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BREATHLESS IN BIG SUR

A drive along the rugged stretch of coastal highway that runs from Monterey to Big Sur — and further south to San Luis Obispo — is one of the most scenic drives in the world. U.S. Highway 1 takes you from the tangled streets of San Francisco into fresh redwood parks and dramatic Pacific cliffsides. It is one of the most significant California road trips you'll ever take — with Big Sur at the heart of it all.

Big Sur is less than a four-hour drive from San Francisco, but with so many quaint towns and tempting photo opportunities along the way, you'll want to make a weekend of it. Your first day's stop could be at Moss Landing State Beach in Santa Cruz or the Days Inn Fisherman's Wharf and Aquarium in Monterey. Picturesque Carmel has the historic Carmel Mission, too, so don't forget to slow down and take in as much of the Monterey Peninsula as possible.

Continue south along the redwood-lined highway, and you'll find yourself several miles inland before coming upon Big Sur. Have a meal at the nearby Nepenthe restaurant or sit outside below it at

Cafe Keva, both located at 48510 Highway 1, where sweeping views of the sea are not obstructed. Long tables face coastward so that diners can have their cocktail with a postcard-worthy backdrop.

One of the most famous places in Big Sur is the amazing cliffside Esalen Hot Springs. The clothing-optional pools are complimentary with the reservation of one of Esalen's 400 workshops, but you can also access them by booking a massage or requesting nighttime admission from 1-3 a.m. for an even grander adventure.

Finally, a trip to Big Sur wouldn't be complete without a trip down to the iconic McWay Falls at Julia Pfeiffer Burns State Park, one of the most photographed locations in the area. From the trail above, take in the cove where an 80-foot cascade drops into the sandy Pacific shore. This is one view that will be etched in your memory forever, so don't let the other travelers scare you away. Whether you spend a day in Big Sur or a week, you won't need to rush. Take your time and bask in the fresh sea air. After all, Big Sur is meant to leave you breathless.



UPCOMING EVENTS

Boot Camp Calgary: Sept. 10 and 17
Edmonton Radio AM 630 'Talk to the Experts':
 Sept. 24

THE BANKERS' SECRET

www.McGuireFinancial.ca

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A NEW SEASON FOR INFINITE BANKING NETWORKING AND EDUCATION WITH MCGUIRE FINANCIAL

Summer has finally come to the Zacher household. As in years past, we've been in Kelowna, BC, for some end-of-summer rest and relaxation. Margaret and I have been to a number of wineries for tours. I've made time to go fishing with my father. Our friends and family have paid us visits throughout. And to top it off, we have a grand champion in our household, as Margaret showed one of our Japanese Chin dogs and won!

I couldn't think of a better way to spend the summer if I wanted! I'm glad we've found a little time for ourselves and our friends and family, because we have a busy fall season coming up — one dedicated to our clients. Starting Labour Day weekend, we'll start off fall boot camps, and a few weeks after, we'll host our fourth Nelson Nash community event.

On Saturday, September 24, we're inviting our clients to learn more advanced strategies on the Infinite Banking Concept® and network with other people who are using this system to be their own banker. We hold two community events per year, and our attendance numbers have grown steadily since we began. It's one of our hallmark events.

There we reinforce education and sharing. This event is by invitation only, for our clients only, but we welcome any friends, family and colleagues. We foster a collaborative environment, so it's not a formal black-tie, wine-and-cheese event. This is an event for like-minded people to get together and speak openly

about their experiences. The Godfather of the Infinite Banking Concept® himself, Nelson Nash, will also be in attendance, presenting advanced topics and sitting for a question and answer session. Plus, there will be interactive exercises. This is a great way for our clients to kick off the fall season, so keep an eye out for your invitation.

Finally, if you need to brush up on the Infinite Banking Concept®, you now have more ways to. McGuire Financial just launched a two-CD audiobook set of our book, 'The Bankers' Secret'. This has been a huge undertaking, since we've never put out an audiobook before. We decided to do it about a year ago, but we didn't realise the amount of work it required until we put it together with a narrator, sound editor and all of the bells and whistles. We're really proud of the results.

Now, you can take 'The Bankers' Secret' with you wherever you go. Play it in your car during your morning commute. Or listen along while you're cooking dinner. The possibilities are endless, and with the audiobook, you'll have more educational flexibility. So call our office today and ask for your two-CD audiobook! And stay tuned for next month's newsletter, where I'll recap our biggest event of the year: the 2016 Charity Golf Tournament. See you soon!

- Glen P Zacher, CFP

HOW TO USE STORYTELLING IN YOUR MARKETING

STORYTELLING LEAVES A LASTING MARKETING IMPRESSION

A great brand can help you stand out and give your business a unique way to differentiate itself in a crowded marketplace. But for a great brand to succeed, you have to captivate your audience with a story and give your products and services context — an identity that exists beyond the basic problem solving your business offers. Best of all, you connect with your target audience on an emotional level, making your message more meaningful, more memorable and easier to pass along.

First, a great brand story should be factual, but not biographical. The story should always convey what's in it for the reader. For example, a Weight Watchers testimonial may feature someone with an amazing story of overcoming adversity and achieving lifelong goals while addressing 'what's in it for me'. If readers think someone else can do it, so can they.

You could dilute the same story by talking about the woman's career, her rivalry with her older siblings and her love-hate relationship with dark chocolate. But that would muddle the actual message. Make sure that the story you craft is compelling and relevant to your brand and audience. The story is never about your

company. Your business is a supporting character. The story is about what value you can deliver to your customers.

Tone is key to great storytelling. All of that experience in corporate communications and marketing is great, but your readers are human — even the ones in the C-suite of a large company. If you want to appeal to your audience, you need to nail the conversational tone and let your authenticity shine through. Customers are keenly aware of dishonesty, falseness and lack of respect. Avoid stilted and formal corporate speak, as well as high-pressure sales language. Write as if you're talking to a close friend you care about and want to help.

Lastly, don't be afraid to tell your story through a variety of media, including blog posts, case studies, your website's home page, frequently asked questions, newsletter articles, videos, podcasts and more. Marketing and human storytelling is an effective way to engage with your audience. Take advantage of it right now by revisiting your brand message and marketing collateral to see where storytelling makes your business stand out.



THE \$17,900 SMARTPHONE

How much would you pay for a smartphone? \$150? \$400? \$17,900? If you value security and privacy, then dropping \$17,900 may be a real possibility. Sirin Labs, an Israeli startup headquartered in Switzerland, has high hopes for their first smartphone, a device created with security in mind.

The phone, called Solarin, uses the most advanced privacy technology, currently unavailable outside the agency world. Unless you work for a spy or security agency, the technology built into the phone can't be found anywhere else.

What does \$17,900 get you?

The phone is a sleek combination of titanium, framed around technical leather — leather that's designed to look like carbon fibre. There is also a small switch that lets you toggle between a standard Android device and a secure locked-down communications tool.

In the secure mode, anything that is not needed is disabled. You can make calls and

send texts. However, when you make a call or send a text, that information is secured using 256-bit Advanced Encryption System encryption. Only people using the Solarin Friend app will be able to receive these messages.

For an additional layer of security, the phone is paired with a secure concierge service. If your phone is threatened by an outside source, you'll be warned, allowing you to put it in secure mode or turn it off completely until the threat can be dealt with.

Another unique feature is the compatibility with global networks. Solarin's makers boast that the device is compatible with more networks than any other device on the market. All you have to do is swap out the SIM card and go.

If you need high-end security and privacy features as you jet around the world, this phone may be what you're looking for. For the rest of us average business users, though, we might just have to stick to our regular old iPhone or Android device for the time being.

BREAK CORNER



MINI PORTOBELLO BURGERS

INGREDIENTS

- 12 medium portobello mushrooms
- 2 small Italian eggplants
- 2 yellow squash
- 2 zucchini
- ½ teaspoon sea salt (10 g)
- 12 mini brioche buns or dinner rolls
- 1½ teaspoons sesame oil (7.5 mL)
- ½ teaspoon sesame seeds (7.5 mL)
- 9 ounces Swiss cheese (250 g)

DIRECTIONS

1. Heat grill or grill pan to medium-high heat.
2. Trim stems from the mushrooms. Slice the eggplant, squash, and zucchini into ¼-inch-thick (6 mm) rounds. Brush vegetables with canola oil, sprinkle with salt, and grill until softened and grill marks have formed — about 10 minutes each side.
3. Transfer to a baking pan. Heat broiler to low. Split the buns, brush the tops with the sesame oil, and sprinkle with sesame seeds. Layer the squash, zucchini, eggplant, and mushroom on the bottom bun halves. Top each with cheese and broil until cheese melts, about 1 minute. Top with remaining seeded bun tops and serve hot.

Recipe courtesy of CountryLiving.com.

DON'T TAKE OUR WORD FOR IT

"My experience with McGuire Financial and the staff has been nothing but positive. They have been very helpful in understanding and correcting my financial situation and telling me how to keep things under control and stay positive. Thanks!"

— *Dave Roche, January 16, 2014*

"I was under great financial stress. I really didn't know where to turn, so I did some research online and found McGuire Financial. From the very beginning, McGuire Financial was great! They sat me down and went over my options and helped me decide what would work best for me. Long story short, after a couple of meetings with McGuire, all of my stress was gone and I was slowly back on track — financially — to where I wanted to be. The best part with McGuire was that their help wasn't over when I signed my agreement. They continue to answer my questions whenever they arise".

— *Ben Brunette, January 23, 2014*

"McGuire helped me immensely by creating a consumer proposal for me, which was accepted. From the beginning of the process, everyone was helpful, professional and happy to ease my anxieties. I now look forward to a brighter financial future, thanks to their help!"

— *Christina Martin, January 30, 2014*

