

## Chapter 3

### The Offer

The Offer is simple: I will pay you for five hours of your time at your hourly rate, unconditionally, to answer the questions of The Task for yourself. When you perform The Task, you will be working at a thought problem that may take you the rest of your life to answer. It will work to your economic advantage and long-term growth potential to answer the questions of The Task now, and to keep asking them about yourself for the rest of your life. I am going to do the same.

When The Offer is made, in exchange for your mere agreement to answer the questions of The Task, the offeror pays “The Offer Price”. You will have to create a user profile, join the Real Advisers network (no need to enter a credit card), and provide us with some demographic information that we will agree to hold confidentially. You agree to provide responses to the questions of The Task to help us determine whether you would be an ideal client or partner. A thoughtful and detailed written response would be most helpful. Nevertheless, even if you never give us your response, you still get to keep The Offer Price.

There are some people who will be so skeptical, they will not even accept The Offer Price, thinking that there is some scam or hidden agenda. There is a hidden agenda (and I discuss it throughout this book), but one that is designed intentionally to advance simultaneously the combined interests of Real Advisers and our clients.