

“Bubble Trouble”

Are you aware?

SCRIPT SAMPLE: Animated explainer video, 2018

<https://youtu.be/ZSG5oMgCNFI>

Look around:

Times are good!

Stocks are up!

Interest rates are down!

Assets have never been higher!

The cost of money is cheap. So everyone is borrowing!

People!

Companies!

And governments around the world!

Credit is plentiful, so money is plentiful.

We're surrounded by many nice things!

Everyone feels happy and hopeful.

“Please!” we beg. “We want more, more, more!”

But wait! (You want the truth?)

Times only SEEM good.

Because we're right in the middle of an **economic bubble**.

And that bubble's getting bigger **every day**.

The more we **want** ... the more we **buy**.

The more we **buy** ... the more we **borrow**.

The more we **borrow** ... the more we **owe**.

The more we **owe** ... the bigger this bubble **BALLOONS!**

Until one day?

That bubble will BURST!

And when it happens?

Panic!

Mania!

Crisis!

We'll be DEEP in BUBBLE TROUBLE!

Markets will **crash!**

Rates will rise!

The **prices** of **assets** will plunge!

Borrowing will cease!

Taxes will increase!

And **cash** will be all too scarce!

Our costly debts will crush us.

You don't believe me?

Reread your history books.

Remember the global recession 10 years ago?

People lost their **jobs**. Their **homes**. Their **net worth**.

Families quit **spending**. And businesses quit **investing**.

The world lost hope.

Remember the agony?

The anguish?

The distress?

The sorrow?

The suffering?

The pain?

How soon we forget.

Because bubbles **ALWAYS** burst.

It's never a matter of **IF** – but **WHEN**.

Now that you know, what should you do?

Reduce your debts?

Borrow less?

Save more?

How can you change your ways?

What can you do to save yourself from the catastrophe sure to come from BUBBLE TROUBLE?

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