

Mark Light Group

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Mark Light is a guy who barely graduated high school, quitter in school sports, college dropout, and struggling/failing salesperson turned, top producer in sales, sales trainer, cross-country cyclist, published author, philanthropist, and survivor of many diseases which could've and should have killed him, including stage IV cancer. He now speaks and coaches people from all different walks of life on how he transformed his life and teaches the skills he developed on **resilience, confidence and mental toughness** along the way.

Speaking Topic(s):

The 3 Ps of Resilience (can be customized to most audiences):

No matter who we are or what we do, we spend so much time and energy trying to avoid problems, both big and small. But here's the deal: adversity is as much of a part of life as being born. In fact, our attempt to avoid problems, pain and discomfort is often the very thing that creates problems or makes them worse. A lot is said and written about resilience. Resilience is a critical life skill...and one that can be learned and developed like a muscle. Few can understand this skill like someone who repeatedly suffered the consequences of not having it earlier in life and adulthood, but who was forced to master resilience and mental toughness later in their life. In this presentation, you will hear the self-reflective stories and learned skills that took Mark Light from a young man who was a directionless victim who was easily derailed by the smallest setbacks to a successful sales pro & businessman who has experienced things in life that many can't even comprehend. And he will share the very skills that life forced him to learn, mostly by accident, that turned his mindset around, allows him to now grow from adversity (rather than just get through it), and likely even saved his life on multiple occasions.

Key Takeaways (after attending, you will):

- Learn a very simple 3 part format for success in life, no matter the endeavor or from where you're starting.
- Fully understand that pain, difficulty and adversity are inevitable, so you should embrace it.
- Possess a firm understanding of how to prepare ahead of time for just about adversity.
- Learn key skills to reset your mind and behavior when problems arise.
- Appreciate that affirmations, positive self-talk and vision boards are nice, but they're not nearly enough.
- Discern what should garner your attention and what should not.
- Understand a framework for how to easily get back on track when when you've lost your way, regardless of whether it be due to your own doing or circumstances outside your control.
- Know the real way to achieve what you really want to achieve (goal setting isn't the way).
- Grasp how to empower yourself when bad things occur rather than be derailed by them.
- Learn how to make yourself unflappable in the face of extremely uncomfortable situations.
- Hear real world stories on all of this from a guy who's transformed from failure to success, cheated death many times and learned it all the hard way.

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The 3Ps of Financial Resilience (Can be a talk or workshop w/ Ppt)

When life throws a real “hardball” your way, such as an accident or a major illness (and God forbid if it’s a child or other family member and not even you), it’s difficult enough to deal with THAT crisis. You don’t want to feel like you’re fighting “multiple wars on multiple fronts” by adding financial hardship to the mix. Yet, that’s exactly where many, if not most, families find themselves when these types of crisis hit. They get two major problems for the price of one.

For 20 years, Mark was a licensed financial advisor where he successfully made his living helping people place themselves in a favorable place financially. Wishing this work, he helps people manage risk and properly prepare for unexpected life problems which could derail people financial future, such as accidents, illness, or even death (just to name a couple). However, for a few reasons—none of which were good reasons, Mark did not follow the very advice he was giving his clients, instead choosing to “wait until the timing was better”. Then, the very type of disaster hit that he warned his clients to protect against hit him. He was diagnosed with stage IV cancer and he found himself woefully unprepared, financially. And he paid a huge price for his hypocrisy. As he was literally fighting for his life, he was also fighting to keep his head above water. And with it came a lot of indignity and very difficult decisions. In this talk/workshop, Mark vulnerably shares the raw, real-life fallout of not preparing oneself financially for unexpected hardship in life. And then he discusses the things he did not do that wishes he’s done, going beyond just the intuitive “have plenty of money saved and insurance”. He shares strategies, as a financial advisor, that he didn’t know about, but wished he did. The 3 Ps of Financial Resilience is a ***NO BS, straightforward 3-step process*** for fully protecting oneself financially from any life disaster, whether it expected or unexpected. Because let’s face it, life never gives us problems that we expect. And nor do these difficulties ever seem to fit neatly into how we thought they might, even if we did plan. ***There is no attempt whatsoever to sell anything with this talk/workshop. In fact, it is presented with an over-arching assumption that the attendees have a good advisor or advisory team, but give them potential talking points to discuss with their advisor(s), if they have not done so. And, pointers are given for how to “self-implement” these strategies if attendees prefer to do that instead.*** However, mark does invite attendees to correspond with him directly with any personal questions they may have, if that’s their choice. **However, he will not ever solicit any attendee, ever.**

Key Takeaways (after attending, you will):

- Be motivated to examine your own financial plan for disaster vulnerabilities.
- Learn a simple 3-step strategy that will armor your finances in the event of the unexpected.
- Have a keen awareness of debt and what is “good” debt vs. what is “bad” debt.
- Know about several strategies for efficiently and relatively quickly eliminating “bad” debt.
- Be armed with extra understanding of possible low/no cost insurance, possibly available through your employer.
- Learn of possible avenues for getting low or no cost “living benefit” riders added to policies you already own.
- Learn about multiple strategies for creating financial freedom through building passive income streams, some of which few financial advisors know about but all of which can be created completely on your own.