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Financial Guru Ken Stern Develops Wealth in a Down Market

Talent: Ken Stern

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Product: Pounce for Alpha Wealth with Ken Stern

Which is correct? The yolk of the eggs **is** white? Or the yolk of the eggs **are** white? If you answered either of the above – you're wrong! The yolk of the egg is yellow. Americans are often being swindled on their financial investments in just the same way. People are fast talking us, allowing our intuitive brain to override some very important life changing decisions including: increased longevity, rising healthcare costs, inflation, son-in-laws, aging parents, costly kids, bad investments – Wall Street collapse.

Life happens. Plan for it. Ken Stern has devoted his life to crafting powerful investment strategies and asset protection techniques. In this three-part, 60-minute pledge special Ken evaluates financial trends across history. The first eight months in 2008 would have cost you money if you invested in, well, almost anything. For most of us we measure the market using a broad basket of 500 stocks, called the S&P.

Factoring in inflation, \$100 would have shrunk to \$85. Note to self, rule #1 – Don't Lose Money! Do you think guys like Warren Buffet get nervous when the economy is down? No, they live for this! So, first rule is – follow the system, don't deviate. In the program, Ken provides his system for financial success. Be a Top Gun, pounce on the bubble and become a PIG – Pounce for Income and Growth. The two biggest mistakes made are 1) buy and hold and 2) thinking saving is enough. No matter how much you study or how much research you do, don't follow the herd because the herd is unpredictable. So for Top Gun, pick what works! Ken shares the secret in buying sectors with his Alpha Wealth System.

The Alpha System is a once a month system. You conduct a family meeting about your finances once a month to protect your assets, to be wise with wealth, to grow assets through chaos, and to create a loving legacy. Pull the performance numbers for the 10 S&P sectors and sell what has dropped from the top two positions for two consecutive months, but don't hold for longer than 18 months. Then buy what is at the top.

In the program, Ken identifies seven life milestones including: disability, kids disinherited, poor investment model, scams, healthcare / elder care, death and divorce, and lawsuits. These seven life milestones can get in the way of leaving a lasting legacy if wealth is not properly protected. Putting it all together Ken shares six documents everyone needs to protect wealth and leave a lasting legacy.

Human nature is wrong – follow the system and you will win. Good is not enough. We must achieve greatness. Ken says, fear no longer and failure is not an option.

This show is featured in the PBS special Pounce for Alpha Wealth with Ken Stern that is distributed through APT Exchange.

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Pounce for Alpha Wealth with Ken Stern is available in North America through DPTV Media and distributed by E1 Entertainment.

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About DPTV Media

DPTV Media was created in 2002 by Detroit Public Television to showcase artists and experts from around the world that share the station's vision to educate, entertain and inspire. DPTV Media DVDs, CDs, books and other products are available through public television stations, retail outlets and <http://www.dptvmedia.org>.

About E1 Entertainment - E1 Entertainment (AIM: ETO) is a leading independent entertainment content owner that acquires film, television and music rights and exploits these rights in all media in more than 190 countries. The company currently operates in Canada, the U.S., the UK, Holland and Belgium through its four primary businesses units: E1 Television, E1 Films, E1 Music and E1 Distribution.

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