

FOR MAILING—

SL: Survey: ~~Developed w~~World is “sleepwalking” toward retirement disaster

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

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-~~pension crisis~~-social-security-stock-market-[alternative-investment-assets](#)-gold-silver-2019.jpg

Image Name: [Financial Retirement](#) advisor ~~holding up sign that reads “Are you ready?”~~with sign re alternative investment assets

{First Name},

A recent global survey suggests traditional retirement ~~is~~ may be headed toward extinction according to a recent global survey ~~with~~ 60% of respondents ~~declaring~~ declared they're worried ~~about having~~ won't have enough money to stop working. ~~With~~ and 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 ~~golden~~ Years ~~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 believes they’ll have trouble retiring**, ~~as well as that and over~~ 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 whole group will borrow \$7.78 trillion this year**, an increase of \$3.2 trillion over 2018. ~~The manic borrowing that characterized~~ Governments borrowed manically during the low-interest-rate environments of recent years, and now rising interest rates are ~~is~~ forcing governments ~~them~~ to accumulate more debt just to service the existing debt ~~now that rates are rising~~.
- ~~There’s 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 ~~that 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 for the past year**. ~~That in itself is a disconcerting sign;~~ tThe last time there was similar divergence between recession likelihood and stock market volatility, it was 2008 ...and right before the financial crisis. Visit Bloomberg ~~for~~ 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 over more than \$1 trillion**

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.

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

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?

Commented [KF6]: Fixed passive voice.

Commented [KF7]: “That in itself” suggests there is something else that is also disconcerting, but we don’t mention anything else, so I just removed the introductory phrase.

Commented [KF8]: This is powerful.

Commented [KF9]: 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).

Commented [KF10]: Please use “more than” with things that can be counted to remove ambiguity.

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](#).

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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 ~~U.S. - indeed, the entire world~~ ~~Data - recent international data shows indicates the~~ ~~may be on the verge of facing~~ ~~unprecedented retirement~~ ~~challenges when it comes to retiring. Challenges of that of - great magnitude could adversely~~ ~~affect even those who are confident they'll be OK. Why take chances? For more information on the protection that p~~ 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](#) today at 855-242-4121 or visit [Augustapreciousmetals.com](#).~~

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?

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.

Regards,

{AE First Name}