

UNSHAKEABLE

Your Financial Freedom Playbook

TONY ROBBINS

TONY ROBBINS is a motivational speaker, trainer, entrepreneur and philanthropist. He is widely considered to be one of America's most successful life and business coaches. He runs multiple-day events and consults with athletes, entertainers, Fortune 500 CEOs and others. He is the founder or a partner in 31 companies at present, twelve of which he actively manages. He is also the author of two bestsellers, *Unlimited Power* (1987) and *Awaken the Giant Within* (1991). His foundation, the Anthony Robbins Foundation, has provided more than 250 million meals to hungry families and has partnered with Feeding America to target delivering a billion meals to those in need.

The Web site for this book is at www.unshakeable.com.

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MAIN IDEA

To be "unshakeable" means you have confidence that no matter what the economy does, you'll have financial security. This is a step beyond being financially independent and it is really what most people are dreaming of.



So is it feasible to be unshakeable given today's volatile and unpredictable financial markets? Yes, it is if you focus on what you can control rather than stressing out over what you cannot control.

When you focus on what you can and do control, you will find there are three steps required to become unshakeable:

- 1 Understand the financial rulebook
- 2 Use the unshakeable playbook
- 3 Have an unshakeable mind-set

"This is an area of life that requires commitment. But if you're committed to understanding and harnessing the unshakeable insights the rewards will be incredible. How much stronger and more confident will you feel when you know the rules that govern the financial world? When you have that knowledge, that mastery, then you can make smart financial decisions based on real understanding. And decisions are the ultimate power. Decisions equal destiny. Whoever you are and whatever stage of life you're at, I'm here to show you that there is a way."

– Tony Robbins



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Step #1 – Understand the rulebook Pages 2 - 4

The first step to becoming unshakeable is to know the rules that govern the financial world. There are really just four rules you need to know and obey:

1 Understand the financial rulebook

- 1 Know that winter is coming; and plan accordingly
- 2 Watch out for Wall Street's hidden fees and half-truths
- 3 Rescue your retirement plan before it's too late
- 4 Know who you can trust to give you financial advice

Step #2 – Use the unshakeable playbook Pages 4 - 6

Once you understand the true lay of the land, it's time to put your action plan into motion. To do this, apply the "Core Four" principles and learn how to "Slay the Bear":

2 Use the unshakeable playbook

- 1 Don't lose your money
- 2 Look for asymmetric risk/rewards
- 3 Structure for tax efficiency
- 4 Diversify, diversify, diversify

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Use crashes and corrections to accelerate your financial freedom

Step #3 – Have an unshakeable mind-set Pages 7 - 8

If you're like most investors, you are your own worst enemy when it comes to achieving financial freedom and unshakeability. To avoid your blind spots:

3 Have an unshakeable mind-set

Avoid the "Big 6" mistakes:

- 1 -- The confirmation bias
- 2 -- Mistaking events for trends
- 3 -- Being overconfident
- 4 -- Going for home runs
- 5 -- Investing close to home
- 6 -- Being fearful in down markets

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Understand that real wealth is emotional, spiritual, and financial