

CAMPAIGN PLAYBOOK · 2027 EDITION

AMERICAN DREAM STICKER SHOCK

# THE CAMPAIGNS YOU RUN. THE TEAM YOU BUILD.

**The campaign that shows people what really happened to the American Dream, and everything you've got to run it.**

> **"The main difference between you today and you five years from now won't just be the books you read. It'll be the campaigns that you run, and ultimately, it'll be the team that you build.**



**Tom Mathews**
Certified Financial Educator®,
founder and CEO of WealthWave

WEALTHWAVE®
The MONEY MILESTONES Company

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WHY THIS CAMPAIGN MATTERS TO YOU

# Campaigns build teams. The team is the goal.

**Building a team in a model like ours is how you switch from producing income to overriding income. That's ultimately the goal of every leader who starts here.**

And saying yes to entrepreneurship means saying yes to campaigns. A campaign expands your reach past the people you'd talk to anyway, so you can build something bigger than you were on track to build. That's how a team starts.

**American Dream Sticker Shock** is that campaign. It shows people what's really happening to their money right now, and what they can do about it.

### YOU CAN'T WISH YOUR WAY TO THE TOP

Wishing won't get you to the top, in a corporate job or in a business. Tom says building a business takes four things:

1. **A system** to follow
2. **A big enough problem** to solve
3. **Mentors and leaders** to coach you through it
+ **Hard work and passion** from you

This campaign hands you number 2: the problem. And it's a big one.

THE PATH THIS CAMPAIGN OPENS

## From student, to client, to entrepreneur.

Everyone your campaign reaches can walk this path. The ones who become entrepreneurs join your team.

**Student**
Learns why money feels so tight, and how money really works.

›

**Client**
Puts it to work for their own family.

›

**Entrepreneur**
Helps other families do the same, and builds a team.

> **"Think about what happens if you go from being a student, to being a client, to being an entrepreneur. That changes everything.**
>
> TOM MATHEWS

WHAT PEOPLE ARE FEELING

# They're not imagining it. There is a pinch.

**This campaign is going to open a lot of people's eyes. It puts a number on what they feel. Tom added up what the American Dream costs a year today, line by line: a home, groceries, a car, healthcare, college, retirement, taxes and a little fun.**

**$84,780**
What the typical U.S. household earns. The Dream costs more than twice that.

**+$52,303**
How much more the same Dream costs a year than it did a decade ago ($130,357).

## Why so many families feel stuck

This built up over ten years, so it isn't one political party's doing or one region's. It's pretty much the whole country. Many families got caught three ways at once:

1. **Prices climbed.** Inflation raised the cost of nearly every line on the receipt.
2. **Paychecks didn't keep up.** Incomes didn't rise enough to offset how expensive things are now.
3. **They missed the upside.** Many didn't have enough in the stock market to benefit from its rise.

So it's very predictable why people feel the way they do. Tom's answer to all of it: entrepreneurship.

### THE AMERICAN DREAM

RECEIPT · 2027 EDITION

| | |
|---|---|
| Quantity | 1 family |
| Timeframe | 1 year |
| Payment method | **CASH** |
| Home Ownership | $33,592 |
| Utilities & Apparel | $4,458 |
| Groceries | $16,670 |
| Transportation | $14,447 |
| Medical & Health | $15,886 |
| Leisure | $15,959 |
| Taxes | $45,648 |
| Education | $10,500 |
| Retirement | $25,500 |
| **TOTAL** | **$182,660/yr** |

One hypothetical family of four. The sources and assumptions behind every line are listed in the eBook.

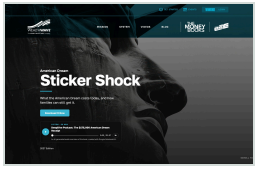
> **"The main fix for a pinch is not to hold up a picket sign, or to complain, or to be mad. The main fix is to make more income and neutralize it.**
>
> TOM MATHEWS

Extra income can cover the bills that went up, or go into savings. Grow it into a business, and it can let you say yes to your family instead of no.

THE CAMPAIGN KIT

# Everything at your disposal, ready to build with.

**Some people will read 32 pages. Some will only press play. Some just need a text from you. Now you've got something for every one of them.**




01 · YOUR WEBPAGE

### A beautiful website with your name on it

The interactive receipt, presented by you. Your link to share.




02 · THE EBOOK

### The 32-page book by Tom Mathews

Copies from your page end with your photo and contact details. Also in Spanish and as a flipbook.




03 · THE PODCAST **LISTEN FIRST**

### The book, as a podcast

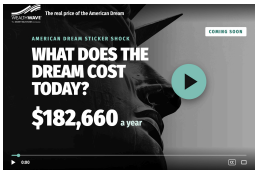
21 minutes, right on your page. An AI-generated audio overview of the book, created with Google NotebookLM.




04 · THE PRESENTATION

### 71 slides, in English and Spanish

Large type with speaker notes. Present it from WealthWaveONE or download it.




05 · THE VIDEO **COMING SOON**

### For people who'd rather watch

A video is on the way. It joins the collection as soon as it's ready.

> **Hey [Name],** I just read something that stopped me in my tracks: what the American Dream actually costs today...

06 · READY-TO-SEND WORDS

### Texts, email and social posts

Samples that say it just right, printed on page 7. Personalize, then send.

EMAIL ALERT

**New Sticker Shock download**

Added to Contacts

07 · YOUR LEAD ENGINE

### Every download from your link comes back to you

People who download the eBook from your page land in your WealthWaveONE Contacts, and you get an email alert.

KIT GUIDE

**Start Here**

08 · THE KIT GUIDE

### A two-page refresher

Where each piece lives, and how leads come back to you.

WHERE TO FIND IT

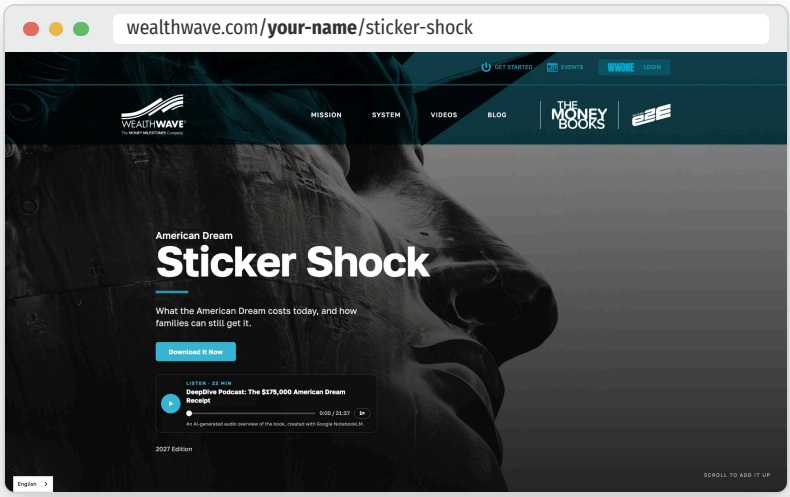
**WealthWaveONE → Collections → American Dream Sticker Shock**

The webpage, the eBook (English, Spanish and flipbook), podcast, both presentations and the Kit Guide are all in that one collection, for WealthWaveONE Pro and VIP members. The video joins them when it's ready.

Scan while logged in to WealthWaveONE

01 · YOUR WEBPAGE + 02 · THE EBOOK

# A beautiful website with your name on it.




**Your page is the heart of the campaign. It's the link you share.**

**Presented by you.** Your name and photo, right on the page.

**The receipt adds up as they scroll,** line by line, to $182,660.

**The podcast plays at the top** and keeps playing while they read.

**A Download It Now button** for the free eBook.




## The eBook:
## American Dream Sticker Shock, 2027 Edition

The full 32-page book by Tom Mathews: what the Dream costs, why families feel stuck, and how they can still get there. After the podcast, read it so you know it cold.

When someone downloads it from **your** page, their copy ends with **your photo and contact details**. That's why you share your page, not the PDF file.

**Also as a flipbook** that pages through in the browser: online.fliphtml5.com/zrtoa/zawy. Use it for a quick look or a social post. It's the same book for everyone, so for the lead, share your page.

### WHAT HAPPENS WHEN SOMEONE DOWNLOADS IT

**1**

**They fill a short form**
Name, email and an optional phone, on your page.

**2**

**They get your copy**
The download starts, and we email them the link, signed by you.

**3**

**You get the lead**
They're added to your WealthWaveONE Contacts as a prospect, and you get an email alert.

**4**

**You follow up**
Reach out within a day or two, while it's fresh.

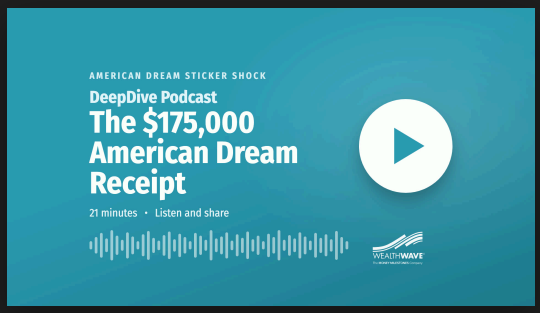
**Before you share:** turn on your WealthWave website in WealthWaveONE, then copy your exact link from the **Your Sticker Shock Webpage** item in the kit. The **your-name** part is your WealthWave website address, which may not be spelled like your name, so don't guess. A link without it (wealthwave.com/sticker-shock) sends the lead to the WealthWave team, not to you. Your page uses the name, photo, phone, WealthWave email and scheduling link from your WealthWaveONE profile, so keep them current.

03 · THE PODCAST · DO THIS FIRST

# First, listen to it yourself. Turn on your inner crusader.

Before you share anything, put on the podcast. Let it fire you up about what you have in front of you, and what this could do for the families you know. When you're fired up, it shows in every message you send.

Then share your page, not the audio file. The podcast plays right at the top, so people who will never read 32 pages can just press play.




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

21 minutes. Plays at the top of your webpage. An AI-generated audio overview of the book, created with Google NotebookLM.

04 · THE PRESENTATION

# Tell the story in the room, or on a call.




ENGLISH

**American Dream Sticker Shock**




EN ESPAÑOL

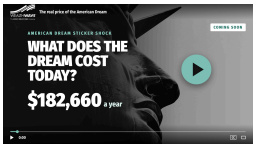
**Sueño Americano: El impacto del costo**

For Spanish-speaking families, with Spanish speaker notes. The eBook is in Spanish too; the webpage is in English only.

**71 slides** in large type, easy to read from the back of the room.

**Speaker notes** to talk from, in each deck's own language.

**Present it right from WealthWaveONE**, or download the PowerPoint.




05 · THE VIDEO COMING SOON

A video is on the way, for the people who'd rather watch than read. We'll add it to the collection as soon as it's ready.

# The right piece for each person.

**Text**
For people you know well. One line and your link.

**Email**
For readers. Send your link; they get the eBook there.

**Social**
Let the world know you're doing this now.

**Video**
For people who'd rather watch. Coming soon.

### 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 AI-generated podcast overview with it. Grab your free copy here: **wealthwave.com/[your-name]/sticker-shock**

### EMAIL

**Subject: What the American Dream costs now**

Hi [Name],

Have you felt the pinch lately? It isn't just you. Tom Mathews added up what the American Dream costs a hypothetical family of four today, line by line: $182,660 a year. The typical household earns $84,780.

The best part is what comes next: how families can still get there. The eBook is free, and there's a 21-minute podcast if you'd rather listen (an AI-generated audio overview of the book, created with Google NotebookLM): **wealthwave.com/[your-name]/sticker-shock**

Which line on the receipt surprises you most?

[Your name]

### AFTER A DOWNLOAD ALERT

Hi [Name], it's [your name]. I saw you grabbed Sticker Shock. Which line on the receipt surprised you most? Happy to walk through your own numbers anytime.

### LINKEDIN OR FACEBOOK

What does the American Dream cost today? Tom Mathews added it up for a hypothetical family of four, line by line: $182,660 a year. The typical household earns $84,780.

If you've been feeling the pinch, you're not imagining it, and there's a way through. That's the work I'm doing now: helping families see what really happened, and what they can do about it. Start with the free eBook, plus a 21-minute podcast (an AI-generated audio overview of the book, created with Google NotebookLM): **wealthwave.com/[your-name]/sticker-shock**

### INSTAGRAM CAPTION — LINK IN YOUR BIO

$182,660. That's what the American Dream costs one hypothetical family of four a year today, added up line by line. A home. Groceries. A car. Taxes. College. Retirement. Feeling the pinch? You're not imagining it. Helping families with this is what I do now. Free eBook, plus a podcast (an AI-generated audio overview of the book, created with Google NotebookLM), at the link in my bio. #AmericanDream #StickerShock

### WITH THE VIDEO — WHEN IT ARRIVES

Hey [Name], this video says it better than I can. Watch it, then grab the free eBook here: **wealthwave.com/[your-name]/sticker-shock**

PUT IT TO WORK THIS WEEK

# Your first steps.

1. **Listen to the podcast.** All 21 minutes. Get fired up first.
2. **Read the eBook.** Know the receipt well enough to walk anyone through it.
3. **Set up your page.** Turn on your WealthWave website, copy your link from the kit's Webpage item, and check your name, photo and contact details.
4. **Decide who gets what.** An email for some, a text for others, a video when it arrives.
5. **Post it.** Let the world know you're doing this now.
6. **Follow up on every download** within a day or two.
7. **Bring your team in.** Show them this playbook, and run the campaign together.

**Log in to WealthWaveONE on your phone, then scan**

Or go to Collections → American Dream Sticker Shock

**Keep this. Read it again.** Not everybody goes into WealthWaveONE and figures this all out. They should, but they don't. So it's all here in one place, and somewhere in it is the piece you almost missed.

**Five years from now, the difference will be the campaigns you ran. This is one of them.**

## It's exciting. Let's do it.

> **"This campaign is going to open a lot of people's eyes."**
>
> TOM MATHEWS

### IMPORTANT DISCLOSURES

For WealthWave associates. Not for distribution to the public. Figures come from the 2027 edition of *American Dream Sticker Shock*. The receipt describes one hypothetical family of four; the sources and assumptions behind every line are listed in the eBook. The DeepDive Podcast is an AI-generated audio overview of the book, created with Google NotebookLM. Income is neither guaranteed nor typical, and many people do not reach the same level of success. Individual results vary. Associates are independent contractors, regardless of field title or designation. WealthWave, LLC is a financial services marketing company. WealthWave Headquarters: 190 Bluegrass Valley Parkway, Alpharetta, GA 30005.

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