



STRESS FREE MONEY, ENTREPRENEURSHIP, AND THE FOUR FREEDOMS

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ABOUT CHAD WILLARDSON:

Chad is the president of Pacific Capital, a fiduciary wealth advisory firm he founded in 2011 that serves entrepreneurs and families. His best-selling first book, Stress Free Money has been featured in Forbes 21 books to read in 2021, NBC News, and Yahoo Finance.

In addition to serving the family office clients of Pacific Capital, Chad also manages the 450 million-dollar investment portfolio as the elected city treasurer of his community. Chad is recognized as one of the top wealth management experts in the country and has appeared in the Wall Street Journal, Forbes Inc., US News and World Report, Investment News, Entrepreneur, and Financial Advisors Magazines.

He lives in Southern California with his wife, Amber, and their 5 children.

4 KEY TAKEAWAYS:

In this episode of the L3 Leadership podcast, Chad Willardson returns to the podcast to discuss his entrepreneurial journey, shares tips for entrepreneurs looking to level up, and provides some basic financial advice to anyone who is pursuing financial freedom.

1. Chad talks about the changes brought about in the corporate banking world after the financial crisis of 2008, and why this drove him to start his own company in 2011 with no real entrepreneurship experience.
2. Distractions such as media can get in the way of growth and self-development.
3. Chad gives a lot of credit to Dan Sullivan for his personal development. Chad and Doug discuss the four freedoms that he's learned about from Dan's program.
4. He provides some general money advice for people who are looking to have more financial freedom.

**"The more I use my time for things that matter, then the more that I can grow."
- Chad Willardson**

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