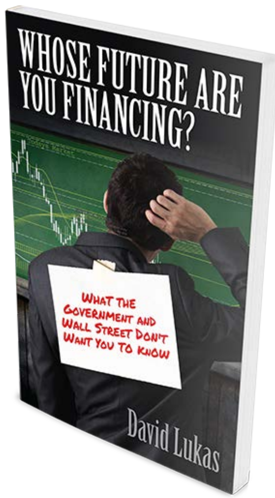
The following is an excerpt from David's book: Whose Future Are You Financing? From the Chapter "Small Business, The Backbone Of The American Economy".
The entire book can be purchased at:
DavidLukasFinancial.com, DLShowOnline.com or Amazon.com



Question: What is the common advice and strategy that most small business owners are receiving from financial advisors?

Answer: Put your money into a SEP, IRA or other qualified plans.

For the business owner, there is one major flaw with these common investment vehicles that are encouraged by many financial planners:

Lack of liquidity! As a business owner, you lose the ability to use and control your money. You can't touch your money until you are 59 ½. That's not good.

Advisors have all kinds of ideas about where you should be investing the money your business is generating, but when it comes down to it, I believe that the first place a business owner should focus investing their money is within their own business. This is because their business is something they have an intimate knowledge of and a relative degree of control over.

Business owners are typically focused so much on the profitability of their business that they overlook expenses lost along the way. Now I'm not talking about the money that your business is forced to spend which is simply a cost of doing business. Expenses also consist of money that you are losing unknowingly and unnecessarily.

Consider this example of a business:

Annual Operating Expense	$1,000,000
Annual Outside Investment	$25,000
O.I. Rate of Return	5.00%
Annual O.I. Growth	$1,250

This example on page 84 assumes that the annual expenses for this business is one million dollars. The business owner is currently investing $25,000 outside of his business to save for retirement, etc. If he experiences a 5% return on his outside investment, he will realize a gain of $1,250 over 12 months.

What is the common counsel of a financial advisor to a business owner? To invest more of his money *outside* of his business and chase higher rates of return. That's not the best advice.

So, let's look at what happens if this business owner were to invest the same $25,000, but earn a 7% annual return on his money instead of just 5% (which would take more risk). Here's what the end result would look like:

Annual Operating Expense	$1,000,000
Annual Outside Investment	$25,000
O.I. Rate of Return	7.00%
Annual O.I. Growth	$1,750

As you can see, the extra interest earned gained the business owner just $500 more.

Now, let's look at what happens if the same business owner focuses not on the money he is investing outside of his business, but instead he focuses on reducing areas of risk and loss. In the process, he identifies 1% of the expenses he was losing unnecessarily.

Reducing Expenses by just 1%	Saves in Dollars	Return equivalent on $25,000 invested	Which can be proven by the fact that:	Proof
1%	$10,000	40%	40% of $25,000 is:	$10,000

This example drives home the importance of focusing on maximizing the efficiency of a business's cash flow. If a business owner is able to identify and eliminate just 1% of expenses he was needlessly losing *inside* of his business, then that is a return equivalent to 40% of the $25,000 he was investing *outside* of his business!

There is more power in reducing unnecessary expense losses within a business than ever trying to pick the winners outside of the business.

Chasing higher returns takes risk. Reducing areas of risk and loss does not!

Reducing and eliminating unnecessary expenses and losses is good financial management!

I've had the opportunity to meet with countless business owners. The one recurring theme that I hear about is the need for access to capital. Many small business people are borrowing from and paying back someone else's bank each and every month, year in and year out.

- What if you had guaranteed access to capital to expand your business by 25-50% per year without ever calling a bank?

- What if you could accomplish this with the same dollars you are already borrowing and paying back to someone else’s bank?

- What if only you determined when and how these loans were repaid?

- What if you could get back much of the cash you are spending within your business by eliminating unnecessary expense losses?

- What if you could get back the principal and interest payments your business currently pays to other financial institutions?

- What if your business had guaranteed access to increasing amounts of money to expand your business operations?

- What if you could build a substantial tax-free savings?

- What if I told you that you could accomplish all of this by simply being more efficient with the dollars you are already spending within your business?

You can! Just as savvy business owners do so each and every day by creating their own Personal Monetary System.