

MAPPING YOUR RETIREMENT ROAD

A No Nonsense Guide to a Financially Better Life

Larry R. Lovis

Will my money last?

This is the question we should all be asking ourselves as contemplate retirement and the savings that will be required to enjoy it comfortably. Written by an investment advisor with more than 30 years' experience, Mapping Your Retirement Road offers down-to-earth, jargon-free advice on how to improve your financial health.

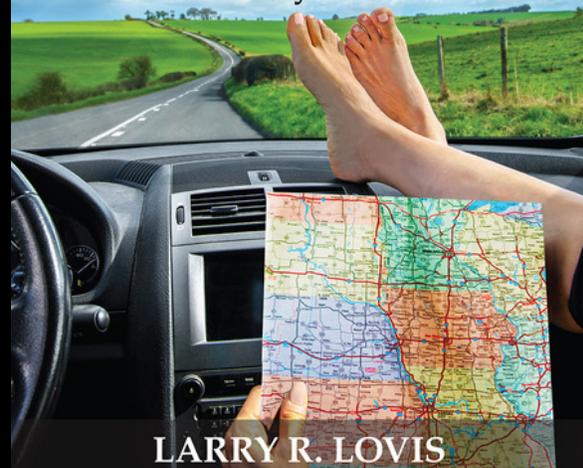
Retirement provides up approximately 2000 hours of potentially more leisure time every year. Have we accumulated enough investments or have sufficient income to account for the additional costs this time will afford in the pursuit of enjoying those activities we desire? Speaking directly to wide array of groups – from the millennial to the baby-boomer; the spender to the save- Larry Lovis encourages readers to answer essential and important questions about their desired lifestyle, spending habits and financial plans. From this foundation, he shares hard-earned advice on how to plan your investments and create a realistic roadmap for realizing you're your retirement aspirations.

Witty, easy to understand and supportive, Mapping Your Retirement Road encourages and empowers everyone to take control of their financial future.



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About the Author

Larry Lovis has been a practicing financial planner for over 32 years, excelling in client relationships, workshop development and public speaking. Since entering the industry at the young age of 22, he has moved through incredible changes within the economy and the financial services industry providing him a unique and valuable window into the habits and behaviours of successful retirees. Through this book, he shares those experiences and uses his light-hearted, conversational writing style so that readers will easily grasp the key behaviours, actions, and attitudes for success.

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Key Points:

- **No nonsense approach to investing** – Written in a friendly and clear manner, Mapping Your Retirement Road avoids the pitfalls of many financial planning books by steering clear of confusing and unnecessary jargon yet shares key investment tips that will stand the test of time. Mapping Your Retirement Road focuses on the key questions to ask and the priorities every person must address to achieve their own financial success, then illustrates important concepts with chapters such as; The Magic of Compounding, Where to Stash the Cash and The Behavioural Battleground.
- **Charismatic and personable author** – Witty, charming and straight-talking, Larry Lovis is an ideal author to speak with all media outlets as they will be able to count on an excellent and engaging interview. He is also an accomplished public speaker to large and small groups alike.
- **Decades of experience as demonstrated by strong testimonials** – From international CEO's to fellow advisors, Mapping Your Retirement Road has been heralded by key players in the industry for its easy-to-understand and witty approach to an increasingly complicated subject.
- **Preparing you for things you may not have considered during those extra "2000+ hours"** – Retirement means gaining an additional 2000 hours of available time which could lead to increased costs. Time really does equal money. It seems to be a given that in retirement you will need less income but is that how you want it to play out? Mapping Your Retirement Road gets you thinking about what is the right plan for you and how you want your "personal retirement journey" to be manifested.
- **Relevant for various generations and demographic groups** – Are you a millennial just starting out or someone with retirement on the fast-approaching horizon? Are you already retired or just starting this process for the first time? Are you a spender or are you a saver? Lovis speaks directly to you, sharing his experience and guidance relevant to each group so that common mistakes and sub-optimal outcomes are avoided.

What they are saying...

"The book is so appropriate to help my wife and I through retirement. Anyone at any age who reads this will attach themselves to the experiences." ~ John Howlett – President, Bunzl Canada

"I have had the privilege of reading this book just at its release. It is a simple, honest, moving call to action while helping simplifying the complexities of the financial world. It's refreshing that someone would write a book that included true opinions after 20+ years experience in the financial industry. I will gladly buy and share this book with many of the people I care about in my life." ~ Rod Gibbings - Senior Consultant, IG Private Wealth Management

"I enjoyed the relaxed, conversational approach as if you were just telling me a story which helps me to understand."
~ Ann Heidebrecht - Retired Senior Medical Affairs Manager, Celgene Inc.

Marketing Overview:

- Extensive media relations campaign with Book PR, Debby de Groot at MDG & Associates – debby@medgassociates.com 647-295-2970 (to book interview, please contact Debby)
- Strong author network of VIPs and industry professionals
- Targeted review mailing, launch events, speaking engagements, guest interviews both online and print media, and social media campaign for across Canada.
- For more information you can visit the book's website at www.mappingyourretirementroad.com

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