



## **Unbounded Wealth: John's Take 9-15-23**

In 2014, I was invited to speak at the Dent conference in Florida.

If you've ever spoken before in front of hundreds of people live and thousands worldwide, it can be daunting, even for the seasoned professional.

One tip is to know your audience and why they're there.

I researched Harry Dent's work and quickly latched on to demographics.

At that point, I had been shorting stocks for nearly 15 years. I decided to structure my presentation around shorting stocks vulnerable to demographic challenges.

The poster child for crappy demographics in the stock market is Harley Davidson.

So, I made HOG the feature of my presentation.

It was a smashing success.

It was such a smashing success that less than three months later, Harry and his crew hired me to work with them in the newsletter business.

A great friendship and partnership developed that carries on to this day.

One person I have always admired deeply is Harry's "right-hand man," Rodney Johnson.

Running a conference and newsletter business with a global subscriber base is a tough job.

I knew instantly that Rodney kept the trains running on time.

Creative types, such as I, can sometimes be all over the place.

Meetings can develop into the romper room if left unchecked.

Rodney has always been the adult in the room.

Rodney is organized, disciplined, *highly intelligent*, thoughtful, and a voice of reason.

Most importantly, Rodney has helped countless people with their investments.

He has provided this help for decades.

Rodney's writing has influenced people from all walks of life.

He has built tremendous trust with his audience.

In an industry filled with hype, *Rodney is all substance*.

As you know, Rodney recently stepped away from his writing duties to continue his courageous battle against disease.

Glioblastoma impacted my life eight and a half years ago, and the tenacious disease that it is has come back today, providing Rodney with his greatest challenge yet.

Rodney is a fighter.

I pray for Rodney every day.

One thing I know for sure is that Rodney's shoes cannot be filled.

To carry on Rodney's "substance over hype" style, I am stepping in to team up with my good friend Harry Dent and the other wonderful people at Dent to provide my insights and market strategies.

Here's a little about me...

If my career were posted on the back of a baseball card, some of the information about me would include the following:

I've been an entrepreneur and a pioneer in the exchange-traded fund business. I've run a business with tens of millions of dollars in revenue and profits at margins unheard of by any public company. I have appeared and been profiled in major publications such as *The Wall Street Journal*, *Forbes*, and *Fortune* while sharing market insights to the audiences of *CNBC*, *Fox Business*, *Bloomberg*, *CNN*, and everything in between.

I've written three books on investing, including a massive best seller for McGraw-Hill and *Stock Trader Almanac's Book of the Year for 2013* called *What's Behind the Numbers?*

But my last book, *Unbounded Wealth*, is my most important work. You see, financial literacy in the U.S. ranks just above Botswana. I couldn't pick out Botswana on a map (I failed geography in school), but it's not a compliment to have a financial literacy rate just above Botswana. That much I know.

*Unbounded Wealth* is written in plain language and illustrated with a simple 12-step process for breaking free of man and living on your terms.

The book can be read in the time it takes to fly from Chicago to Dallas. With no big words and no highlighter required, the reader should recall the concepts near-total.

I have achieved the goal of living on my terms, and I know *you* can do it, too.

I know these concepts have changed the lives of people for the better.

During the COVID smash alone, I helped numerous people *save* and *make* millions of dollars.

Everyday people.

School teachers.

Bartenders.

Postman.

The most profound business-related quote I ever heard came from Zig Ziglar.

Mr. Ziglar was a “self-help” guru.

I've only seen him give a presentation once. It was on Netflix.

He said, "You can have everything in life you want if you help enough other people get what they want."

Immediately, I knew I had learned the most important lesson about my life.

That's how I run my business.

If you serve others, you don't need to be a scammer, backstabber, social climber, or anything other than simply *helpful*.

Life will reward you—big time.

The journey to *Unbounded Wealth* isn't about me.

It's about *you*.

*You* are the hero of your own story.

*You* are Luke Skywalker.

I am Yoda.

I'm your guide.

If I help enough people achieve what they want out of life, everything will be taken care of.

That's what I am here to do.

I will share guidance on reaching your financial goals and market insights each week.

Fast.

And with less risk.

Also, this is more than just some half-assed cobbled-together stuff. My main goal in life is to help people achieve financial independence.

*Unbounded Wealth* is a complete system for doing just that.

No hype.

Just returns.

Again, Rodney's shoes cannot be filled.

But I will put my best foot forward to make him proud of my efforts here.

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