



Confessions of a CPA: Why What I Was Taught To Be True Has Turned Out Not To Be

By Bryan S Bloom CPA



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A question I get almost every day is: “why isn’t everyone implementing the principles in this book?” The answer to that question is that everyone who understands these financial truths is implementing them. If you carefully read and absorb the financial principles of life insurance uncovered in this book, you will understand as well. There is a finite amount of knowledge that humans know about the universe. All of this known information falls into three categories: First, there is a certain amount of information that we know and that we are aware that we know. We could say that we are “consciously competent” of this information. Second, there is a large amount of information that we know nothing about. We know that there are certain fields or concepts "out there," but we really don't know anything about them. We might say that we are “consciously incompetent” of this information. The third category of knowledge represents information we don't know, and we’re not even aware that we don't know it. We are "unconsciously incompetent" in these areas. It doesn't mean that the information doesn't exist; it just means that we are currently unaware of its existence. As a result, this information currently sits in our "blind spots." Just like in our cars, there are some things we don’t see that others do. But if we just turn our head 20 degrees, we will see things we have never seen before. This book will help you to turn your head 20 degrees and to discover something wonderful that you have never seen before. Victor Hugo (author of Les Misérables) once said: “all the forces in the world are not so powerful as an idea whose time has come.”



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Editorial Review

About the Author

Bryan began his financial career immediately following earning his CPA credentials and Bachelor's Degree in Accountancy from the University of Illinois. Later he earned his Master's Degree in Business Administration from the University of Illinois Executive MBA program. His career started as a staff accountant for the State Universities Retirement System of Illinois where he eventually became the Chief Financial Officer. After 19 years of experience in public retirement matters, he worked for 5 years with Benefit Planning Consultants, Inc. - a third party administration corporation overseeing private retirement plans. He is currently associated with Chesser Financial, where he has been assisting individuals in their personal retirement planning for the last 13 years. Bryan earned Million Dollar Round Table membership within four months at Chesser Financial. He earned VIP of the Year award from Ohio National Financial Services that same year. In 2010, Bryan was recognized by Ohio National with their Chairman's Navigator Award, recognizing him for the personal integrity Bryan exhibits with his clients and business relationships. Bryan and his spouse of 32 years, Pam, live in Champaign, Illinois, and are avid fans of The University of Illinois Fighting Illini. They have two daughters, Callie and Corrie.

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