

FOR MAILING—

SL: Survey: World is “sleepwalking” to retirement disaster

FOR BLOG ENTRY—

Primary keyword: retirement

Secondary keyword: alternative investment assets

Tags: retirement, alternative investment assets, precious metals, decreasing stock market returns, retirement savings, U.S. economy, global debt, orphan 401(k)s, self-directed IRAs

Blog Categories:

Headline (H1): Survey: World is “sleepwalking” to retirement disaster

Subhead (H3 in smaller font, replaces greeting): Alternative Investment Assets Offer Savings Protection

Meta title (60 characters):

Survey: Retirement Trouble Imminent | August Precious Metals

Meta description (160 characters):

Traditional retirement may be headed toward extinction, according to a recent global survey. Alternative investment assets may provide part of the solution.

HTML Image Alt Tag (describes image visual): retirement-social-security-stock-market-alternative-investment-assets-gold-silver-2019.jpg

Image Name: Retirement advisor with sign re alternative investment assets

Commented [KF1]: Needed to be shorter to fit in inbox formats

Deleted: Developed w

Deleted: ward

Deleted: pension-crisis-

Deleted: Financial

Deleted: holding up sign that reads “Are you ready?”

{First Name},

Traditional retirement **may be** headed toward extinction according to a recent global survey. 60% of respondents **declared** they're worried **they won't have** enough money to stop working. **With** diminished stock market returns predicted for the foreseeable future, the outlook may grow gloomier still. Now may be the time for investors to look to safe-haven, **alternative investment assets**, such as gold and silver, to increase their chances of enjoying some peace of mind in their **golden years**.

- Financial giant **ING** recently published its fourth annual international survey on retirement, and the results suggest the global population is financially ill-prepared to stop working when they become "seasoned citizens." Among the survey's worrisome findings are **the facts** that **60% of people in the developed world believe they'll have trouble retiring, and more than 1 in 4 Americans and Europeans have no savings, period.**
- Reuters** recently reported on a forecast by S&P Global that says nations will borrow so much in 2019 it will drive **total global government debt to \$50 trillion**. According to S&P, **sovereigns as a group will borrow \$7.78 trillion this year**, an increase of \$3.2 trillion over 2018. **Governments borrowed manically during** the low-interest-rate environments of recent years, **and now rising interest rates are** forcing **them** to accumulate more debt just to service the *existing* debt.
- A disconnect has been evident** between the stock market's continued resilience and the true state of the economy, **which is not likely as favorable as it seems**. More proof of **this disconnect** lies in a Wells Fargo model that says **there's a 40%-plus chance of a recession in 2019 despite the fact that one-year equity volatility is trending lower than its average**. **The last time there was similar divergence between recession likelihood and stock market volatility, it was 2008**... right before the financial crisis. Visit **Bloomberg to learn** more.
- If you left a previous job without taking your company retirement plan account **with you**, then you "orphaned" your 401(k). Estimates suggest **there's more than \$1 trillion sitting in orphan 401(k)s** throughout corporate America. One smart way to resolve forgotten or neglected plans is to roll them over into **self-directed gold and silver IRAs, which can help protect your other retirement investments**. To learn more, read Augusta's latest blog article **here**.

Commented [KF2]: The lead was buried in the sentence as the second clause, so I switched the clauses. Now the most important info is at the beginning, which makes a stronger beginning that is more likely to draw readers in...

Commented [KF3]: I inserted a dash to make the first paragraph easier to scan and get readers into the subject. Also split the long sentence.

Deleted: A recent global survey suggests t

Deleted: is

Commented [KF4]: Original was ambiguous – could be read to mean they are worried they WILL have enough.

Deleted: , with

Deleted: declaring

Deleted: about having

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Deleted: , as well as that

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Commented [KF5]: The edit puts the tangible "doer" of an action right before the verb (the action), which helps the reader know what's going on from the beginning of the sentence. Also, it's the interest rates and not the borrowing that are now forcing the accumulation of more debt. Does that make sense?

Deleted: The manic borrowing that characterized

Deleted: is

Deleted: governments

Deleted: now that rates are rising

Commented [KF6]: Fixed passive voice.

Deleted: There's a

Deleted: that

Deleted: I

Deleted: for the past year

Deleted: That in itself is a disconcerting sign; t

Commented [KF8]: This is powerful.

Deleted: and

Deleted: for

Commented [KF9]: Without the addition, it sounded like it was

Commented [KF10]: Please use "more than" with things that

Deleted: over

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Growing debt, a disconnect between the stock market and economy, rising interest rates. No wonder some investors are worried. And now recent international data indicates the entire world may be on the verge of unprecedented retirement challenges of great magnitude. Why take chances? Physical gold and silver can provide financial protection in unsettled economic climates, and this may be a perfect time to consider alternative investment assets. For more information, call [Augusta Precious Metals](https://www.augustapreciousmetals.com) today at 855-242-4121 or visit [Augustapreciousmetals.com](https://www.augustapreciousmetals.com).

Regards,

{AE First Name}

Commented [KF11]: Added to show that this is specific data, not all data.

Commented [KF12]: Changed word to remove possibility it will initially be read as the data is showing something to the U.S., rather than that the data shows unprecedented challenges.

Commented [KF13]: I took out the U.S. because nothing here refers to the U.S. being split out from others in the survey – okay with you?

Deleted: Data

Deleted: shows

Deleted: the U.S. – indeed,

Commented [KF14]: Removed reference to “affecting even those who have confidence that they will be ok” for compliance reasons. We don’t provide a reference to back up that claim.

Deleted: –

Deleted: facing

Deleted: when it comes to retiring. Challenges of that

Deleted:

Deleted: could adversely affect even those who are confident they’ll be OK...

Deleted: For more information on the protection that p

Page 2: [1] Commented [KF9]

Kindra Foster

2/25/19 11:51:00 PM

Without the addition, it sounded like it was referring to taking our the retirement plan (taking a 401k when you started work with the company).

Page 2: [2] Commented [KF10]

Kindra Foster

2/25/19 9:07:00 PM

Please use “more than” with things that can be counted to remove ambiguity.