

# New Knowledge Press

For Immediate Release

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## Can Your Quality of Life Pay for Itself?

Real estate is in the tank and the stock markets are churning. The US Dollar continues to fall, inflation continues to rise and guaranteed employment is a quaint idea from the “good old days.” For those with gainful employment, far too many find themselves in a job or business they hate. Others, to their credit, search for their true calling or follow their passion but cannot seem to make enough money to pay the bills. Generating income and doing what we love are but two dimensions of wealth, of our overall wellbeing. Beyond surviving, the real question is, how do we get to thriving? What can we use to create balance between these and all other aspects of our lives? In short, how do we achieve a more holistic approach to wealth? Mark T. Rafter’s new book, *The Wealth Manifesto: Transforming Your Life from Survive to Thrive* provides us with a solution. It gives us a systematic approach to achieving a broad-based quality of life, including the money to pay for it.

The 21<sup>st</sup> century is confronting Americans with formidable economic, social and political changes. Our traditional notions of what we call “work” are being challenged as more and more people say, “No mas!” to 9 to 5 and join what Rafter refers to as the Self-Employed Millennium. And it’s a good thing too because what we planned to live on in retirement is soon likely to be “No mas!” as well. 78 million Baby Boomers are lining up to crush the Social Security, Medicare and pension systems that were designed for a much different era. According to the Wall Street Journal, the average 55-65 year old has less than \$100K saved for a retirement that is now expected to last more than 20 years.

How do you plan to live on \$5000 a year?

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## **Making Quality of Life Pay for Itself (page 2)**

This book will help to solve that dilemma. Each of the chapters is built around one of the 14 core principles of wealth creation that Rafter uses to develop his values-based approach to overall wellbeing. Dozens of quotes, personal and public stories and end of chapter exercises help the reader to understand and personalize the material to create their own Wealth Manifesto. “One of the things that I have discovered over the years in teaching this material is that a large percentage of people don’t really know what they want, specifically, what it is that makes their life worth living,” said Rafter. “That’s why I developed a philosophy of wealth beyond money, to help people understand what they truly value. Since this is the starting point for many self-made millionaires, applying the principles and practices of entrepreneurship to leverage the wealth potential inside each of us was a logical next step towards generating income.”

Author Mark T. Rafter is an entrepreneur, speaker and peak performance coach. For over 20 years, Rafter had a successful career in technology, designing and marketing wireless communication systems. He has worked for companies of all sizes from Fortune 100s to start-ups to multiple enterprises of his own. This experience, along with a wide range of successes in various investments and his background in psychology, helped to formulate his system for generating “quality of lifestyle” based income.

*The Wealth Manifesto®: Transforming Your Life from Survive to Thrive* is currently available for \$17.95 online at Amazon.com or the author’s website at: [www.thewealthmanifesto.com](http://www.thewealthmanifesto.com).

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*The Wealth Manifesto®: Transforming Your Life from Survive to Thrive* by Mark T. Rafter. Original edition. 6 x 9, trade paperback, 231 pgs. ISBN 9780979668203. \$17.95. Publication: Spring 2008. Distribution: Ingram Book Group

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