

Investment Ideas

The Next Perfect Storm—And How To Profit From It

(NAPSA)—When it comes to making money, timing is vital.

For example, in 1981, the average annual return on a 90-day bank CD was 16 percent. From 1995 to 1999, the S&P 500 had a minimum annual rate of return of 21 percent. For most of the 2000s, real estate as an investment saw an annual return of over 9 percent. For those who had caught the right timing, there was growth and prosperity in the related industries of banking, real estate and stock trading.

The Next Boom

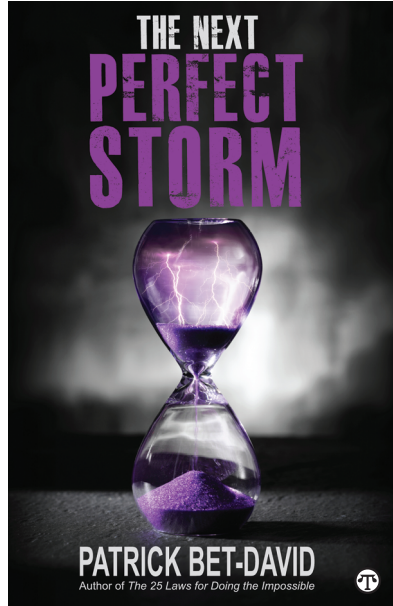
For those wondering what the next boom will be, a new book may have the answers.

Author and visionary entrepreneur Patrick Bet-David (“Doing the Impossible: The 25 Laws for Doing the Impossible”) explains how five different current conditions have combined to create the next “perfect storm” for an industry that has been ignored for almost four decades.

“The purpose of this book is to show that there is an industry currently experiencing a ‘perfect storm’ that is full of opportunity,” said Bet-David. “Readers of this book will be challenged with a new way of looking at life insurance, which is a product and industry they probably never thought too much about before.”

The five conditions presented in “The Next Perfect Storm” make a compelling argument for why the current decade will be an era of prosperity for the life insurance industry. Pent-up demand, shifts in demographics and evolving societal needs are explored by Bet-David in a compelling, straightforward approach.

“In the past few decades, the number of insured Americans has fallen to all-time lows, but people are waking up to the fact that



A new book shows how the life insurance industry can offer timely opportunities.

they must take care of themselves and those they love,” said Bet-David. “This book shows that for those who decipher the signs, there will be business and investment opportunities in this field that will produce amazing success stories.

“A decade or more from now, we will be looking back in amazement at those individuals who were able to have the foresight to catch this wave,” he continued. “But as with the booms before, most people will miss out on this one. I sincerely hope this book will help many people at a time when there is very real need for solid economic opportunities.”

“The Next Perfect Storm,” from Tico Publishing, is available at amazon.com.

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For further information, see www.patrickbetdavid.com.