sales growth, get started coaching with Kelly to make an immediate impact on your bottom line.”



Salim Mavany, Owner, Majestic International Spice

More satisfied client results: <http://www.KellyRoachCoaching.com/testimonials>



Discover for yourself how we support you in creating your **Bridge To Freedom Business™** now:

<http://www.KellyRoachCoaching.com/>

toll free: (800) 230-9115 | [now@kellyroachcoaching.com](mailto:now@kellyroachcoaching.com)



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Extraordinary Freedom.

[www.kellyroachcoaching.com](http://www.kellyroachcoaching.com)



# Experience Our Companion CD And Discover How To Maximize Your Income, While Minimizing Your Hours

Immerse yourself in the companion audio, **6 Strategy Secrets to Maximize Your Income While Minimizing Your Hours (I Tripled My Income And You Can Too)!**

If you, like me, got into business to achieve FREEDOM, these strategies are super important!

Let me show you the exact same strategies I've used to achieve 7 promotions in 8 years, while working for one of the World's Global Fortune 500 Firms, AND quickly grow a prosperous **Bridge To Freedom Business™**.



These same systems allowed me to design, launch and build a successful home based business, even while I worked full time (and spent 20 hours less per week doing it)!

Discover powerful strategies that will:

- **Build your personal brand** so you simultaneously advance your career and grow your **Bridge To Freedom Business™**.
- **Create the "unstoppable warrior" mindset** so you achieve your dreams, goals and outcomes, on your terms, for your reasons
- **Gain you more clients and customers faster** than what they teach in marketing school, using a process called "lean-cycling"
- **Develop multiple streams of income** and **become financially free**
- **Get you what you really want out of life** (99% of people miss this link)
- **Cut years off your timeline for success** - I'll share my own discoveries with you
- **Deliver a gym-quality workout without wasting time at the gym** - I'll show you the 5 ways to easily integrate health and fitness into your work day that enabled me to lose all the baby weight - and then some - in record time right after giving birth

Listen now at: <http://www.KellyRoachCoaching.com/6secrets-download/>

## Who Is Kelly Roach?

Kelly Roach has helped hundreds of corporate warriors and entrepreneur explorers create and grow their **Bridge To Freedom Business™** and multiply their income.

Whether starting or growing a business, you can create unparalleled success in record time with Kelly's time compression coaching skills that will help grow and build your business faster and more effectively.

Kelly began her career as a Sales Professional for a Global Fortune 500 firm where she personally produced more than \$30 million in sales in record time, catapulting her career and setting her up to achieve 7 promotions in 8 years, all while working 20 hours a week less.



Her passion is in teaching others the strategies and systems she used so that they can succeed. Kelly quickly reached the top of her field, building a robust team, adding millions to the bottom line annually and growing a \$50 million portfolio.

**“Through business mastery and becoming an Entrepreneur, we all have the power to design the destiny of our dreams.”  
— Kelly Roach**

Kelly Roach is a thought leader when it comes to the link between exercise, empowerment and exponential growth that power your **Bridge To Freedom Business™**.

Making your dreams come true means being healthy enough to enjoy them. Kelly's goal is to help you achieve FREEDOM. What are you waiting for?

- To learn more about her speaking topics, visit <http://kellyroachcoaching.com/speaking>
- To work directly with Kelly, view your options at <http://kellyroachcoaching.com/coaching>



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