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KEYNOTE TITLE

Escaping the Payment Matrix: From Financial Stress & Uncertainty to Clarity, Confidence, and Peace of Mind

ABSTRACT

Many employees are financially stressed and uncertain about their financial future, not because they aren't trying. But because they're plugged into a system that's forcing them to work six months a year to make payments costing them up to 50% or more in interest. I call this system the Payment Matrix, and two of its biggest traps, "budgeting" and "paying yourself first," have led to 92% of hard-working Americans working until they die for decades.

In this transformative session, I draw from 30 years of helping over 3,000,000 people, with comprehensive cash-flow analyses performed on over 18,000 households, and over 1,000 personal coaching sessions, and provide simple but powerful solutions to achieving financial clarity, confidence, and peace of mind. This is accomplished by learning how to pay off debt and build tax-free wealth, with the same dollars, at the same time. Through actionable strategies, they'll discover how to optimize their personal cash flow in a way they never thought possible.

WHAT PEOPLE ARE SAYING

"Great job Tony!!! Then I took my red pill, and everything about the way I look at money changed. I can't unsee it—and I'll never go back." — Darrion Jones

"You can use the same money for two different uses... I wish the principles described in the book were taught in schools, it would make a huge difference." — Mark T. Potter

"[Tony] offers clear, actionable strategies to escape the debt trap and maximize wealth potential. [He] simplifies complex concepts, making them accessible while offering a fresh perspective on money management." — Lu

LEARNING OBJECTIVES

1. **Identify the Payment Matrix:** Recognize the hidden system that's draining their wealth from under their noses while making them feel like they never make enough.
2. **Reveal The Interest Rate Lie:** Your people probably know the interest rates they're being charged. But what they've never been taught is that those interest rates only determine the monthly payment and NOT how much interest, in dollars, they actually pay.
3. **Discover a Simple but Powerful Alternative:** Learn the strategy used by some of the richest families for over a century that allows your people to use each of their precious dollars for more than one thing at a time.

REFERENCES

Michael DiFrisco: Former Executive Director of AACD – (920) 379-6405

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