

[LEARNING ENTERPRISES ORGANISATION]

GOING FOR GOLD

Dan Andersson, LEO CEO, explains why it's the investment of choice for savvy entrepreneurs

The universal appeal of gold is undeniable - admired and sought after from Beijing to Berlin, Moscow to Mumbai and Tokyo to Toronto.

For thousands of years, this precious metal has been recognised as a currency with no geographical borders or political boundaries and now, more than ever, in this unsettling world of Brexit, Trump and international unrest it's becoming the wise investment of choice for the savvy entrepreneur.

As a lifelong entrepreneur, one thing I've learnt is that it's good to have something, and of course someone, to depend on when the going gets tough. Thankfully, I'm fortunate enough to have a wonderful family to rely on, but in investment terms gold has to be my go-to choice for dependability.

In a world where everything is becoming more virtual by the minute, there's something strangely reassuring about actually being able to see and touch your investment.

This is what gold gives us - gold is secure, it's real, it's tangible. Indeed, the sheer physical beauty of gold is a joy to behold. After all, you can't make a bracelet from a Bitcoin, no matter how much its value has boomed.

Yes, you can invest in stocks and shares, but at the end of the day these are virtual, just numbers in a computer somewhere. The closest you can get to it is to watch a screen. Gold, on the other hand, is tangible and people have desired its physical properties since ancient times.

AS GOOD AS GOLD

It therefore comes as no surprise that in recent years there has been a renewed interest in gold as a good, secure place to 'park' your cash. Granted, if you're looking to make a fast buck, gold is not where it's at, as riskier options might pay out in the short term, but they could also crash and burn and take you with them.

However, for a steady, long-term safe haven for your savings, there really is nothing quite as good as gold. When you work as an entrepreneur, risk acceptance is built into your DNA, but when it comes to laying down some funds to secure the future of your family, and planning for a comfortable retirement, why gamble?

Gold is hard to beat. Of course, like anything, prices can go up and down, but given its rarity and the international recognition it receives, it's long-term prospects look good. Indeed, such is the flexibility of gold that you can even send it, privately and securely, to family if needed, under the radar of prying eyes.



THERE'S SOMETHING STRANGELY REASSURING ABOUT ACTUALLY BEING ABLE TO SEE AND TOUCH YOUR INVESTMENT"

In fact, in times of disaster and mass migration, the glory of gold has always been that you can carry your family's entire wealth in a small bag, ready to barter if necessary. What other commodity can offer that? Oil might be 'black gold', but you couldn't put a barrel under your arm and take it with you wherever you go.

HERE TODAY, GOLD TOMORROW

With all that said and done, I also accept there are some increasingly interesting options to speculate on today, such as digital currency.

In a year that has seen exceptional growth in this sector, with the likes of Bitcoin exceeding all expectations, there are some very happy stakeholders who've ridden the cryptocurrency roller coaster since its inception in 2009.

Indeed, according to Fortune, by May this year, if you had bought Bitcoin for \$5 seven years ago you would be around \$4.4 million richer. However, while the old adage 'You have to speculate to accumulate' still holds true to an extent, if you let yourself get carried away and sink more than you can afford to lose in such ventures it could be fatal.

With the volatility in this market, your savings could disappear overnight - putting all your eggs in one basket, ignoring the golden rule to diversify, can always lead to disaster. Exciting as cryptocurrency might be, who knows what the future holds for this revolutionary innovation?

However, it's fair to say that gold is here for the long haul. Its intrinsic value doesn't deplete, as it doesn't corrode - it can be passed down through the generations as an heirloom. Who can say that about any virtual commodity? With finite natural energy resources, who knows if our descendants will even be using PCs and the internet in 1,000 years time?



GOLDEN OPPORTUNITY

As the CEO of an entrepreneurial training company that's involved in direct sales, it's also struck me what a perfect partner gold is to the direct selling entrepreneur.

As with any business start-up, it takes a considerable amount of hard work to make a success of a direct selling business and the last thing you want after working around the clock is to lose your earnings on unsafe investments.

I believe gold offers a 'golden' opportunity to mitigate such risk. In fact, direct selling itself and gold could be the ideal partners, as purchasing gold savings products this way would be a convenient solution for the busy entrepreneur.

Every day I'm so proud to work alongside some of the most committed and hardworking direct selling professionals you could hope to know and I would hate to see any of them lose the fruits of their labour.

Consequently, I'm convinced gold offers an invaluable vehicle for long-term wealth preservation, especially for such entrepreneurs. The entrepreneur takes the road least travelled and is therefore more open to alternatives outside the mainstream.

Sure, you can keep your savings in a bank, but what might be seen as the safe option can leave you vulnerable to online banking scams or governments 'stealing' your savings by debasing its value for their own needs.

In contrast, the supply of gold has remained stable throughout the ages and it's highly unlikely that a huge new mine will be found and start flooding the market. Such stability is therefore an appealing option. It's true there are no certainties in this life except, as they say, death and taxes, but the value of gold comes pretty close.

So while diamonds may be a girl's best friend, for the entrepreneur with strong business acumen and an eye on the future so is gold.



INFORMATION

Email Contact@WelcometoLEO.com
or visit www.LearnEarnOwn.com.