

Zero to \$1 Million in 60 Minutes

Financial wellness, easier than you can imagine

Presented by Gordon Stein, MBA, CFEI,
Author of *Cashflow Cookbook*



60% of Americans live paycheck to paycheck. 50% carry credit card debt. Money is the #1 cause of stress—and most personal finance advice is too painful to consider. It's time for a new playbook.

In this punchy and practical keynote, international financial wellness speaker Gordon Stein reimagines how we think about money - with a radically easier, guilt-free approach. Forget budgeting apps, side hustles, or giving up things you love. Instead, Stein reveals how most people are leaking \$500 to \$2,500 every month—on forgettable things like insurance, utilities, and medical expenses.

His system is built on research-backed ideas from *Cashflow Cookbook*, which features over \$13,000 in monthly savings strategies—none of which involve skipping avocado toast or making your own toothpaste. These are painless tweaks that require minimal effort, minimal sacrifice, and no budgeting.

Then comes the real payoff: Freeing up just \$1,000/month and investing it at 7% adds over \$2.6 million to retirement wealth over 40 years. You don't need a side hustle. You don't need to deprive yourself. You just need a better plan—and this talk delivers it.

Blending wit, storytelling, and powerful math, Stein leaves audiences laughing, learning, and ready to act!

Learning Outcomes:

- How to add \$1,000/month or more in recurring savings—without budgeting or sacrifice
- Understand the core flaws in traditional personal finance advice—it's too hard and ignores human nature
- Recognize why most wellness programs skip financial health—even though money is our #1 stressor
- Discover how a small change in savings rate can lead to massive wealth creation
- Learn a simple, low-effort way to manage money—no spreadsheets, no side hustles