

American Dream Sticker Shock

What the American Dream costs today, added up line by line, and how families can still get it. This kit gives you everything you need to share it and turn it into conversations.



Where to find it: WealthWaveONE → **Collections** → **American Dream Sticker Shock**. Every item below is in that collection.

What's in the kit

1 • YOUR WEBPAGE

wealthwave.com/*your-name*/sticker-shock

The interactive version with the receipt that adds up as they scroll. It shows **“Presented by” you**, plus a Download It Now button and the podcast player. This is the link to share.

2 • THE EBOOK

Sticker Shock, 2027 Edition (PDF)

The full 31-page book by Tom Mathews. Download it to read and know it cold. When prospects download it from *your page*, their copy ends with a page featuring your photo and contact details.

3 • THE PODCAST

DeepDive Podcast: The \$175,000 American Dream Receipt

A 21-minute listen that walks through the book. It plays at the top of your webpage and keeps playing while they scroll. *An AI-generated audio overview of the book, created with Google NotebookLM.*

4 • THE PRESENTATION

Sticker Shock, 2027 Edition (68 slides)

For team calls and client conversations, with speaker notes. Download the PowerPoint, or present it right from WealthWaveONE under **Presentations**.

What happens when someone downloads the eBook

They fill a short form

Name, email and optional phone, on your page.

They get your copy

The download starts, and we email them the link, signed by you.

You get the lead

They're added to your WealthWaveONE Contacts, and you get an email alert.

You follow up

Reach out within a day or two, while it's fresh.

Share it in three steps

1

Copy your link

Open the **Webpage** item in the kit. Its link goes straight to your personal page: wealthwave.com/your-name/sticker-shock.

2

Send it personally

Text or email it to people you know, one at a time, or post it on social. Use the message below as a starting point.

3

Follow up

When you get a download alert, reach out. Ask what surprised them most on the receipt, then offer to run their numbers.

TEXT MESSAGE

Hey [Name], I just read something that stopped me in my tracks: what the American Dream actually costs today, added up line by line. It's a quick read, and there's a short podcast with it. Grab your free copy here: [wealthwave.com/\[your-name\]/sticker-shock](https://wealthwave.com/[your-name]/sticker-shock)

SOCIAL POST

What does the American Dream cost in 2026? We added it up line by line, and the total surprised me. Free eBook + 21-minute podcast: [wealthwave.com/\[your-name\]/sticker-shock](https://wealthwave.com/[your-name]/sticker-shock)

Good to know

My page doesn't show my name or goes to the main site.

Your WealthWave website needs to be turned on in WealthWaveONE. Your page uses the name, photo, phone, WealthWave email and scheduling link from your WealthWaveONE profile, so keep them current. They also print on the back page of every copy downloaded from your page.

Where do my leads go?

Straight into WealthWaveONE → Contacts as prospects, with the download listed in their activity. If you use Email Marketing, they're also tagged **sticker-shock** so you can follow up on them as a group.

Can I send the PDF itself?

You can, but share your page instead. It's the only way their copy carries your contact page and the lead comes back to you.

Someone downloaded it from the main site.

Downloads from wealthwave.com/sticker-shock (with no name in the link) go to the WealthWave team. Always share your personal link.