

Thought Leaders
BUSINESS LAB

EPISODE 245

Making Your Money Work For You

WITH BRIAN J BROWN

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A memory about money

▽ Brian J Brown was introduced to entrepreneurship when he was still in college. He loved the idea of being your own boss and creating your own destiny. He was blessed with mentors who taught him how to have financial success at a young age. Behind this drive for success lies a specific childhood memory.

▽ He remembers when he was five years old, he asked his dad if their family could have pizza. His dad replied that they didn't have \$5 to buy the pizza.

This memory has stayed with him until today. It is his motivation to do well in life so he won't have to tell his family that they couldn't do something because of money.

Different money philosophies

▽ People usually have three options when dealing with money:

- Put it in a savings account so they can focus on their business.
- Invest it, but shift a lot of time and focus away from his business.
- Put 100% of the money back into the business, which is not always a good strategy.

It all depends on what philosophy you follow. Some people say you should be all-in with what you're doing. So, they put all of their time, effort and money into their business.

Other people believe you shouldn't put all of your eggs in one basket.

▽ Since people are different, we have to find which philosophy works for us depending on our goals and how comfortable we are with taking risks.

Finding your own way is important. Copying the methods of other people may not give the same results because these may not align with the amount of risk you take or with your values.

Where to begin

▽ Since not everyone goes to college to study finance, how do you begin your investing journey? There are many options these days: real estate, stocks, cryptocurrency, etc. With so many choices, who do you go with? What route do you take?

▽ Brian advises picking one that:

- you're comfortable with,
- you won't stress about at night with how it's doing and how it's not doing,
- won't force you to keep checking your phone.

Otherwise, it will take away a lot of time from your business, your family.



Infinite banking

- ▽ One good strategy is to put your money in a foundational place where it can grow consistently. This strategy will not yield crazy returns but will let you still have access to capital.
- ▽ This is called “infinite banking” or “cash flow banking.” It’s available to people in North America - check whether your country may offer a similar service.

It utilises dividend-paying for whole life insurance.

When people hear the words life insurance or insurance in general they think of death benefits or insurance salesmen who earn a lot of income.

Infinite banking goes beyond these concepts. It’s essentially putting your money on autopilot, earning about 4% of return tax-free. This money will keep growing even if you borrow against it to use on other investments.

This type of investing allows you to focus on your business. Some people call it the “and” asset because you don’t have to pick one over another, you can grow your business and invest at the same time.

- ▽ Consider investing in something similar in your country. It will be something you can use as collateral.

Strategies for different points of business

- ▽ At different times of your business, you need to put certain amounts of money back into it. When is it time to grow the business and when is it time to start investing your money?
- ▽ Entrepreneurs invest in their businesses for the first 3-5 years. But 5-10 years pass and they still retain the mindset that they will invest in other things “later.”

Brian believes that it’s better to get in the game sooner rather than later. However, you don’t want the investment to take up a lot of your focus, especially during the first three years of your business.

Also, successful entrepreneurship and successful investing are opposites. Entrepreneurs are generally optimistic about the risks they take. Being too aggressive with the money and risks could be a detrimental mindset in investing.



The start of Brian's infinite banking

▽ Brian started his business 13 years ago. He was introduced to infinite banking 8 years ago. So, he was already 5 years into his entrepreneurship.

He became interested in infinite banking because a mentor pulled him aside and told him to pay attention to it. Knowing the person's background, Brian knew the concept would have merit.

Brian's mindset was that he was working hard to earn the money, he should put his dollars where it would work for him. He just didn't know where to put it. He considered the other options, but he knew enough that some of these could be dangerous.

Asset allocation

▽ He now knows the concept of asset allocation.

▽ Even if you invest in different stocks, you're still investing in one asset class.

It's better to put your money into different asset classes.

Or you can try different position sizing. For example, put only 1-5% of your liquid net worth on something that is riskier but has a possibility of tremendous returns.

Things to look out for

▽ Some people have never invested before so they don't know when it's time to start evaluating their cash flow. Look for these spotlights:

- more revenue is coming in,
- the business is growing and sustaining even if you're not putting a lot of effort on it,
- time has opened up for you,
- inflation actually makes you lose money.

▽ When you have the time and money, explore your options for investing your money without tying it up.



You don't learn that in school



Most of us don't learn about investing in school or from our families. But this is the time to change the narrative.



Brian is a proponent of the concept of being a lineage maker. You transform your family tree by deciding to be the person who will make changes for the benefit of future generations. This is one of the reasons why people build businesses and why it's important to figure out how to put your money to work for you. You set up those future generations for success in this competitive world.



Right now, more than ever, with recessions and crazy things happening all over the world, we need to make sure that we are setting ourselves up for success and the ability to move forward.

Want to learn more about Infinite Banking?

[Join the Free Predictable Wealth Method™ Masterclass here](#)

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