

## DO AS YOU WISH

September, 2018

“At our Firm,  
Your Estate Plan  
is Not Business,  
it’s Personal...”



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*The supreme art of war is to  
subdue the enemy  
without fighting.*

-Sun Tzu

We are getting into the last quarter of the year! Every year, without fail, I will blink my eyes, and a great portion of the year will have been gone. 2018 has been no exception. Here is the deal. The majority of people start to tire out at this point. I urge you not to fall in this category. There are countless of our peers that like to associate success to luck, connection, or any other ‘non-hard work’ related factors. You and I both know better. Continue reading if you would like to venture into the true state of mind for what it takes...

This is not a discussion about the new ‘widget’ of marketing, or the new shiny object that will set your business apart. Quite the contrary, this is about the good ol’ beaten path... when it is smartly traveled. And so it is with the state of mind you must have. Grinding is not an attractive term, nor does it drive one to be particularly enthusiastic about the task at hand. But the reality is, work takes discipline. As a famous author once said, “If you have a strong enough why, you will figure out the how.”

And so it is with what you do, day in and day out.

This last stretch of the year is what separates the good from the great. From years of experience, we can assure you that a majority of businesses will start to take their foot off the pedal...just a bit. Don’t get me wrong, who doesn’t look forward to Halloween, Thanksgiving, and Christmas? There is nothing like spending time with family. However, when that time is earned, when that equity sweat has been set aside prior to those particular holidays, those meals and times off become that much sweeter.

When dealing with clients, which all of us do, whether it be B2C or B2B, the reoccurring theme is trust. And for that, there simply isn’t a ‘get rich quick’ formula for it. It must be earned and that takes time, and it must be organic. This is so important to me/us as an organization, as we have seen our practice grow organically by sticking to such core principles.

For many businesses, the last quarters of the year actually sees some of their most successful quarters of the year.

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## SPECIAL ANNOUNCEMENT

School is back in session People! How was your summer break? As much as we love all seasons, summer is definitely the hardest to transition from for us. All that sun and fun makes it hard to get back to the grind. But difficult times are what build character, so let us march onward!

For the featured book of the month, let us study David Hawkins: Power vs. Force. The author makes a poignant analogy of how our minds work like a computer terminal connected to a database; which he refers to as consciousness. Behind that initial screen lies an enormous amount of data, information and knowledge driving what you see on that screen – the subconscious. This is a good book to get your creativity going for the remainder of the year. We highly recommend it for people looking for business or personal development.

Also featured in this month’s issue is our Labor Day theme, one of the busiest holidays every year for people in the workforce. Also one of the most beloved! A little break from school for the kids, and a nice extra day at home for us working bees. Let us explore how people started celebrating it. In our featured article, Why You’d Wish to Be a Kid, we will discuss the traits of what makes kids happier than adults, and what we can learn from them.

Overall, we hope you enjoy this month’s issue as a light yet information filled newsletter. And for any legal help, feel free calling 714-966-2646 today!

## THE PASSING OF ARETHA FRANKLIN

Last month, the entertainment world lost one of their greats in Aretha Franklin. She was an American singer, songwriter, and pianist. One of those skillsets would have been amazing, but some artists are just so gifted and abound with talent, it's incredible. Among her many famous songs were "Respect," "You Make Me Feel," and "I Say a Little Prayer."

For most people, those successful hits alone would be an incredible feat. However, she didn't stop there. She went on to play a famous part in *Blues Brothers*, and being called "The Queen of Soul." Lastly on her list of accomplishments that we will mention, she was the first female performer to be inducted in the Rock and Roll Hall of Fame AND earn the Presidential Medal of Freedom.

Some very respected publications, such as *Rolling Stone*, have ranked her as the greatest singer of all time. Need more be said?

Unfortunately, she is making an appearance on this much respected newsletter for something we wish would not be the case. She had failed to prepare a Revocable Living Trust. It is still very early in the process, so we do not know what is going to happen yet. As of today, her four sons have filed a document listing themselves as interested parties to the Estate. Her niece has made a formal request with the court to appoint her as the personal representative.

So what can we expect from this? Well, as you can tell, the first thing is that this will become public knowledge and will be probated by the court. Just because of that fact, we can estimate that the value of the estate will lose approximately 5% of its total fair market value. That is very likely going to be a large amount due to Ms. Franklin's incredible commercial success. It is unquestionable that this was never a by-product of what she would have wished.

The other likely unfortunate event is that it will end up being a hotly contested process. Whenever distributions are not clearly lined up, beneficiaries have to fight for what each believes is his / her fair portion of it.

One of the greatest entertainers has left us, and unfortunately has failed to seek the much renowned advice of the Asset Protection Center. As a loyal reader to our newsletter, we urge you to learn from this lesson. Every year, it appears some celebrity's passing ends up in the news for failure to properly prepare an estate plan.

We have done everything in our power to make this process as easy as possible for you. Whether you want to learn on your own via our website ([www.assetprotectioncenter.com](http://www.assetprotectioncenter.com)), you are an audio learner (ask for our countless CD's available to you free of charge!), or simply like to read it through paperback (how about all those books we wrote?); the knowledge is at your disposal.

That is not the lesson I wanted to impart this month, but as fate would have it, it shows that fundamentals are always key to success. Business incorporation is key, asset protection lets you know you are protected, but it all starts with the Revocable Living Trust.

The days of big institutionalized law firms representing affluent families for estate planning needs are long gone. It is all about the everyday individual and family. Call us! 714-966-2646

### **David Hawkins: Power vs. Force**

Let us be clear about this month's recommendation; Power vs. Force by David R. Hawkins is a challenging read. Partly because of metaphysics and psychological terminologies, but also because the author makes it a point to challenge some of the core beliefs you may have in your life. Part of the goal in this book is to help the reader decipher the truth in any presentation he or she may encounter. That alone was a lofty aspiration for a book.

The author then goes on to demonstrate how a decision can be affected by factors which we are not aware of, such as hidden determinants like physics, psychology, one's upbringing and so forth. All of these determinants will stir your imagination and intrigue the critical thinker in you.

Dr. Hawkins' premise in this book is that our minds are like computer terminals. This single computer is connected to a database, which is our consciousness. This database contains massive information that can be accessed by anyone, anytime, anywhere.

His theory about the ability to tell if something is true or false is based on "kinesiological testing," a theory supporting that the human body is related to its mind and that the same connection can be used to connect two people.

Using kinesiological testing, Dr. Hawkins logarithmically (that's right, I said it!) scaled human consciousness, from shame (20) to courage (200) to enlightenment (700-1,000). He explained that the higher state of consciousness is based on power, and the influence of good to a person. However, the lower the state or level of consciousness is based on is affected by that same force.

This book is a great source of political, business, and personal inspiration. He used politics to explain human principles to pursue a common good in the form of democracy. His business discussions take on human behavior as discussed on Walmart's principle-centered system. And on personal inspiration, he studies how athletes pursue their dedication to sports and how they set aside their personal well-being.

Dr. Hawkins' work in psychiatry is dated back in 1952. He serves as director of The Institute for Advanced Theoretical Research. This book is a good read for people of all walks of life.

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For retail, it usually amounts to their entire year's quota as to whether this will be a successful 2018 or not. Surely, whatever industry you may find yourself in, you can be creative and find a way to have at least one or two last marketing campaigns to push your product out.

Businesses, estate planning, those are all subject matters that should be high on your mind right now. If that is the case, don't hesitate to give us a call – 714-966-2646!

And so there you have my last bit of thoughts for the month of September. Fall and winter are around the corner, and I would encourage you to stay driven. As a last hurrah before the school year, Patrick and I had the chance to take our family for one last trip, here are some pictures from that trip. We hope you enjoy it.

### *Why You'd Wish You Were a Kid*

*As adults, we spend most of our time showing our children the way. Don't put your hand on the stove, look both ways before crossing the street, look people in the eyes when you say hello, and so forth. This is a normal and recommended way of rearing a child, nothing wrong with that. However, is there something we could possibly learn from them? What is it that children know that we may have forgotten with time? Let us look into this idea...*

*As adults, we become accustomed to every day obligations – the mortgage payment, utility bill, insurance, and the list goes on. Children, on the other hand, are pretty carefree. Heck, we would venture to say... They are courageous! Why is that?*

*For kids, every day is a new beginning, a fresh start. Whatever mistakes occurred in the past are a thing of the past. A new day presents an array of new opportunities to explore and learn new things, make new friends. Children simply do not carry a problem onto the new day, so they always have the chance of starting fresh. This ability for optimism is something we should all reignite within ourselves.*

*What's more, children spend the majority of their day in creative pursuits, therefore retaining their ability for reinvention. It is actually good for us to take a break from our routine. Remain curious and make the effort to try a new activity, read a different genre of books, travel to a place you've never been!*

*Life depends on the size of your courage – it either expands or shrinks. For children, it is always magnified because they have the courage to dance, sing and do whatever they want... When they feel like it – no inhibitions. Yes, even when it's 11:00 p.m. and you're told them to go to bed a 100 times! But we digress... They are not living in fear of humiliation or failure, rather they are too busy being what they want to be, as if no one was watching. Kids are comfortable in their skins and they enjoy life to the fullest.*

*Finally, they don't forget how to laugh. Just as Charlie Chaplin was once quoted, "A day without laughter is a day wasted." Kids have the ability of seeing the positive in everything – and they never run out of humor and silliness.*

*You don't need to turn back the hands of time. Discover. Try new things. Laugh. Start fresh every day. These life lessons from our own children are a few of the keys to genuine happiness. See the good around you and be thankful. Take it from the kids...*



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## PHANCAO & SHAFFER, LLP

*Attorneys and Counselors-at-Law*



On the first Monday of this month, we celebrate Labor Day. Perhaps one of the most anticipated days of the year for people in the workforce. There is something ironic about taking a day off to celebrate... one's labor 🙄. This tradition began in the 1882, when New York City unions held a parade to celebrate... themselves being unions. Workers gave up a day's pay to join. Later on, it became a national interest when unions from other cities and towns held their parades. What started out in New York soon began to spread around the nation... And that was before social media People!

Years went by, and soon it became a state holiday in Colorado, New York, New Jersey, Oregon and Massachusetts. Now, the celebration has become a national holiday. Labor Day has changed over the years. For many, it represents putting forth some time and effort towards displaying the pride of your city / town via parades and activities.

There you have it Folks! Hope the start to your Fall is nothing short of amazing. Let's end 2018 with a bang!