

4 Strategies For Doctors To Retain More Of Their Earnings



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SimpliMD™

You Are a Target



You Need To Be Aware:

There are many who want to take a bite out of your revenue generation & high income.

What Makes You An Easy Target?



YOUR COMPETENCY DEFICIT IN BUSINESS & PERSONAL FINANCES

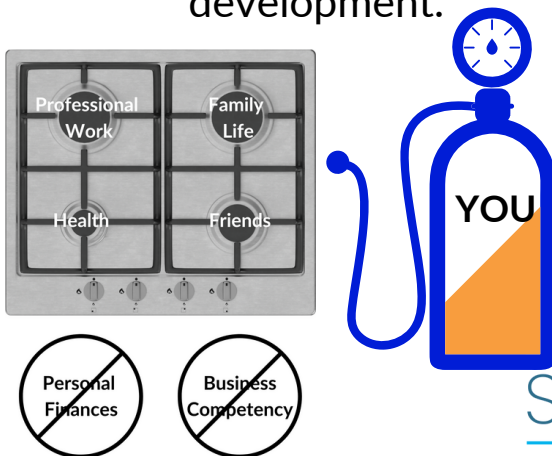
The process of becoming a doctor, and the intense focus required to do the job results in a deficit of business & financial skills.

You Have Business & Finance Deficits Due To Energy Limitations

4 Burner Theory

The 4 Burner Theory is a theory that creates an energy image that people have four burners on their life stove. The first burner is for the essential things in life, the second is for the next most important things, and so on.

The 4 Burner Theory is about focusing your energy in one direction at a time and not spreading yourself too thin by trying to do everything at once. In medicine, this means that you neglect certain areas, like business knowledge & personal finances, in order to focus your attention on your professional & personal development.



How Does A Business Competency Deficit Make You A Target?



YOUR CHOICE

EMPLOYEE (W-2) VS. NON-EMPLOYEE (1099)

Your business knowledge deficit will inform your decision at the start of your career and lead you toward the safe choice of employment.

But what you won't fully realize is that this choice to be a W-2 employee will have two downstream consequences:

- **Employees** lose their professional autonomy to their employer.
- **High-income W-2** tax entities lose control of their earnings to government taxes

Why Are You A Target?



YOUR HIGH INCOME AND REVENUE PRODUCTION

You have chosen a profession that generates millions of dollars in revenue annually and is among the top 5-10% of individual earners in America. Your income & small business power is predictable & consistent. You will generate over \$100 million in revenue during your career and your lifetime earning potential is \$7-10 million. This is why many want to tap into you and grab a piece of all the cash that flows through you.

Why Are You A Target?



YOUR DEFICITS ARE KNOWN TO THE MARKETPLACE STAKEHOLDERS

You are not the only one who knows about your hidden deficits in personal finances and business competency. Others know this and will prey on it.

The marketplace stakeholders will contrive pathways to lure you into their harbors. The combined promises of ease, safety, financial incentives, and lifestyle will make it hard for you to pass up as their marketing targets your deficits.

Who Wants A Piece of You?

The Big 4

- **Federal, State & Local Governments**-- all are interested in getting their portion of the dollars you generate and earn.
- **Employers**--they recognize the combination of your small business power to create revenue for them as well as your business competency deficit and offer incentive-filled opportunities to lure you in
- **Patients**--they recognize your high earnings and net worth and want a portion of it.
- **The Financial Industry**--they recognize your personal finance illiteracy & offer you products you don't need or plans that quietly siphon from your earnings. that quietly siphon from your earnings.



Who Will Attempt to Tap Into You?

Government-IRS

The largest portion of your lost income is allocated to this expense. Most doctors are among the **top 10%** of income earners in the US and these earners account for **70% of federal tax revenue.**



Why The IRS



Employed Doctors

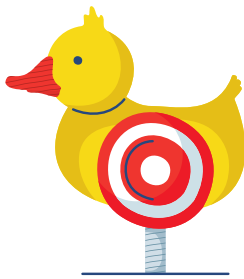
- 1. Employees have little ability to deduct pre-tax expenses.**
- 2. As your income rises, the IRS reduces your tax deduction options.**
- 3. The tax code favors business and real estate investors and not individuals.**

The End Result of W-2 Employment:

**You are a captive &
predictable revenue source
for the IRS.**

Just A Little More From You

The federal government has signaled its intent to **INCREASE** taxes on individuals who earn over \$400,000. If you are employed as a W-2 earner, you have very few options to avoid this. Your choice to be an employee has made you a sitting duck.



Who Will Attempt to Tap Into You?

Employers

Healthcare employers love you because as employees they control your business powers--both to generate revenue and to provide them with a market share. In essence, you are an asset with a 10-fold ROI leading to a downstream revenue of \$2-4 million/doctor. To large corporate employers, you are a revenue-generating commodity.



Who Will Attempt to Tap Into You?

Patients

Patients know of our high income and blame you for their high cost of medical care. Thus, malpractice lawsuits are a logical way for them to reach into your deep pockets and get their money back. More income is needed to cover rising malpractice insurance.



Who Will Attempt to Tap Into You?

Financial Industry

Bankers, loan officers, investors, insurance salesman, realtors, & financial planners all recognize your business & personal finance deficits as well as your time constraints. They contrive programs that pilfer from your income through recurrent service fees, commissions, and hidden costs that tap into your assets.



YOU NEED STRATEGIES

TO PROTECT YOUR INCOME FROM THE BIG 4

Becoming more aware of the sources that will reach into your high income is the first step in the process, but then you must take additional measures to eradicate the harmful effects of these stealth parasites. Much like your body's microbiome, the goal is not to eliminate these forces altogether, but rather to proactively mitigate their harm to your professional & personal well-being. This involves making mindful adjustments in the safe harbor of employment.

Adjust your sails in your employer's harbor



"The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails"

William Arthur Ward

The Solution

The solution to your lost earnings is not working harder to earn more dollars.

The solution is working smarter and keeping more of what you earn.

You must adjust your sails to combat those who are quietly taking from you.

The Problem is you have Blind Spots

**"You don't know
what you don't
know"**



BLIND SPOTS

It's hard to fix what you can't see or understand

The following will provide four proven strategies to help you overcome your blind spots. These are necessary adjustments that will lead to retained income and a reduction in your lost earnings from those who are quietly taking \$\$ from you.

BLIND SPOTS

You Don't Know What You Don't Know.

The 4 critical strategies to retaining more of your earnings involve addressing your business and personal financial competency deficits--which are closely followed by the application of this newfound knowledge.

Strategy #1

Be Empowered By Becoming Business Competent at SimpliMD



YOU HAVE A CHOICE

EMPLOYEE (W-2) VS. NON-EMPLOYEE (1099)

Most doctors are unaware of their power to organize themselves as a non-employee, or an individual **micro-business**. Once you are empowered to know that you have options--your knowledge will inform you that micro-business formation is a better way to interface with the medical marketplace due to its:

- **Simplicity**-the only employee to manage in the business is yourself
- **Autonomy**-you are able to keep control of your professional life as you engage in business-to-business relationships
- **Taxes**-due to tax laws that favor small businesses you can keep more.

Strategy #2

Be Empowered By Acting On Your Business Competency at SimpliMD



CHOOSE TO FORM A MICRO-CORPORATION TO COMBAT THE BIG 4

- **Government/IRS-** You will significantly increase your tax strategies through your small business. The US Tax code favors businesses over high-income individuals.
- **Employers-** You will preserve your professional autonomy by working as either a short-term or long-term independent contractor in business-to-business contracts
- **Patients-** Your corporation will provide personal asset protection from lawsuits and above-limits malpractice cases
- **Financial Industry-** Your growing business competency will expose the good wealth managers from the bad ones

Strategy #3

Be Empowered To Become Competent in Personal Finances



THIS WILL LEAD TO FINANCIAL INDEPENDENCE

When you empower yourself to become competent in personal finances you are able to say goodbye to paycheck-to-paycheck living:

- **Growing Net Worth**-You will begin to manage your savings rate which all leads to a growing net worth that points towards your financial independence target.
- **Autonomy- Once** you become job independent as you transition from "having to work" to "getting to work". You will have the power to use your time and skills wherever you want.
- **Taxes**-you will become mindful of how micro-business formation and real estate investments will reduce your tax burden.

Strategy #4

Be Empowered To Act On Your Competency in Personal Finances



THIS WILL LEAD YOU TO COMBAT THE BIG 4

- **Government/IRS-** You will maximize your pre-tax individual strategies and add in small business and real estate-related tax strategies.
- **Employers-** You will have a "pay-yourself-first mentality" through an aggressive personal financial plan and then look for opportunities to convert your primary job to employment lite, or at least use your micro-corporation for side work.
- **Patients-** You better visualize your top-notch patient care as a driver of your personal financial health.
- **Financial Industry-** You will be able to fire your financial advisor as you competently take control of your financial health--saving you money & time all while empowering you to self-determine your future.

Your high income and intense work world make you a distracted target for people who parasitically skim from your high income without you knowing it.

Take steps now to retain more of your hard-earned money.

Adjust your Sails

Choose To Become Business & Personal Finance Competent

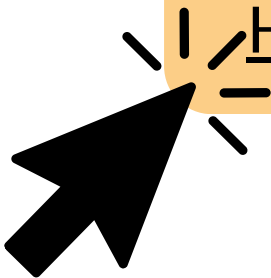
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