

BUILDING WEALTH IN CHANGING TIMES



The Solari Report

MAY 3, 2012

Solari Report Resources 101
with Catherine Austin Fitts





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Our presentation of the evening is one that I am going to really enjoy. It's called *Solari Report 101*, and it's an introduction to the *Solari Report* archives.

I've been having lunches with you; I've had lunches now in Vienna, Kalispell, Tucson, Austin, and San Jose. Cincinnati is coming up in June.

We've also had a lot of feedback and from customer service questions and emails.

What I'm discovering is that a new subscriber finds a rich archive and doesn't quite know where to start to take advantage of all the intelligence that the *Solari Report* offers. There's a lot of material.

My goal tonight is to walk you through the archive and all the resources that are available to you to give you ideas about what's most useful for you.

The *Solari Report* tagline is "building personal and family wealth." I want to organize my comments around our vision of your wealth. My goal in the *Solari Report* is to help you increase the equity on your balance sheet.

What do I mean by the equity on your balance sheet? I mean the value of all of your assets minus your liabilities. There are some unique aspects to the Solari approach about doing that. Let me describe what they are. It's really four things.

FIRST is our definition of equity includes more than the traditional things that a CPA or an accountant would put on your balance sheet. We're not just interested in your financial equity. We're interested in the living equity that ultimately is the source of your financial equity: your knowledge, your health, your family, and your network. We believe in an integrated approach to equity and aligning financial equity with living equity because in the long run, they



have to be aligned to build true wealth.

SECOND I believe that the best way to build equity is in a way where we are all about the business of helping each other increase our equity. What's happening in the financial system is people are making money in a way that destroys the equity wealth of other people. So you have a win-lose model going on, even a lose-lose model. I believe that if you play in a win-win way, that over time if people know that and understand that you will attract the highest quality people and players. Now, it's essential in that model that you are able to protect yourself from being drained by the people who play win-lose and lose-lose. So one of the things that we spend a lot of time on the *Solari Report* doing is helping you understand who those players may be and how to get them out of your life and out of every aspect of your balance sheet and income statement.

To me the way to reinvent the financial system is one person and one family at a time. It's kind of the "just do it" method. So each of us acting this way gathers tremendous power, and in this environment I'm essentially more interested in you building power as building financial wealth, because without power all your financial assets can be stolen and drained. So, it's absolutely essential that we be building power and financial wealth that builds power.

THIRD is that I look at the dark side of life much, much more than any investment advisors I know, or people dealing with building financial assets. There's a real reluctance to look at the dark side for a variety of reasons. One is it can increase risks to the person bringing the illumination. Another is that that many investment advisors have not taken the time - it's very time consuming to sit down and really study and unpack the dark side. So, you have lots of websites who are railing on and on about the corruption but they are often pushing a particular agenda or solution. For example, many websites that have been promoting for years "Oh it's about to collapse, it's about to collapse" and of course Catherine says, "No it's not going to collapse, it's going to slow burn." I think part of the reason I have understood that collapse is a less likely scenario is I have a map that includes a much more detailed research and personal experience in understanding the dark side, including the technology and operations available to engineer a slow burn in relatively invisible ways.

Now, what is the advantage of looking at the dark side? The biggest advantage



of looking at the dark side is the power of creating a new story. I had a wonderful subscriber and a dear friend who after listening to Adam Trombly talk about entrainment technology and subliminal programming, which is about as dark a subject as you can get, she then listened to Bill Tiller talk about the power of intention and Adam Trombly again talking about free energy technology. She then wrote me this lovely letter and said, “Oh my God, I realized why things are stuck now, because of all these dark things going on - the entrainment, the brainwashing - and then I realized the power we have to basically impact our material reality through our intention, and what we can do with new technology. I went to sleep, I had a dream and I had a vision of what the world could be. I understood what you were saying about how it is possible to create a world of just unbelievable abundance and healthy living.”

She said, “I get it now, I get it,” and she said “and no matter how bad things get that picture for me is a vision of something very exciting that is worth not giving up on.” Once you understand how things have become so limited and limiting by looking at the dark side you understand the power of what could be on the positive side. I think that is worth getting into. I also think it’s worth getting into the dark side so you that know how to avoid it. Because it’s one of the greatest wasters of people’s time and money. They don’t know to avoid Madoff, or how to make sure Madoff doesn’t take everything, they don’t know how to avoid Enron. So I think it’s very, very important to understand the dark side so you can know how to avoid it.

FOURTH, I believe that doing business with ethical, competent people pays. So oftentimes we get a call from somebody saying “Oh I think we can get a double in this stock.” And I say, “I don’t care, I don’t want anything to do with it, the people stink.” So that’s why we spend so much time screening people for the *Solari Report*. And what you’ll find is if you look at my time and the time of my production assistants, there is a tremendous amount of time vetting and getting to know people before you meet them on the *Solari Report*.

“Doing business with ethical, competent people pays.”

Now, what I’d like to do tonight is introduce you to the resources and the archives by walking through the balance sheet and income statement. Because our goal is, as we walk through your balance sheet, to increase the assets in your



balance sheet, reduce the liabilities and the risk, and increase the equity. And then obviously on your income statement, increase the revenues or decrease expenses.

Many of the different *Solari Reports* that I'm going to talk about, some are cross-cutting; I could put them on your balance sheet, I could put them on your income statement. I'll only mention them once, but I wanted to do it in this context because I want you to see how everything flows back to this notion of helping you build equity.

So let's go to your balance sheet and start looking at your assets. I break assets down between financial assets, tangible assets, intellectual assets, living assets and spiritual assets. Financial assets, of course, that's my love so that's where I'm going to start.

First thing you need: you need a good bank. We have an audio seminar we did in 2005. I tend to focus in the *Solari Report* on the deeper issues. "[Where Would Jesus Bank?](#)" our first audio seminar on how to find a good local bank was done in 2005, but in many respects it's just as timely today because when you focus on the deeper issues they don't change over time. Then we did a *Solari Report* with the chairman of my bank, who is also my very dear second cousin, it's called "[My Bank: How Do I Find a Great Local Bank.](#)" We talk with the chairman and some of the top executives of National Bank of Malvern, which is a community bank in Pennsylvania, which is Solari's bank and my personal bank, and that's available of course in the archives. It links to our [bank intimate page](#), which has a checklist of sort of the steps to go through to find a good local bank.

In the financial asset area I would say if you could only watch one thing after sort of figuring out where to get a great bank would be to watch the streaming video of the speech I did in Mill Valley last year called "[Investment Strategies for Changing Times.](#)" It's an overview of the critical issues of approaching investment in this kind of environment - what your chief risks are, and how to think and deal with them. One of the biggest risks I focus on in "Investment Strategies for Changing Times" is debasement. One of the challenges in understanding debasement is the extent to which the official statistics are manipulated. We did a great *Solari Report* with John Williams of ShadowStats.



It's called the "[Real Deal on Economic Data](#)" and I recommend that one to you. Having good statistics on what's going on in the economy is very, very important and very, very important in understanding the real debasement that we're managing and dealing with.

I did a series of two special *Solari Reports* last year - June 16th and June 23rd - called "Unpacking Financial and Investment Advice, [Part 1](#) and [Part 2](#)." The first one focuses on financial advice, and the second one I focused on investment advice. This was an effort to sort of sweep up everything I'd learned about how to access and use financial advice well. We have transcripts, but if you were just approaching the challenge of how to become governor of your own assets and how to build assets I think it's a great introduction to navigating a world where there's a lot of good stuff and a lot of not so good stuff. So "Unpacking Financial and Investment Advice" would be on the top of my list.

For people who need great financial planning in December 2010 we had Charles Murray, who's president of the America Institute for Economic Research, do a presentation and interview called "[Organizing Your Financial and Legal Affairs](#)," and at the time Charles offered a discount. So if you go to their website and put in Solari I think it's still good. You can get a discount on a lot of excellent financial planning tools. How to buy a car, [laughter] all sorts of workbooks and basic information on basic financial and legal affairs for those who want to do it for themselves.

In 2008 I published an audio seminar, and remember when you are a subscriber you get not only all the back *Solari Reports*, but we have seventeen audio seminars that we did before I started publishing the *Solari Report*. It's called "[Positioning Your Assets for Growth in Uncertain Times](#)" It introduces one of the key portfolio strategy concepts I use which is breaking your investments down into a matrix of global and local, and liquid and illiquid. It walks through a before and after portfolio. So you know, here's a portfolio that's highly vested in the corporate markets, sort of in the financial bubble, so that's the before, and then you see the after and it goes through some of the key issues to think about if you're trying to reposition into something that is much more solid given the environment that we are now moving into.

A very old one but a good one, "[Navigate the Falling Dollar](#)," was the speech I



gave in 2004, so it's both audio and video. It's where I introduced my concept of the slow burn which has stood the test of time. There are certain basic themes that you'll see started in "Navigate the Falling Dollar," repeated in "Positioning your Assets for Growth in Uncertain Times" and then moving into "Investment Strategies for Changing Times". If you only have time for one I would suggest "Investment Strategies for Changing Times." Let me mention some more in the financial assets area.

For those of you who are interested in socially responsible investing, I did an audio seminar in 2005 called "[Is Socially Responsible Investment Hazardous to Our Wealth?](#)" and it talks about some of the pros and cons of socially responsible investing, which I think for those who are interested in ethical investment, it's important to understand.

One of the things our subscribers are very interested in is any potential changes in taxes, particularly in the provisions related to IRAs and 401(k)s. And we have written a special report about that. It's called "[Proposals for Annuitization of 401\(k\)s and IRAs,](#)" and we track that regularly, particularly in the precious metals markets reports. So that's a theme running through a lot of the things that we do, but it's often discussed in the *Money and Markets* section.

I would include starting your own company as an important category within financial assets. We started with a wonderful audio seminar called "[Building Real Wealth](#)" with Franklin Sanders, which I can't recommend enough. It's a wonderful discussion of how to think about building real economies without government money and bubble money. It's quite wonderful and reflects the knowledge and experience of sort of a lifetime of trying to do really useful businesses.

We also recently did one with Peter Ireland in September 2011 on "[Start-Up Financing for the Rest of Us.](#)" Peter has the best book on financing startups that I know of - *The Smart Start-Up Guide*. It's a great introduction. And if you're ever interested in starting up a business or someone you love is interested, that really is a must get book. Again, it's the best I've ever found in the market. And then we followed up on March 15th this year with "[The Comfort Calls Story - Organizing the Legal Structure for Your Start Up,](#)" inspired by so many subscribers saying they or their children were planning on



starting companies. In that we share a generic term sheet that we used to create the legal structure for a company called Comfort Calls. It's in the Solari stock model of A shares B shares where you can divide voting shares from non-voting shares and raise your capital on non-voting shares and basically keep control of the company. I think that discussion and that term sheet can save you a great deal of time in sitting down and figuring out a legal and capital structure for a new company.

We tend not to focus on fixed income markets. However, we did one on the [“The Sovereign Bond Market”](#) with Axel Merk, one of my favorite money managers in fixed income. We just did one on [municipal bonds](#) with Joe Mysak, who is the Bloomberg reporter in the municipal area. Working as an investment advisor I can tell you working in the markets takes a special kind of mentality. In February 2011 we had Stewart Thomson on [“The Bankster Mind”](#). Stewart has a wonderful sense of the games that the market makers and the market riggers play. He's got a marvelous newsletter and is someone worth listening to if you are interested in the psychology of dealing with manipulated and rigged markets. We also have one on [“Derivatives 101: Engineering the Slow Burn”](#) that I did in 2009 because occasionally we get subscribers who are interested in understanding how derivatives work.

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We have gotten questions recently coming out of the MF Global situation on custodian issues so we're working on a special report, but that will probably be published by the end of this month or next month. So that's it for financial assets. There's more, those are just the highlights. So there's a great deal of material there. Again, if I could only pick one thing to have you watch it would be “Investment Strategies for Changing Time,” unless you have not found a good bank. I just think that's so important to the health of your financial life. So if you haven't found a good bank maybe you want to start with “Find a Great Local Bank.”

Okay let's move to tangible assets. We spend one *Solari Report* every month, the second Thursday of every month, on precious metals. As an investment advisor, my clients have tended to have fairly significant positions in precious



metals. We're interested in every aspect of precious metals whether it's physical or precious metals held in depositories or in traded funds, and that includes deposits or funds held IRAs or just in straight non-tax managed accounts.

We did a special series because history is so important. Precious metals has played a critical role as sort of the keeper of accounts in the global economy between sovereign nations. And the politics around precious metals has been intense for centuries; it's not just something that happened recently. So I had Franklin do a series called "[The Top Ten Dates in the U.S. History of Precious Metals](#)," and we packaged that as both an audio with a transcript. I strongly recommend that one to you to get a sense of the history, particularly if you are going to be investing in precious metals and watching the geopolitics. All of the *Solari Report* precious metals archives are listed [in a special library](#). If you go to your resource page you can click over to the precious metals library and you can scan down and see all the different topics and that can make it much easier for you to access the kind of information that you want.

If you want a good introduction, the prices are out of date but they are great introductions, we did two audio seminars in 2005. One, "[Investing in Coins](#)" that Franklin and I did, and then one with James Turk, "[Investing in Digital Gold](#)," about Gold Money. We've also done special written *Solari Reports* on precious metals, many of them in response to your questions and concerns. One was on GLD and SLV which are the big gold and silver ETFs, called "[Disclosure in the Precious Metals Puzzle Palace](#)," It's one of the most popular things that Carolyn Betts, my attorney, and I have ever written. A second one that was a follow up, everyone said, "Okay if I shouldn't be in GLD and SLV obviously I should put gold and silver in a depository, where do I go?" So, we wrote "[Options for Storing Precious Metals](#)" That's a great introduction if you want to understand what are the issues, what are the different kind of depositories, what are the different issues to think about in terms of using them, what are the fee questions, how do you judge integrity. So it's a great primer if you're trying to learn about storing for precious metals, particularly, including off shore.

Finally, as precious metals rose in price and people were interested in trading the gold-silver ratio, we found more and more people with questions on the tax issues, if they wanted to move or exchange precious metals, whether from gold



or silver or silver to gold. Or from an unallocated holding to an allocated holding, as people grew more concerned about the integrity of holdings in different kinds of institutions. And that's a pretty serious, significant one; it's the kind of thing that you want to give to your CPA if you're considering a different kind of exchange or switch in precious metals. I think it can save your CPA a great deal of time in digging out all of the relevant issues on that topic. Finally, we did another one on arguably the strongest ETF from a credit standpoint.

We're working on a special report that should come out not this month, but next month. It's focused on the question of whether precious metals are still in a primary trend up. Precious metals prices didn't have a strong year last year, gold was up eight percent, silver was down after a very strong year the year before, and clearly they've been sort of trading in a channel and prices are weak right now. A lot of questions about do we believe that precious metals is still in a primary trend, which we do. So I'm doing that to kind of organize the issues and questions and answers in one piece so look for that sometime in the early summer.

Energy, oil and gas goes under the category of tangibles and commodities. We have done four

Solari Reports with Jim Norman on "The Oil Card" ([May 19, 2011](#), [June 17, 2010](#), [March 19, 2010](#)), including the [one we just did late last month](#). Oil and energy is a very significant player on both your balance sheet and income statement. It's a big expense; it's a big component of a lot of the things that hit your expense budget. We've also had Chris Martenson come on to talk about his course, "[The Crash Course](#)". Chris is a believer in Peak Oil, clearly Norman and I are not, but I do agree with Chris on the concept of peak everything and I think that the "The Crash Course" does a marvelous job of presenting that and helping us understand the importance of tangibles in the coming phase as the population continues to grow.

One of the most important *Solari Reports* we've done was with Adam Trombly, about "[Zero Point Energy](#)". The publishing of the documentary "Thrive" has gotten many people interested in knowing more about zero point. One of the reasons I wanted to do the zero point energy is that one of my greatest concerns



as an investment advisor about oil and gas stocks and investments is if you believe as I do that the oil price is manipulated to a much greater price than the market price and you also know that technology such as zero point exists, it's very hard to have a lot of confidence in a high oil price. It's one of the things I watch very carefully; Is there any risk that they could change the model from a fossil fuel model, because the minute they do it's going to have a very dramatic impact not just on the price of oil and gas but on the price of everything. It's going to have a dramatic change in the economics of housing, it's going to have a dramatic change in the economics of government, it's going to have a dramatic change on the economics of transportation, just every aspect of life. So where that politically drawn line is as in terms of what technology is allowed in the model and what is kept out, that's a line that I watch very, very carefully.

Finally, the ultimate tangible is your home and your land. We did an audio seminar in 2005 called "[Navigate the Housing Bubble](#)," and the part 1 is the part is that I would recommend to you. It really goes into the extent of the collateral fraud and how the extraordinary amounts of mortgage fraud developed. The fraud we've dealt with in the past five or six years is not new, it has been building since right after World War II, believe it or not.

If you look at all the work we've done in the tangible asset category, whether it's precious metals or the oil card or the housing bubble, one of the things we try to help you do is to understand the extent of what I call the collateral fraud or the naked short. In other words, the precious metals that everybody thinks they own is much different than the actual precious metals sitting in the vault. Or, the oil price is much higher than a market price would be, or the amount of mortgages outstanding are far greater than the number of houses and on and on and on. And it's one of the reasons that the centralized system is remarkably fragile.

As Jim [Norman] and I were talking about last week, they have to win, they can't afford to lose because the leverage in the system is so mind boggling that they can't afford for it to unwind. And I think one of the things I've really tried to do is to help people understand that by going through the extraordinary manipulations in these three different tangible markets. And yet I know when I talk to subscribers they still have a hard time getting their mind around it. I think if you're interested in that area and you sit down and you listen to - and I



would add in that [Chris Powell joined us recently on the *Solari Report*](#) to talk about the history of the evidence on suppression in the gold market - so if you go through what we've done on suppressed technology, the manipulation in the housing market, the manipulation in the precious metals market and the oil markets, I think that will probably help you get your mind around it.

Let's discuss intellectual assets next - your mind, your data, your intellectual capital is how I divide this up. Under the category of mind, I could only pick one thing for you to listen to it would be the interview we did with Adam Trombly on "[Entrainment and Subliminal Programming](#)" and its relationship to financial manipulation. I strongly recommend that to you. The situation is far worse than most people know, but as my pastor once said "If we can face it, God can fix it," so I think it's very important for you to know that this technology exists and you need to protect yourself from it.

We did a great interview with Dr. Nick Begich on "[HAARP](#)." HAARP has cross-cutting implications not just to the clarity of your mind and the electromagnetic field, but geopolitics as well, but I put it under the mind category since I think your having a clear, strong and healthy mind to me is absolutely essential to protecting and building your financial assets or any of your assets. So I tend to focus a lot of my concern about "is your mind clear, do you have a good map?" I did an introduction in 2010: "[The Layman's Guide to Mind Control](#)." Mind control is much more important to many things going on in major stories than we think. Luckily, Hollywood has done a great job of documenting what's going on in mind control, particularly mind control used in covert operations so there's a lot available now to make it easy for this area to understand, which is one that makes people squeamish.

I've also included under your mind - but it's cross-cutting to many different areas including your health and back to geopolitics - the series we that we did on chemtrails. I did an introduction called "[Unanswered Questions About Chemtrails](#)," and then after that it in 2010 we did a special report with Clifford Carnicom, certainly the very best expert on global spraying programs aka

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chemtrails. And then, before we did the special report with Clifford we did one called “[More Questions about Chemtrails](#)” with Clifford Carnicom, and for the third and final big one where he goes through all the hypothesis of what chemtrails may be about we did a special transcript and it’s a remarkable interview and a great introduction. If you don’t understand chemtrails, it’s very hard to get a good map of how our world is working right now and what’s going on, although obviously there are more questions than facts available. Okay, so that’s it for your mind. If there was any area I would encourage you to spend a lot of time on it would be - I would listen to everyone in this category. I really would, I think they’re some of the best things we’ve done.

Okay, your data, you’ve probably heard me say in a digital age, data about money is worth more than money. We did a great *Solari Report* with Bob Sullivan on “[Identity Theft](#)”. I spent two years trying to figure out the best person in the country on identity theft, finally chose one who worked for the *Wall Street Journal*. Right before she came on the *Solari Report* she got a job offer, had to suddenly ditch out on me, and then she said, “Well after me Bob Sullivan at MSNBC is the best,” and so we got Bob. His books on identity theft are absolutely fantastic; his books on financial fraud are absolutely fantastic. Identity theft is something that is a risk for every one of us and I encourage you to listen to that one. Then we had Katherine Albrecht in 2010, “[Are You Bringing Spy Chips into your Life?](#)” You and I are dealing with, we are all dealing with extraordinary invasive technology and Katherine is a great explainer of that and all the different ways that spy chips come into our lives and the data that we’re giving up. It’s invaluable to understand these different invasive systems and shut them out as much as you can.

In response to subscribers’ requests, we wrote two special reports on the census. The first was “[What is the Census?](#)” and then the second was, we got lots of requests to write something on “what are the risks of not responding to the census?” I had Carolyn Betts, my attorney, write quite a tour de force on what are the enforcement risks if you don’t answer the census. Those are both available as written special reports. You can access them from the resource page.

Okay in the category of intellectual capital, I would include the importance of having a “real deal” map. This is a very long list and I’m not going to go through all of what is available in the archive, I’ll go through it very quickly. If I



could encourage you to read just one thing, I'd go back and read our wrap-ups. At the beginning of every year we do a wrap up and a look ahead, and it's a look at the big trends. We also do it quarterly but I think the annuals, especially the ones that have great transcripts, the last two years have had great transcripts with lots of graphics. They're great overviews designed to help you understand and look at the top trends. So read the annual wrap-ups, particularly for the last two years.

Some of the ones that we've done in this area that would help is "[My Media, How Do I Know What's Really Going On?](#)" I had Alastair Thompson, publisher of *Scoop Media*, New Zealand, one of my favorite journalists, just an incredible, incredible publisher, credible media is *Scoop Media*, and that's really how to use the press to get the truth.

I did one in response to many, many questions I got from subscribers; it was called "[Truth or Consequences: Is it Possible to Tell the Truth Without Getting Killed?](#)" [Laughter] So these are my formulas for how you can tell people what's really going on without inviting risk. I think it's very helpful. I'm not a great believer in the collapse scenario, but I think it's very helpful to understand where collapses happened around the world and live through those scenarios in your imagination. It's great for planning; it's great to understand. Dmitri Orlov came on in 2009 for an interview called "[Can Collapse Happen Here?](#)" He thinks collapses are likely to happen here. I don't, but I think his writings help you understand about how to think about collapse and how to build resilient systems, which are good no matter what you do.

One of the best *Solari Reports* we ever did is September 2nd, 2010, "[The National Security State and the Clash of Civilizations](#)" with Richard Dolan. Richard Dolan is the person who promoted the notion of the breakaway civilization. It's an extraordinary interview. We describe his second book on the national security state and that book is, if I had to give you a list of the top twenty books to read for the 21st century, that would be one of them. Just reading the first and last chapters maybe twenty times you'll learn more about what's really going on than just about any source. The current economic model is the Central Banking Warfare model. I talk a lot about the importance of military and warfare to making the system go and making the economy and the reserve currency go. America's core competency is war. It's the basis of a lot of



our economic blessings. At the same time if you look at education in the United States we don't do a lot of studying about war. We don't talk about war and it's one the reasons I did in 2010 an interview with Dr. Victor Mair from the University of Pennsylvania who has published a translation of Sun Tzu's "[The Art of War](#)" Talk to any spooky guy - it's their handbook. When I first got into the litigation I can't tell you how many people who used to work for the CIA said "Oh well you need to read Sun Tzu's *Art of War*." But it's a very interesting book and it's a very important book if we're going to live in a global civilization defined by war which is unfortunately what we're in right now.

A great interview on the national security was, "[On National Security](#)" with Colonel Lawrence Wilkerson. He used to work at the National Security Council.

A very prescient one in 2010 by one of my favorite geopolitical commentators John Laughland, "[Will the Euro Fail?](#)".

Interestingly enough a lot of people want to learn economics, and my pastor once asked me to write a curriculum for his high school students, we made an audio seminar to describe it. It's called "[Economics 101](#)" in 2005.

Some other great both *Solari Reports* and audio seminars with Jon Rappoport, one of my favorite people to have on the *Solari Report*, a great one was our interview about his latest product called "[The Matrix Revealed](#)." We also just did one on "[Let's Go to the Movies](#)", but we have an audio seminar called "[Introducing Jon Rappoport](#)", that's also very good.

Finally at the end of the last year we had Peter Dale Scott on "[Deep Politics and the War Machine](#)." His latest book "*The War Machine*" is very, very good, and a lot more insight into the relationship between war and the economy.

Okay moving onto living assets, health (including food) and community are two aspects of this areas. We do a tremendous amount on health. One of my greatest concerns related to my clients and subscribers' financial assets is that given the extent of the environmental pollution and given the extent of the deterioration in the food system and in the quality of water and air, we need to be thinking much more radically about investing in fresh food and in taking



care of ourselves physically. So the amount of money that we should be spending on preventative health care is far greater than I think most people understand. I have people with very significant brokerage assets saying “I can’t afford fresh food,” or “I can’t afford to buy direct from the farmers,” or “I can’t afford that kind of preventative health care.” You can’t afford not to do that kind of preventative health care or get really, really high quality food. So if you look at the food area we’ve done a lot. We’ve had Sally Fallon on nourishing traditions, we had Scott Tips on [Codex](#), which is literally the global scheme to control your food. We had Bertram Verhaag, whose done fabulous documentaries on GMO food. We’ve had Dr. Gwen Scott on “[How to Mitigate the Harm to Your Health from Chemtrails](#).” [Dr. Laura Thompson](#) is my nutritionist and she’s been on several times talking about protection yourself from vaccines or mitigating against radiation poisoning. She did right after Fukushima. We also had an attorney on to talk, Alan Philips to talk about how to [access vaccine exemptions](#). A great *Solari Report* with Dr. Robert Lustig we did in September 2010: “[Sugar Addiction, Getting It, Ending It](#).” After the litigation I was addicted to sugar and it was infuriating because I just couldn’t break it. And then I had a wonderful subscriber whose doctor had studied with Lustig, just kind of gave me the system and ka-boom within a week I was off sugar, it was amazing.

“After the litigation I was addicted to sugar and it was infuriating because I just couldn’t break it.”

We did one with Eric Toensmeier called “[From Permaculture to Profits](#).” Permaculture is - and some of the things going on in the whole organic and biodynamic food area are very exciting - and so permaculture is a great interest of mine and something that can offer lots of opportunity for people interested in gardening or landscaping. We also did one on “[Building Your Local Food IQ](#)” with Jean Hamilton from NOFA, a great organic farming association up in Vermont. And finally, we have a great compendium of great food documentaries, you can print it out from the resource page.

So let’s go to community. One of my favorite *Solari Reports* was one we did with Jay Hughes who is an attorney who advises wealthy families. It’s called “[Family Wealth](#),” the same as the name of his book and it talks about how families can get together and organize to help each other be successful. It’s a wonderful book, I recommend it to everyone. Jay wrote it to help wealthy



families keep their wealth going for generations. I'm a great believer that the tactics that keep wealthy families wealthy can help families that are not wealthy become wealthy, and it's a marvelous book and it's a great interview. We also did one in 2009 called "[Nuts and Bolts of Organizing a Solari Circle](#)" and we included documentation on how to do a Solari Circle that's an investment club, - when I say investment club I mean a traditional investment club using a brokerage account to do securities - but we also created documentation if you wanted to Solari Circle to do local investment. We spent a lot of time with my attorney making up those documents. If you are interested in forming a Solari Circle - to do securities or local investment - those documents will certainly help inspire you to come up with something with your own attorney or local network.

Also under the category of community Dr. William Tiller in November 2011: "[Scientific Support for the Power of Intention](#)." I think Tiller's work is very important and I would combine it with one we did in early 2012, this year, with Lynne McTaggart called "[Rethinking Intelligence](#)." Lynne is an investigative reporter and remarkable author on the question of how does shared intelligence work. And both Tiller and McTaggart give you a very different picture on the power of humans to shift and change things in positive ways that is unbelievably exciting and will really restore your confidence that we can change things.

In December of last year I had Foster Gamble, the publisher and producer of "[Thrive](#)," and that was also very inspiring; If you take Tiller, and McTaggart and Gamble together that was very inspiring because Foster's last part of the documentary is very much on how do we achieve solutions. Now he and his wife Kimberly are traveling the world, engaging people in conversations on how do we really shift things, how do we move to a world where people can thrive?

One a while back is Albert Bates on "[Financial Permaculture and Transition Towns](#)." Another one I would put under community, is "[Who's Your Sheriff?](#)" with Sheriff Richard Mack, who really helped us understand the power of local enforcement. In terms of building community, understanding your local enforcement, working with your local enforcement, getting the right people in those positions can make just an enormous difference.



Finally we talked to Jamie Johnson who's a documentary filmmaker who has made two wonderful films about the wealthy. I called it "[Engaging America in A Real Conversation](#)." Jamie is just a very engaging, young, talented guy and he is engaging the wealthy in one of the most blunt, honest conversations. It just makes you realize that we're not alone, there are people of great courage out there trying to do something.

Okay so let's move to spiritual assets. Spiritual assets to me get down to the questions of "Why are We Here?" "How Do We Organize Our Time in a World Gone Mad?" "How do We Get the Energy and Subsistence We Need Culturally and Spiritually to Really Continue and Make a Difference?"

A couple of offerings from the archives that I would recommend to you, one was an audio seminar that we did in 2005 called "[Getting Started with Coming Clean](#)," and then a report, well another seminar that I did with Franklin because Franklin and I have lived through some pretty ugly experiences, it's one of the things that we share. So during the time of Katrina we wrote one called "[Building your Lifeboats: Surviving and Thriving in Risky Times](#)," and it was kind of our lessons learned from having to go through very hard times. I did one in 2010 called "[Catherine Reports Live from Switzerland](#)," and a lot of it was about why I love the Swiss and what they can teach us about living through difficult times. Then finally one of my favorite authors, Laurence Gonzales, author of a book called "[Deep Survival](#)," that was a *Solari Report* we did in 2009, it's just as relevant today. That is an outstanding book for anybody, I won't go into all the details, but it's really about people who survived extraordinarily difficult experiences and accidents in the wilderness, and Gonzales distilled it down to sort of ten rules of thumb of what are the characteristics of people who succeed despite all odds. And believe it or not, it's absolutely transferable to any kind of difficult or stressful situation. It's a very uplifting and exciting book and so I recommend that interview to you.

Finally, I just did a report called "[Living in Faith](#)." That's very recent, and that's sort of where I talk about what are the big issues that we need to face. Because you can't – if you look at what our problems are financially in this day and age, they relate more to lawlessness and corruption and an ongoing financial coup d'etat than they do to financial problems. When you are dealing in a world where change is happening this rapidly and things are going on that



are that both extraordinary and can be that negative for you, it's very, very important to come at things with a very powerful and strong faith and deal with the deeper issues which is what I try to do in that *Solari Report*.

Okay, so that's it for your balance sheet. We've gone through your different kinds of assets. I'm not going to go through what liabilities are but it's really building and protecting your assets that will drive your equity.

Let's turn now to your income statement. And as I said many of the things I've talked about in the balance sheet go into different parts of your revenues and your income statements. One of the things you'll see if you go through "Positioning Your Assets for Growth in Uncertain Times" or some of the other audios we did on finances is I talk about the importance of looking at revenues and expenses on an integrated basis. You'll find some people living a lifestyle where they're trying to increase their revenues but in fact it means they have little time. There are ways of reconfiguring their lives: moving out of high-cost areas or simply decreasing the amount of time they spend trying to make money, and using that time in a way to try to decrease their expenses and ending up in a situation where they can save more money and certainly be healthier.

So, you'll see that is a theme threaded throughout all the work we do is focused on what increases your equity, not just what increases your revenues. I would say that I do have a prejudice for entrepreneurial skills. One of the things you'll see is successful entrepreneurs, to get to where they want to go, need long periods where they operate at significantly decreased personal revenues and so we tend to focus a lot therefore on what you can do to bring your expenses down or certainly make sure you get what you pay for.

The biggest waste I see in most people's income statement is not a financial expense, it's a loss of time, either because you continue to allow people into your life who play on a win-lose basis, or institutions who play on a win-lose basis, or who invade your data and use your data in a variety of ways. So anything you can do to get those players out, whether they are bad dogs in your family or the wrong kind of big bank, but anything you can do to cleanse your life of dirty players or bad players or simply people who don't give you energy will protect you from one of the greatest wastes.



A second is, believe it or not, stop watching TV. There's a great deal of time taking in misinformation from unreliable sources and then having, as a result of that making a whole variety of mistakes. Food and water, I won't go back and go through everything I said about food, but it applies here. There is if anything, more concentration that needs to be spent on accessing fresh food and water and getting independent from corporate systems. If you don't believe me absolutely download my list of the top food documentaries and just start going through them. One of the things we focus on again in "Positioning your Assets for Growth in Uncertain Times" and some of the other financial asset audio seminars and *Solari Reports* is how can you find ways of disintermediating your balance sheet so in fact you do more for yourself. So I'm always telling the story of the person whose yields were going down on her stocks and her water bill was going up and so she sold her stocks and built a well. Anything you can do to permanently take over and create self-sufficiency and do for yourself is something not only that hopefully shrinks down in terms of your expenses, but then if we get a kick up in inflation or a decrease in reliability of the provisions, you are in great shape. So providing your own energy may look expensive until you realize if you head out to Portugal as I did and they slap a smart meter on your house and from then on you've got a surveillance device on your house that could harm your health.

“Anything you can do to permanently take over and create self-sufficiency and do for yourself is something not only that hopefully shrinks down in terms of your expenses, but then if we get a kick up in inflation or a decrease in reliability of the provisions, you are in great shape.”

So let me just touch on the energy area. It was funny, I had somebody say to me when I first had Blake Levitt on the *Solari Report* to talk about [electromagnetic fields](#) and then [the smart grid](#), she said "You know, you guys are all over the map I thought that you were about financial assets," and I said to him, "Jeff, if you look at your income statement your utility bill is one of your biggest investments over a lifetime and if you're paying a fortune to the utilities when in fact the prices you're paying are way higher than what they need to be given what Adam Trombly is telling us about zero point, and in fact they are putting meters on your house which are surveillance devices and are bad for your health. So you're paying money and instead of getting of what you're supposed to be getting you're getting something that is much more



expensive that it needs to be and it is invasive of your privacy and it's hurting your health. That is a financial issue." And so I would encourage you to take a look at what's going on in both the energy and the food area that would argue for greater self-sufficiency.

Taxes is obviously a very important part on your income statement and it's why we've written this special report on foreign financial assets. It was the hot topic in this tax season, and it's one where the failure to be compliant could be very expensive. It's another reason why throughout the *Solari Report* we continually pound the drum on the fact that there is no privacy, and you need to be impeccable on your compliance on taxes. Or if you are not going to be impeccable, you need to do it with a clear understanding of the potential price of civil disobedience on this issue. One other one on the utilities we had Dr. Sam Milham on "[Dirty Electricity: Are You Paying Your Utility Bill with Your Life?](#)" Very good one.

So those are some of the additional things I would put on the expense side of the income statement.

So this concludes our walk through the archives. There's a tremendous amount of material there, I would hope that you access this content in the order that is most useful to you. If you have any questions at all about how to find what you're looking at, I would encourage you to post questions. Send them to customer service or post them for this *Solari Report*. We want to make that it's easy for you to find what you want, and you find those pieces that are the most useful to you. There's a great deal here, but I think that if you take the time to go through this and access this material it will give you remarkable context to understand how your world works and to help you understand how you can ultimately be the governor of your own financial resources, which is ultimately my goal: that you are the master of your ship, and your ship is getting wealthier.

I hope this introduction is helpful, but again if you have any questions please let us know and keep us posted on what additional materials you would love to have us cover, because there's no part of helping you build up your equity that we're not interested in doing or not interested in providing.



We'd love to give you everything that you think will help you get to where you want to go.

DISCLAIMER

Nothing on The Solari Report should be taken as individual investment advice. Anyone seeking investment advice for his or her personal financial situation is advised to seek out a qualified advisor or advisors and provide as much information as possible to the advisor in order that such advisor can take into account all relevant circumstances, objectives, and risks before rendering an opinion as to the appropriate investment strategy.