

**52 SIMPLE  
WAYS TO  
MANAGE  
YOUR  
MONEY**

**A weekly JOURNAL & WORKBOOK  
to help you take real control of  
your money!**

**Judith A. Martindale, CFP & Mary J. Moses**

**toExcel**

**New York San Jose Lincoln Shanghai**

## **52 Simple Ways to Manage Your Money**

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Judi was the financial expert on CBS/KCOY-TV Evening News for over four years and provided a daily personal finance report for local radio. She produced and hosted the show "Success Story," which aired on both radio and television.

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*-Judi Martindale*

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*-Mary J. Moses*



# INTRODUCTION

During my thirteen years of working as a financial planner, I have noticed that some very wealthy people who have clearly understood the practical aspects of investing would often speak of feeling poor. I also noticed others who subscribed to an “abundance philosophy” often lacked the skills necessary to put that mindset into action. It was then that I realized there must be a merger or partnership between having a supportive attitude or relationship with money and understanding and applying the techniques and skills necessary to be competent in the financial world. I found that there is not necessarily a correlation between the amount of money one possesses and the feeling of financial freedom. In fact, some people who have a substantial net worth literally become paralyzed by the fear of making the wrong move and are unable to make appropriate investment choices. Others don’t do anything because they don’t understand, like, or feel comfortable with money.

This book is written for people who want to move in the financial arena with ease and confidence. These people want to create a life where money supports them and works for them to provide them with the lifestyle they want. Consequently, each chapter is composed of two parts: one part will describe an investment, or common financial problem, and provide tips and techniques necessary to progress and be competent in that area; the other part invites you to explore whatever attitudes or feelings might be stopping you from moving ahead.

You’ve worked hard for your money. It’s time to let your money work hard for you. Follow the steps in this book and you will notice your attitude and ability to work with money shifting to empower you. You will come to believe that money is truly an expandable resource.

*-Judi Martindale*

# DEDICATION

To Lewis and Terry, for the good times—so many of them—and to Judi, for being an understanding partner.

—Mary Moses

To Mary Moses, who continues to inspire me.

—Judi Martindale

# 1. PAY ATTENTION

## Raising Your Consciousness About Money

### **What it is...**

A focus on: how you spend your money; how money works in your life; and the internal conversations you have about money.

### **How it helps...**

- It is the first step to making any changes.
- You take control of your life and your finances.

### **Key items to look for...**

- Where you lie in the spectrum of money awareness.
- How other people deal with money.

### **Time...**

- An ongoing process.

### **Keys to action...**

- Pay attention to how you use money and how it works in your life.

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*“The world is his, who has money to go over it.”*

*—Ralph Waldo Emerson*

## PAY ATTENTION

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SET IT UP	STEP ON IT	STEP ON IT +
Many of the ways you think about money come from earliest family experiences.	Give some thought to the source of your feelings about money.	This process will help you make peace with your past mistakes and learn from them.



### Notice...

- Your reaction to dealing with money.
- What you say to yourself about money.
- Your reaction to how others deal with money.
- How your family deals with money.
- How powerful or overwhelmed you feel with regard to money.



### But what if...

- Nothing changes?
  - This process only deals with noticing how you are now.
  - Changes will come later.



### Thought primers...

- Money means to me...
- If I believed I had a say in the amount of money I have...
- If I could have all the money I wanted...
- When I see how I use money, I...
- One of the ways money could better support me might be...
- One of the changes I would like to make...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Start with one area, such as savings. Review your feelings and your record.	Ask family members what they remember about the way money was handled in times past. What was the family method of handling money problems?	Be prepared for some surprises.
<b>2</b>	If you find a subject that is difficult to think about, ask for help.	Consider having a financial advisor—a mentor, a financial planner, lawyer, or person who has valid experience.	You can have more than one advisor.
<b>3</b>	Seek other ways to learn about the subject.	Attend classes and workshops. Read articles in magazines and newspapers.	Be aware that some seminars are designed to sell you a service or investment. Use caution until you have considered all of the consequences.

**PAY ATTENTION** \_\_\_\_\_

**MY PERSONAL PROGRESS**

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## 2. LET MONEY WORK FOR YOU

### Your Relationship With Money

#### **What it is...**

An effective relationship with money which stems from the belief that you can create your financial future and consistently engage in sound financial decision-making. The essential ingredient is the development of a high level of consciousness regarding the way you use money and the way you *want* to use money.

#### **How it helps...**

- Gives greater control of your destiny.
- Enhances your understanding of your actions and their importance to you.
- Assists you in making decisions based on sound judgment instead of being driven by emotion and wishes.

#### **Key items to look for...**

- Watch spending patterns, designs that emerge from your savings preferences, and any repeated mistakes.

#### **Time...**

- Half an hour to set up.
- Fifteen minutes as needed, as a reminder.

#### **Keys to action...**

- Review your "Net Worth" Statement.
- Analyze your spending patterns.

# LET MONEY WORK FOR YOU

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SET IT UP	STEP ON IT	STEP ON IT +
Set aside time to think about this subject when you will not be interrupted.	Honestly review your major decisions regarding money. Try to recall the circumstances and how you felt at the time.	When you are comfortable doing so, review your money mistakes and discover why they did not turn out better. Acknowledge your responsibility in the matter.



## Notice...

- How you have dealt with money in the past.
- How you feel about money.
- Your criteria for making financial decisions.



## But what if...

- Money hasn't worked well in my life?
  - Take action to change.



## Thought primers...

- Having money work in my life means...
- If I changed my financial life significantly from the way it is now...
- If it turns out I can create my financial future...
- If I used money as support...
- If I had more money than my parents...
- The good thing about keeping myself in the dark financially might be...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Attitudes toward money are usually formed in childhood. Review your observations about money when you were young.	Review your parents' attitudes about money.	Keep a journal of your feelings about money for a short period. Let your feelings surface, and make a note.
<b>2</b>	Study your notes about money. Do your feelings influence your decision?	Observe the attitudes of the people whom you admire. Discuss with them their feelings about money.	Decide which small steps you could begin that would not be a threat to your sense of security.
<b>3</b>	Prepare a plan of action that includes consideration of an area that you have not yet conquered.	Discuss your plan with professionals.	Begin with small transitions.



# 3. WHERE DO I START?

## First Easy Step



### What it is...

A commitment to create a new, more effective financial relationship.



### How it helps...

- Increases joy and satisfaction in your life.
- Reduces worry and suffering.
- Creates a feeling of effectiveness and financial well-being.



### Time...

- One hour to set up plan.
- Ongoing as needed.



### Keys to action...

- Decide on one aspect of your financial life that you want to alter.
- Set a specific, measurable goal for that area.
- Divide the goal into workable, manageable steps.
- Plan for problems and breakdowns.
- Create a support system or network if necessary.
- When you reach your goal, acknowledge yourself and your success.

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*“When you are young you think money is the most important thing in life. When you are old, you know it is.”*

*—Oscar Wilde*

## WHERE DO I START? \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Recognizing the need for improvement is the first important step toward betterment.	Take one small portion at a time in goal-setting. As a start, choose an area in which success is easy to achieve.	Set aside time when you will not be interrupted.



### Notice...

- Your reaction to the structure.
- Your reaction to accepting responsibility.
- Your commitment to the plan.
- Where you most likely might get into trouble.
- Your willingness to ask for help.



### But what if...

- I fail?
  - Notice what was missing.
  - Revise your goal and try again.



### Thought primers...

- If I managed my money effectively, one of the things I might change would be...
- "Staying on track" means...
- When all this feels like too much work, I might...
- If I found someone for support, I might...
- If I were really committed, I might...
- The good thing about making changes...
- The scary thing about making changes...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add three.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Make the commitment to take control of your financial life—just as you take charge of the balance of your life.	Ask the opinions of people whom you admire—those who are successful. Find out how they started the process.	Know that this will open to you new ideas and methods you have not considered before.
<b>2</b>	Begin with the easiest area. Where do you have the highest comfort level? Budget? Savings? Investments? It's up to you.	Consider using the services of a financial advisor. It is not necessary to have large sums to use their expertise.	You are in control and you can stop or change the process at any time.
<b>3</b>	Consider the process an educational game, where you are the winner.	Read one article about financial matters. Check your newspaper or local library for an item on basic steps and terms.	New terms and words may not be familiar. You can master them by starting small and working toward the more complex.



# 4. WHERE AM I GOING?

## Goal-Setting

### **What it is...**

Setting goals enables you to carve a path and develop a strategy to get what you want.

### **How it helps...**

- You live a life of choice rather than a life of reaction to events.

### **Key items to look for...**

- Goals should be enough of a stretch to excite you, but not too far out to overwhelm you or depress you.
- Make a goal specific and measurable. Instead of saying, "I want to be financially independent," set a goal of increasing your net worth by X% and set out a plan of how that will be accomplished.

### **Time...**

- One hour to start.
- A few minutes weekly and monthly to review and update.

### **Keys to action...**

- The goals must be specific, measurable, and inspiring, and they must have a completion date.
- Develop a form on which to write your goals.
- Read biographies of people who accomplished their goals.
- Talk to friends who set goals and learn the process they use.

## WHERE AM I GOING? \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Set aside time to work on this and try to avoid interruptions.	Divide the action into tiny, achievable steps.	For best control, make goal-setting a regular part of your life.



### Notice...

- Your reaction to setting goals in general and the type of goals you set.
- Are your goals within reach with only a slight adjustment in your lifestyle, or are they so far out of reach that you become discouraged easily and quickly?
- As you see other reaching their goals, notice your reaction to their success.



### Thought primers...

- If I achieved the goals I set...
- If reaching my goals came easily to me...
- The bad thing about setting goals might be...
- To me, goal-setting means...
- If it turns out I don't have to give up anything to get more of what I want...
- If my parents saw me achieve my goals...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	List the various areas of your life: work, leisure, child-rearing, marriage, etc.	Read one book about the techniques of goal-setting and how to achieve those goals.	Revise and update regularly.
<b>2</b>	What do you really want to do with the rest of your life? Let your imagination run free, then see how close you really are to that position.	Consider a system of goal-setting that includes a regular review of progress.	Have alternatives in place: Plan B may be more feasible than Plan A.
<b>3</b>	Prepare a plan of action that includes consideration of an area that you have not yet conquered.	Discuss your plan with professionals.	Develop a support system of resource people. Resource people might include: a successful person whom you admire, a financial professional, a mentor, or a family advisor whom you trust.



# 5. GET A HANDLE ON MONEY

## Budgets Made Easy



### What it is...

An agreement you make with yourself that determines how you will spend money.



### How it helps...

- Provides organization and structure to your spending.
- Provides a ready-made base for financial decisions.
- Provides you with an opportunity to do advance planning.
- Provides you with a tracking system to evaluate your progress.



### Key items to look for...

- A plan that is realistic and easy to live with.
- A plan that balances spending today and saving for tomorrow.



### Time...

- One hour to set up.
- One hour monthly to evaluate and revise.



### Keys to action...

- Review your financial goals and objectives.
- List all of your income.
- List all of your fixed expenses.
- Project surplus or deficit.
- Revise and evaluate monthly.

## GET A HANDLE ON MONEY

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SET IT UP	STEP ON IT	STEP ON IT +
Use the budget to reach your goals.	A budget can help you say "no."	Your budget need not be a complicated document.



### Notice...

- Your reaction to planning your spending.
- Your feelings and thoughts regarding this project.
- Your willingness to explore new options.
- Your reaction to taking action.



### But what if...

- I come out short every month?
  - Read chapters on cash flow (Chapter 7), overspending, (Chapter 14), relationship with money (Chapter 2), and credit cards (Chapter 15).



### Thought primers...

- To me, budgeting means...
- The bad thing about being responsible with my money...
- If I consistently spent less than I bring in...
- One of the ways I could alter my spending...
- If I saw myself in charge of my spending...
- The good thing about living within my budget might be...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Make a commitment to try a budget.	Investigate prepared systems.	Keep it simple.
<b>2</b>	Plan purchases using easy tracking methods: pay by check or credit card (using good credit management).	Read at least one article on the advantages of using budgets.	Consider an electronic system if you have access to a computer.
<b>3</b>	Compare your results to your goals.	Discuss your plan with your financial advisor.	Learn to project the achievement of goals through the use of your budget.

# GET A HANDLE ON MONEY\_\_\_\_\_

## MY PERSONAL PROGRESS

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# 6. THE SPLIT SECOND THAT COUNTS

## Decision-Making

### **What it is...**

The process and already-established criteria by which you make a decision, whether buying, selling, or making changes.

### **How it helps...**

- Eliminates indecision and clarifies your thinking.
- Reduces struggle and suffering.

### **Time...**

- One hour to set up.
- Ongoing as needed to evaluate.

### **Keys to action...**

- Review the major decisions you made in the past. Under what conditions were they made? Haste? Anger? Pressure from others?
- Analyze and evaluate criteria for buying/selling patterns.
- Recognize common decision-making moods.
- Examine any habits, positive or negative, that influence your decisions.

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*“Successful people are successful because they form the habit of doing those things that failures don’t like to do.”*

—Albert Gray

## THE SPLIT SECOND THAT COUNTS \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Consider how you make decisions. Do you put it off or do you tend to make a snap judgment before you have all the data?	Look at the reasons behind any pattern you discover.	The process keeps you in control.



### Notice...

- What you say to yourself the split second before you decide to buy or pass up an item.
- Your willingness to follow a predetermined plan.
- Your willingness to add this structure to your life.



### But what if...

- This feels as though it takes all the fun out of life?
  - If you are committed to altering decision-making capabilities, simply notice your resistance.



### Thought primers...

- At the thought of buying according to plan...
- If I add this structure to my life...
- The good thing about living according to this whim...
- If it turns out I can be more responsible...
- One of the ways to improve my decision-making...
- One of the ways in which my moods influence my decisions...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Evaluate your spending patterns. They tell a great deal about your life.	Ask others how they face the major decisions of their lives, and whom they consult.	You may find exceptions within your pattern, due to exceptional conditions or facts.
<b>2</b>	Set a pace with your decision-making: 1.) collect data; 2.) evaluate; 3.) seek alternatives; 4.) make your selection; 5.) stay in a timeline.	Study management techniques related to decision-making. Your local library will have this material.	Learn the advantages of having more than one viable alternative. It will enhance your process.
<b>3</b>	Practice your new plan on smaller decisions first.	Professional advisors have the training and experience to put situations into perspective.	Review the results after you have started your plan. Check your benefits and feelings.



# 7. EASY COME, EASY GO

## Cash Flow Statement

### **What it is...**

A cash flow statement is a document that shows the amount of money that comes in and goes out monthly. List the amount of money that comes in from all sources and then list your expenses. If done for at least three months, some patterns will emerge. This statement provides a starting point for making any spending shifts.

### **How it helps...**

- Your spending patterns show up quickly.
- It provides you with information from which to make changes, if desired.
- The process raises your consciousness about money—you realize you're making choices all the time.
- You'll either stop tracking your spending or change your spending.

### **Key items to look for...**

- Check for spending patterns, e.g., repeated expenditures you know are too high.
- Review, or spot-check, periodically.
- It is not necessary to do this forever. Just once is enough to find patterns, then as needed.

### **Time...**

- Approximately one hour monthly.

### **Keys to action...**

- Ready-made systems are helpful, or you can make your own. They should be convenient enough to carry with you. Try to find a system that will “call you to action” and be easy to use.

SET IT UP	STEP ON IT	STEP ON IT +
Remember, this process takes a limited time.	Take your notepad or system unit with you wherever you go.	Be prepared for a few surprises.



### Notice...

- Your reaction to the project: for example, does it sound interesting or feel like a burden?
- The different ways you could choose to spend money.
- The difference between how you **THINK** you spend your money and how you **ACTUALLY** spend your money.
- What you tell yourself if you justify stopping the project.



### But what if...

- The money doesn't go far enough?
  - There are only three options:
    1. make more money,
    2. spend less money, or
    3. a combination of the above two. See chapters on Negotiating (Chapter 12), Generating New Income (Chapter 11), and Credit Cards (Chapter 15).



### Thought primers...

- To me, a budget means...
- If I looked at how I actually spend my money...
- A good thing about staying confused about my spending might be...
- If I were responsible about my spending...
- At the thought of being in charge of my money...
- If I believed I could expand my income, I might...

<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Select a system for keeping track of your spending; it need not be elaborate.</p>	<p>Ask others if they have done this exercise in financial management and how they benefitted from it.</p>	<p>This basic step is the foundation for a number of techniques, and it teaches you to look at your actions in an objective way.</p>
<p><b>2</b> Select the trial period—it should reflect your normal lifestyle.</p>	<p>Recruit help from family members. Let them all participate and benefit, too.</p>	<p>Avoid a time that would include a very unusual purchase—a new home, for example.</p>
<p><b>3</b> Summarize and analyze your findings. Look for patterns. Do you overspend on payday or have a disregard for your budget?</p>	<p>Read at least one article on spending (check the publications department at your library).</p>	<p>Facing your present activities and their causes is the best first step you can take.</p>



# 8. GEE! THAT MUCH?

## Net Worth Statement

### **What it is...**

A net worth statement (sometimes called a balance sheet) describes, at a glance, your financial situation at a specific time.

### **How it helps...**

- It is an easy tracking tool.
- It's a reality check of what you have, rather than what you think you have.
- Provides feedback on your progress.

### **Key items to look for...**

- All of your assets.
- The ratio between what you own and what you owe.
- Don't overvalue personal possessions. Use "garage sale" prices.

### **Time...**

- Two hours or less to set up.
- Ongoing, one half an hour to update as needed.

### **Keys to action...**

- Prepare a net worth statement. List everything.
- Choose a date to do this each year, half-year, month. **AVOID** January 1st (too much holiday bustle). Try your birthday or the first day of Spring.
- Great satisfaction comes from seeing your net worth grow.
- Everything you own on one side of the chart, everything you owe on the other. The difference is your net worth.

SET IT UP	STEP ON IT	STEP ON IT +
Start today—even a tiny step.	Compare to the previous time period.	Make projections related to budget and to primary goals.



### Notice...

- Your willingness to do the statement.
- Your judgments about your net worth.
- Your feelings relating actual net worth to your self-esteem.



### But what if...

- My net worth goes down?
  - Check your arithmetic, just in case.
  - Review your assets. If they have lost value, will they increase again? If not, consider cutting your losses.
  - Review your debts. Are credit cards out of hand?



### Thought primers...

- At the thought of reviewing what I own and owe...
- One of the things I might say about my net worth...
- At the thought of expanding my income consistently...
- If I could have as much money as I wanted...
- The good thing about keeping my worth where it is might be...
- If my actions and net worth were coordinated...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Make a pencil list of all your assets and debts.	Read one article on investments.	Understand that your net worth may fluctuate over time.
<b>2</b>	Choose a date—how about today?	Make a list of the terms used.	Keep your promise to yourself to do this.
<b>3</b>	Discover the difference between the two items, <i>assets</i> and <i>debts</i> .	Columnar paper helps keep things in order.	Give yourself a reward when your net worth grows over a certain percentage that you have set.



# 9. CLEAN SWEEP: DO I REALLY NEED THIS?

## Letting Go

### **What it is...**

A process that involves completing unresolved issues generally left over from childhood and/or adolescence.

### **How it helps...**

- You are freed from basing decisions solely on emotions and “old information.”
- When you complete issues, relationships or items, then you can set them aside, which leaves energy and room to create new opportunities.

### **Key items to look for...**

- Help is available through books, support groups, workshops, articles, and friendships.

### **Time...**

- To set up: It's up to you.
- Continuing: A lifetime process.

### **Keys to action...**

- Keep a journal—it will be revealing and healing.
- Select a creative outlet through music, art, or another activity you have always wanted to do but have put off. Now is the time.
- Develop a support system of friends and professionals.
- Attend personal growth workshops.

## CLEAN SWEEP: DO I REALLY NEED THIS?\_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Start with tangible things. You will get satisfaction from seeing them go out the door at last.	Make an inventory of some things you do by habit or rote.	Look for replacement activities when you give up those items or habits that should have gone a long time ago.



### **Notice...**

- Your thoughts and feelings regarding various issues.
- Notice in other people the characteristics that upset you. They are usually a mirror.



### **But what if...**

- The same issues continue to surface?
  - Forgive yourself and continue the process.
  - Learn from the lesson.



### **Thought primers...**

- One of the ways that I cling to the past might be...
- As I move away from the past, I...
- If I were to live more in the present...
- To me, letting go means...
- If I acted as an adult, I would...
- It's beginning to dawn on me that...

<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Make a list that starts "If I didn't have to lift a finger, I would get rid of..."</p>	<p>Have a place to send things, or find out who will come to pick up your charitable items. Many charities depend on this for their income.</p>	<p>See yourself as letting go of the painful parts of your past. If it is too difficult, find a support group or read up on the subject.</p>
<p><b>2</b> Begin with the easiest item on your list.</p>	<p>Relatives may want some of the family items. Check with them first.</p>	<p>Find a better way to get the rewards that come to you from clinging to the past.</p>
<p><b>3</b> Don't try to do it all at one time.</p>	<p>Celebrate your first completed step.</p>	<p>See yourself as a survivor, and feel proud.</p>



# 10. HERE IT IS! EUREKA! EXTRA MONEY!

## Found Money

### **What it is...**

A little short this month? Never quite come out even before payday? Take a few easy steps to find extra money, which is done in two ways:

1. Spend less
2. Earn more

Number 2 is usually up to others; Number 1 is up to you.

### **Purpose...**

- To free up money for savings and investment and to control your finances.

### **How it helps...**

- Puts you in control.
- Frees up new disposable income.
- Helps develop your net worth.

### **Key items to look for...**

- Keep track of all expenditures for one month.
- Make a plan to pay off the most expensive debt first.
- Be a careful shopper.
- Adjust your income tax withholding to come out even at April 15th.

### **Time...**

- Two or three hours the first month.

### **Keys to action...**

- Use the list of purchases to find patterns of spending.
- Be honest with yourself—no one else will see this list. It is for your use only.

## HERE IT IS! EUREKA! EXTRA MONEY! \_\_\_\_\_

- Be prepared for a few surprises.
- Make a list of ways you can save money by doing the labor yourself—not forever, but occasionally.
- Be alert to methods of conserving. A lower rate of speed on the freeway or lowering the thermostat saves money, giving you more disposable income.

SET IT UP	STEP ON IT	STEP ON IT +
Use a small notebook for your purchasing notes. This makes it easy to jot down your purchase at the moment it occurs.	At the end of the month, sort out the purchases by category. Review the reasons for any purchases.	Check the results against your budget and your goals.



### Notice...

- If you dislike keeping records.
- When you spend too much, how do you rationalize it?
- Purchasing for emotional needs rather than actual needs. Do you shop when you are angry or upset?



### But what if...

- I forget to write down something I purchased?
  - Estimate the amount as best you can.



### Thought primers...

- When I think of what I spend, I...
- When I overspend, I feel...
- One of the ways I get even is...
- If it turns out that I am making good decisions...
- It is beginning to dawn on me that...
- To me, spending money means...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Keep in mind that extensive record-keeping is for one month only.	Read one article on saving in unusual ways—your local library will help you find one.	Adjust your spending patterns to produce maximum disposable income.
<b>2</b>	Check the interest you are paying on debt. Include other costs, such as annual fees.	Work to pay off the most expensive debt first. Pay extra on the principle if you can.	Seek other ways to handle expensive debt—renegotiate the interest rate, for example.
<b>3</b>	Check on memberships, dues and subscriptions. If you are not using them, cancel.	Consider paying bills at the last minute, to gain more interest on your money.	Develop the habit of shopping with a list to avoid impulse purchases.



# 11. I WANT MORE, MORE, MORE

## Generating New Income



### What it is...

Inventing new ways to bring more money into your life.



### How it helps...

- Increases income.
- Increases your sense of resourcefulness around money.
- Supports the concept of money as an expandable resource.
- Reach goals.



### Key items to look for...

- Your personal characteristics that might lend themselves to new ways to increase income.



### Time...

- Two hours for initial process.
- Ongoing exploration.



### Keys to action...

- On a sheet of paper, list personal traits, hobbies, interests, talents, skills, and training.
- Brainstorm, by yourself and with friends, ways in which those traits could be income-producing.
- Select the easiest, quickest, and most interesting of methods.
- Develop a strategy for making money.

# I WANT MORE, MORE, MORE \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Give yourself permission to investigate new avenues of interest.	Research will cost you little or nothing, and may bring a great gain.	You can always stop the process. You remain in control.



## Notice...

- Your reaction to the idea of increasing income.
- Your willingness to brainstorm.
- Your reaction to asking friends for help.
- Your sense of play in the project.



## But what if...

- I can't think of anything?
  - See example and try again.



## Thought primers...

- When I look at myself with new eyes...
- If I really believe I have a say in what I earn...
- One of the ways I might make more money...
- If I had more money, I might...
- When I feel stuck, I could...
- When I look at how others make money, I...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Begin by making an inventory of your present skills.	A vocational counselor or job placement advisor may assist you.	You may have some partially-developed skills, which might, with small additional training, benefit you.
<b>2</b>	Allow your imagination to run free, using your basic list as a starting point. What have you always wanted to do, but never had the chance?	Many states have employment services which may give you an idea of the job market available for your unused skills.	Some people use their talents for a second job, others make a career change to open up new vistas. Consider them both.
<b>3</b>	Let the world know of your newfound skills. Include the information in your resumé.	Find others with your new proficiency and ask them about work, its availability, pay, etc.	Employers often look for a combination of skills. When seeking a new job, find a way to include the newly-found talent.



# 12. TRADING ANTS FOR ELEPHANTS

## Negotiating



### What it is...

Asking for what you want and working towards a win-win compromise.



### How it helps...

- You're more likely to get what you want and need.
- You're more likely to view money as something about which you have a say.



### Key items to look for...

- Items that can be negotiated.



### Time...

- Ongoing as needed.



### Keys to action...

- Negotiate only with those who can adjust price, i.e., the decision-makers.
- Decide on the amount you want to pay for the item.
- Be flexible.
- Learn some key phrases:
  - Let's split the difference.
  - My budget would allow x\$. Would that work for you?
  - Is there a discount for cash?
  - Can that price include the tax?
  - Is this your best price?

## TRADING ANTS FOR ELEPHANTS

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SET IT UP	STEP ON IT	STEP ON IT +
Understand the basic principles of negotiating. They can be applied to many circumstances.	Today, more and more purchases/sales are made on a negotiated price than ever before.	One of the benefits is that successful negotiations give you greater disposable income.



### Notice...

- Your reaction to negotiating.
- Your willingness to develop a new skill.
- Your history of clearly asking for what you want.
- What you tell yourself when you think of negotiating a price.



### But what if...

- Nothing changes?
  - This process only deals with noticing how you are now.
  - Changes will come later.



### Thought primers...

- To me, money means...
- If I believed I had a say in the amount of money I have...
- If I could have all the money I wanted...
- When I see how I use money, I...
- One of the ways money could better support me might be...
- One of the changes I would like to make...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Begin with small items, in an informal setting (perhaps a garage sale).	Ask others about any new areas they have negotiated lately.	Practice on less important items.
<b>2</b>	You may not succeed with every try, especially at first.	During your discussion with others, ask how they improved and what mistakes you should avoid.	When someone says "no" to you, do not take it personally. Instead, remain as objective as possible.
<b>3</b>	As you practice, notice how your confidence builds.	Read one book on negotiating skills.	The goal in negotiating is to have two winners emerge.



# 13. NO FREE LUNCH TODAY

## Borrowing Money



### What it is...

Reaching out beyond yourself and your earning capacity for money, often, but not necessarily, with an agreement to pay back the money over time with a predetermined interest charged for the use of the money.



### How it helps...

- Allows you to purchase something today that you might otherwise not be able to afford.



### How it hurts...

- Increases the cost of the item purchased.
- Promotes system of paying off yesterday instead of creating and saving for tomorrow.
- If borrowed from personal sources, can damage existing relationships.
- Interest paid is generally not tax deductible.
- Debt may get out of hand.



### Key items to look for...

- Low rate of interest.
- Any pre-payment penalty.
- Ways to pay off the loan early.
- A plan to pay off the loan.



### Time...

- Varies.

# NO FREE LUNCH TODAY

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## Keys to action...

- Review goals and objectives.
- Evaluate necessity of borrowing.
- Explore other options of obtaining funds.
- Create plan to pay off loan before you borrow.
- Investigate the terms of the loan, including interest rate and time period.
- Complete the paperwork.

SET IT UP	STEP ON IT	STEP ON IT +
Determine the need.	Consider the repayment plan.	Evaluate the risk.



## Notice...

- Your reaction to obtaining credit.
- Your reasons for needing credit.



## But what if...

- This need to borrow occurs regularly?
  - See chapter on overspending (Chapter 14) and get emotional and financial support.



## Thought primers...

- To me, borrowing means...
- The good thing about borrowing is...
- On the other hand...
- When I overspend my income, I...
- If no one lends me money...
- If I had to rely on my own resources...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Consider all other options before going into debt.	Ask others—especially those you admire—how they approach borrowing and how they control it.	Know your boundaries. Prepare answers to give to persons who may try to pressure you into buying a higher priced item.
<b>2</b>	Prepare a plan ahead of time. Set limits on the total amount, the time, the interest rate, and the amount of the payment.	Consult professional financial advisors.	Check on the terms offered by different kinds of lenders.
<b>3</b>	Be prepared to shop around and negotiate.	Discuss the decision within the family. If it is an item which everyone uses, each family member may have valuable input.	Take your time.



# 14. WHERE DID IT ALL GO?

## Overspending

### **What it is...**

Consistently spending more money than you have available or spending money that you know will not be available in the near future. In short, your spending exceeds your income.

### **Key items to look for...**

- Using one charge card to pay off another.
- Consistently making late payments.
- Borrowing from friends frequently.

### **Keys to action...**

- Seek emotional assistance from Overspenders Anonymous, credit counseling, therapists, or support groups.
- Put your credit cards in a place where it is very inconvenient to reach them, like a safe deposit box, or frozen in a block of ice in your freezer.
- Start a budget you can live with.

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*“If making money is a slow process, losing it is quickly done.”*

*—Ihara Saikaku*

## WHERE DID IT ALL GO? \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Make the conscious decision to take control.	Know that you have the power to put your finances in order.	Plan carefully and stay with it.



### Notice...

- What you tell yourself the fraction of a second before you decide to purchase something.
- What you say to yourself and others to justify your spending.
- How much you complain and what you complain about in your life and the world.
- How you feel as you are buying something new.



### But what if...

- You can't seem to get ahead—no matter what happens?
  - Go over your budget to see if you have missed anything.
  - Consider the support of a financial advisor, such as a financial planner.



### Thought primers...

- When I want to buy, I tell myself...
- When I spend freely, I...
- Being responsible about my spending might mean...
- When I look at the debt I've accumulated, I...
- It's beginning to dawn on me that...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Review your patterns. Do you have any type of purchase, like clothing, that creates a problem?	Ask others how they stay within their budgets without feeling boxed in.	Notice whether or not you are overspending during times of stress.
<b>2</b>	Develop a realistic budget and practice staying within it.	Consult a financial advisor. They often have helpful techniques that may give you new personal insights.	Explore new ways of managing stress.
<b>3</b>	Think in terms of overall accomplishment, rather than the quick fix of some temporary satisfaction.	Enlist the help of your family. Make it a team effort.	Create a system of small, yet meaningful rewards for the successes that occur while following your plan.



# 15. FRIEND OR FOE?

## Credit Card Savvy



### What it is...

When properly used, credit cards are a strong money management tool. Unmanaged, they can become a staggering debt.



### How it helps...

- Good method of tracking purchases for analysis of spending patterns.
- Reduces the necessity of carrying large sums of cash.
- Convenience: credit cards are nearly always accepted in all places around the world.
- A credit card can cover you in emergency situations.



### Purpose...

- Better control of your finances.



### Time...

- A half an hour or more each month to analyze your expenses and pay your bills.



### Keys to action...

- List all the cards you have, along with their interest rates, annual fees, and payment due dates.
- Ask yourself, Do I need to keep this card?
- Separate department store cards from bank cards. How often do you use the department store cards? Could a credit card with a lower interest rate be substituted?

## FRIEND OR FOE?

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SET IT UP	STEP ON IT	STEP ON IT +
Check your credit cards. Are there any that are at the maximum balance allowed? Are any overdue?	Review all of your cards. List the interest charged, the amounts you pay each month, and the annual fees.	Work toward having fewer cards, keeping only those with the lowest cost.



### Notice...

- How you use credit.
- Your willingness, or unwillingness, to spend more than you have.
- Your willingness, or unwillingness, to change your charging habits.



### But what if...

- Spending seems out of control?
  - Get support from a therapist, Overspenders Anonymous, a credit consultant, or a financial planner.



### Thought primers...

- To me, credit means...
- At the thought of spending more than I have...
- If I could say "no" as easily as "yes"...
- If I used credit more responsibly...
- At the thought of paying off my cards every month...
- If I worked only on a cash basis...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Keep the records of your credit card spending with your other documents, such as your cash flow statements and your net worth statements.	Read one article about credit card control or money management.	Study the use of each card—the statements will be helpful here. Make a list of changes that might be made.
<b>2</b>	Primarily, use cards that have a low interest rate and no annual fee.	Learn the advantages and disadvantages of each type of credit card.	Establish top levels of spending for individual cards and for all of them as a whole.
<b>3</b>	Determine if you are in the danger zone with your card usage. Are you paying off one card with another? Are you carrying the maximum amount allowed on your cards?	Seek outside help if necessary.	Plan the use of your credit cards ahead of time.



# 16. WE ALL HAVE OUR TOYS

## The Mall/Car Lot

### **What it is...**

Shopping, collecting, or buying—to excess—may be the symptoms of money mismanagement instead of a healthy hobby or outlet.

### **How it helps...**

- It is an outlet for tension, an interest, or a hobby.
- When part of a balanced life, it can provide relaxing leisure time.

### **Key items to look for...**

- Buying for the sake of buying, or buying to fulfill emotional wounds.
- Purchase patterns.

### **Keys to action...**

- Plan for the purchase so that you can pay cash.
- When the temptation to make an unnecessary purchase arises, be prepared to make a substitute purchase that will satisfy your craving, yet cost comparatively little.
- Substitute other activities.
- Stay out of stores.

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*“The lack of money is the root of all evils.”*

*—Mark Twain*

## WE ALL HAVE OUR TOYS

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SET IT UP	STEP ON IT	STEP ON IT +
Awareness is the key to your control of buying.	Create a balance. Allow yourself some purchases in your area of interest.	Take inventory of what you have now. Check that against your impulse to buy more.



### Notice...

- When you want to buy.
- How you are feeling when you want to buy.
- Your feelings when you show your new purchase to your friends and family.
- How long the satisfaction lasts.



### But what if...

- I can't control myself and I buy anyway?
  - Know that help is available and get it.
  - Set up a plan to support yourself.



### Thought primers...

- When I buy, what I really want...
- Having the best and biggest means...
- Buying keeps me from...
- If I couldn't buy, I might...
- Right before I buy, I say to myself...
- If I could say "no" when I needed to say "no" and "yes" when I could afford to say "yes"...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Establish some buying policies and dollar limits.	Read books and articles regarding stress management.	Study your buying patterns.
<b>2</b>	Shop with a list.	Ask others what they do.	Exercise your policies. Keep a record of the purchases made under your new plan.
<b>3</b>	Develop additional interests and activities.	Ask others to go shopping with you to support you.	Create a reward system.



# 17. DON'T EVEN ASK

## Underspending

### **What it is...**

Living at a standard far below what your income dictates. Saving or hoarding to an excess that forces you to consistently deny yourself certain comforts and pleasures. Saving and hoarding out of fear of never having enough money, rather than as a result of a prearranged plan.

### **How it hurts...**

- It deprives you of joy and satisfaction in life.
- It creates suffering and worry around money.
- It makes your life revolve around money.
- It keeps you from feeling satisfied with your accomplishments because you never have enough.

### **Key items to look for...**

- Excess saved beyond sound planning and contingent needs.
- When you set an amount of money to save and then reach that amount, do you increase the limit?

### **Time...**

- One hour to evaluate your current situation.
- Ongoing, as needed.

### **Keys to action...**

- Determine specific amounts for contingency accounts.
- When you reach that limit, set money aside in a different account.
- Set aside some time to let your mind wander and think about ways to spend money within your limits.

## DON'T EVEN ASK \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Take a look at your balance sheet. What portion of your net worth is in savings?	Check your worst case scenario. How much would you need to have in order to recover?	Compare those two figures.



### Notice...

- What you say to yourself when you want something.
- The buying habits of your friends.
- When you first started saying "no" to yourself.
- How often you say "no" to yourself.



### But what if...

- I really don't need or want anything?
  - Fine, as long as that decision is a free choice and doesn't stem from fear or worry of not having enough money.



### Thought primers...

- If I saw money as an expendable resource...
- To me, saying "yes" means...
- If I could spend as much money as I wanted...
- I first started saying "no" when...
- The good thing about having more money than I will ever need...
- If I trusted myself to be able to generate more money...

<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Review your spending habits. Decide whether spending money on yourself has a low priority.</p>	<p>Talk to family members. Find out what the attitudes toward spending were when you were young.</p>	<p>If some past experience influences your present patterns, notice them.</p>
<p><b>2</b> Give yourself permission to plan—on paper—a more balanced financial program.</p>	<p>Read about the psychological aspects of money. Check your local library for books or articles.</p>	<p>Bear in mind that you are always in control during this process.</p>
<p><b>3</b> Practice in a safe environment. Set aside a small amount per month to use as a treat for yourself.</p>	<p>Consult your financial advisor about levels of security. Together, work out what “safe” really means.</p>	<p>Practice setting limits. Establish a level that, when you reach it, you can call “enough.”</p>



# 18. WORST-CASE SCENARIO

## Fear Of Losing Money

### **What it is...**

Paralyzing fear, both conscious and unconscious, that prohibits you from selecting investments other than bank savings accounts.

### **How it hurts...**

- Robs you of new experiences.
- Deprives you of improving your financial lifestyle.
- Robs you of a higher yield on your investments.
- Drains energy.
- Reduces joy and satisfaction in life.

### **Key items to look for...**

- Your reaction to various investment options.
- Your satisfaction with the status quo.

### **Time...**

- Ongoing.

### **Keys to action...**

- Decide on a dollar amount to be used in trying something new.
- Investigate the options.
- Prepare a contingency plan—financially *and* emotionally.
- Examine, process, and complete any unresolved issues about money or abandonment.

## WORST-CASE SCENARIO

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SET IT UP	STEP ON IT	STEP ON IT +
Ask yourself, Have I avoided investment decisions in the past because of any irrational fears?	Honestly face internal issues.	Seek out the roots of any barriers to productive and healthy decision-making.



### Notice...

- Your willingness to try new things.
- Your feelings regarding loss.
- Your desire for guarantees in life.
- Your history of success and failure.
- Your ambivalence between being afraid and wanting more.



### But what if...

- I lose money?
  - Put your contingency plan in action. Get support from others.



### Thought primers...

- When I think of something new...
- If my panic could speak, it might say...
- If I lost some money, I might...
- As I learn to trust myself...
- When I understand that I can count on myself no matter what...
- If I weren't so afraid, I might...



<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Early experiences may have influenced your life. Try to identify any which might block your actions now.</p>	<p>Visit your local library and read at least one book on overcoming fear.</p>	<p>Acknowledge difficult times in the past. Forgive yourself and move ahead.</p>
<p><b>2</b> Try to determine how you can live your life better now.</p>	<p>Many support groups and professionals are available—counselors, therapists, psychologists, etc. Check your telephone directory.</p>	<p>Be patient. Some scars are deep and take time to heal.</p>
<p><b>3</b> Continue to notice and process your fear of losing money.</p>	<p>Ask others how much they rely on their comfort level when they are making financial plans.</p>	<p>Separate deep-seated fears from the natural caution you might feel when taking risks.</p>



# 19. DON'T FORGET

## Have Fun, Too

### **What it is...**

A balanced lifestyle of work and play.

### **How it helps...**

- Your life will be richer.
- You will reduce stress and gain more from relationships.

### **Key items to look for...**

- Review your leisure time activities.
- What do you feel you are missing in life?

### **Time...**

- A half an hour to set up the plan. for the activity, as much as it takes.
- For the activity, as much time as it takes.
- Continuing—the amount that you set aside.

### **Keys to action...**

- Give importance to your leisure time and activities.
- Decide what you really want to do and create a plan and time to do it.
- Inform the family that this activity is important to you and that you expect them to honor your participation.

## DON'T FORGET

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SET IT UP	STEP ON IT	STEP ON IT +
Make a commitment to set aside a reasonable amount of time just for you.	Announce your decision. Invite comments, but stay firm.	Recognize the benefits to you and others through your new leisure fulfillment.



### Notice...

- Your feelings when you decide to do something totally for yourself, on a regular basis.
- Your temptation to take care of others.
- The value you give to having time for yourself.



### But what if...

- My family needs me while I am busy with my leisure activity?
  - Teach them to take care of themselves.
  - Set up a schedule and stick to it. They may test you at first—be loving, but firm.
- My dream activity is too expensive?
  - Try an associated activity that is less expensive. Volunteer to support the group or team.
  - Find an alternative that is similar, but less expensive.



### Thought primers...

- To me, fun means...
- One of the things I like to do that I never get to do is...
- When I had fun, Mother/Father would say...
- The good thing about being a martyr might be...
- One of the ways I will benefit from changing my schedule is...
- If I believed that taking care of others meant taking care of myself...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Consider the best use of your time in leisure activities.	Observe others whom you admire. What do they do?	Try something that sounds fun. Rent equipment before you buy.
<b>2</b>	Will the new activity be convenient? Will it be costly? Are you physically able to do it?	Sports magazines and related publications can give you a great deal of information and inspiration.	Do you know anyone else who is involved in this activity? Making new friends while learning new skills can be stressful.
<b>3</b>	Seek an activity that gives you balance in your life: exercise if you have a sedentary job; seek solitude if you are in the midst of people all the time.	Ask others for advice. Many people have varied leisure time endeavors and are sometimes flattered when asked.	Set a schedule that is realistic. Don't overdo it at first out of enthusiasm. Find out if there are related activities or events that involve friends or families.



# 20. WHEN AND HOW TO GO FOR HELP

## Choosing Financial Advisors



### What it is...

Seeking the advice and recommendations of a financial planner, stockbroker, insurance agent, attorney, or accountant.



### How it helps...

- Provides new information from sources previously unavailable to you.
- Offers objectivity and support
- You benefit from their years of professional experience and training.



### Key items to look for...

- The professional credentials of the advisor.
- The compensation structure.
- The experience of the advisor.
- Your comfort level with the advisor.
- The advisor's ability to communicate clearly.
- The advisor's area of expertise.
- The advisor's typical client profile.



### Time...

- One hour per meeting, plus preparation and evaluation time.
- Ongoing, as needed.



### Keys to action...

- Ask friends and existing advisors for recommendations.
- Create a list of questions to ask the advisor.
- Practice presenting your concerns clearly and concisely.
- Make appointments with two or three advisors.
- Evaluate the meeting.
- Select the advisor with whom you will work best.

## WHEN AND HOW TO GO FOR HELP\_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Have in mind the services you expect.	Seek persons who specialize in the types of services you want.	You are interviewing <i>them</i> for a job. They will be working for you.



### Notice...

- Your willingness to ask for advice.
- Your concerns about trust.
- Your desired level of participation.
- Your feelings when you interview prospective advisors. Are you intimidated? Do they tell you or ask you?



### But what if...

- The relationship doesn't work well?
  - You are the consumer and deserve to work only with those whom you trust and who treat you well. Choose someone else.



### Thought primers...

- At the thought of asking for help...
- When I try to do things myself...
- Talking about sensitive issues makes me feel...
- When someone tells me what to do, I...
- Doing things myself means...
- Being in a partnership means...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Make a list of minimum qualifications for your ideal financial advisor.	Discuss your search with friends, family, and associates. Consider those who have received two or more recommendations.	When you interview advisors, notice how much they talk, how much they let you talk, and whatever questions they ask you.
<b>2</b>	Make up a point system of grading the advisors you interview. High points win.	Ask professional organizations for recommendations.	If the advisor does not meet your standards, you have no obligation to retain them. When making the first appointment, ask what the fee is for the initial meeting.
<b>3</b>	Be prepared when you go to the interview meeting. Take your goals, and some of the ideas that you are considering, with you.	Read at least one magazine article on choosing an advisor.	Use the same basic list of questions for each advisor in order to make comparisons easier.



# 21. EEK! YOU WANT ME TO DO WHAT?

## Taking Risks

### **What it is...**

Moving one step beyond the point where you feel comfortable. Taking action in a manner not attempted before.

### **How it helps...**

- Opens new possibilities.
- Invites experimentation.
- Makes life more interesting and challenging.
- Prevents routine.

### **Time...**

- A half an hour monthly to decide where to take the next steps.

### **Keys to action...**

- Concentrate on taking small steps and making small changes.
- Think in terms of making a five percent change in any given area.
- Watch how other people deal with taking risks.
- Talk to people whom you admire and ask them about the way they handle taking risks.

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*“Those who are of the opinion that money will do everything for them may be reasonably expected to do everything for money.”*

*—Lord Halifax*

## EEK! YOU WANT ME TO DO WHAT? \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Consider the areas in which you might be willing to take new risks.	Set your outer limits before you start.	Once successful, take the same area and establish new boundaries.



### Notice...

- How you feel about operating outside your comfort zone.
- Any areas of your life in which you would like to move forward.



### But what if...

- I move too far, too fast?
  - Regroup and take smaller steps.



### Thought primers...

- To me, taking risks means ...
- If I saw failure as a learning experience...
- The scary thing about taking risks might be...
- The exciting thing about taking risks might be...
- As I move out of my comfort zone...
- If I knew I could always trust myself...

<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Think of one way you can make your life more exciting and interesting.</p>	<p>Read a book on taking risks and compare it to your own thoughts.</p>	<p>Remind yourself that you can stop at any time.</p>
<p><b>2</b> Consider the pros and cons of taking any risks.</p>	<p>Ask the advice of someone you admire.</p>	<p>Begin with the easiest step. Do not be discouraged if results are not what you expected.</p>
<p><b>3</b> Keep a pathway open so that you can retreat to safe territory if you become uncomfortable.</p>	<p>Observe those around you. Do they take risks? Do you think they planned the risks, or are they merely reacting?</p>	<p>When you are successful in a strategy that expands your life, give yourself a pat on the back.</p>



# 22. IT'S MY LIFE

## Life Insurance



### What it is...

Hiring a life insurance company to insure your life against death, with a pre-set, specific dollar amount to be paid to a beneficiary.



### How it helps...

- Protects survivors financially.
- Promotes peace of mind for the insured.



### Key items to look for...

- Type of insurance that best fits your needs.
- An insurance plan, NOT an investment plan.
- The cost of insurance in the plan.
- The commission paid.
- The surrender penalties.
- The financial strength of the insurance company.
- Strong biases from your advisors.



### Time...

- One hour to evaluate your needs and meet with an agent.
- A half an hour yearly to review and update.



### Keys to action...

- Decide if you need life insurance. Ask yourself, Is anyone dependent upon my income?
- Determine the amount of insurance needed. What expenses/time frame do you want to cover?
- Choose a type of insurance: insurance without a savings plan (term), or insurance with a savings plan (whole life, universal, or endowment).
- Meet with at least two advisors to discuss options.
- Know the cost of getting out before you get in.

SET IT UP	STEP ON IT	STEP ON IT +
Determine if you need life insurance at all.	If you do need life insurance, calculate how much is required.	Study the pros and cons of the different types of policies.



### Notice...

- Your willingness to reach your own conclusions.
- Your willingness to discuss this topic.
- How you process the information from the advisor.



### But what if...

- I get confused and overwhelmed?
  - Go to an advisor who can explain things clearly and concisely.



### Thought primers...

- The topic of life insurance...
- At the thought of protecting someone...
- When I listen to someone talking about life insurance...
- If I could trust my reactions to what is being said...
- Planning for my death makes me...
- When life insurance is handled by me...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Learn the terms that will be used when you talk to an advisor.	Read one article about insurance coverage. Check your local library.	Once familiar with the terms, you can then frame the questions to ask your advisor.
<b>2</b>	Review your needs and determine the best type of coverage for you.	Attend a class or seminar on insurance services.	You do not have to make a decision at the first meeting.
<b>3</b>	Be sure you understand all parts of the plan. Ask questions until you do understand.	Ask your colleagues how they are meeting their insurance needs.	If the advisor does not suit you for any reason, move on.



# 23. WHERE'S THE CHOCOLATE?

## Emergency Funds

### **What it is...**

A dollar amount set aside specifically designated for emergencies. Although the amount of three to six months' living expenses is often recommended, less can be kept if there is substantial job security, good credit, and a tight definition of emergency.



### **How it helps...**

- Provides peace of mind.
- Provides income, if necessary.
- Provides freedom and choice.
- Prevents the necessity of going into debt.



### **Key items to look for...**

- An easily and readily accessible account.
- A strong definition of what constitutes an emergency.
- The appropriate dollar amount to set aside.
- Realize that this money is for peace of mind in case of emergencies. The investment will not provide a high return.



### **Time...**

- One hour to determine the amount needed and to create a savings plan if necessary.
- Updating and revising as necessary.



### **Keys to action...**

- Define emergency.
- Determine an amount to save.
- Create a savings plan to fund your emergency money account.
- Investigate interest rates and accessibility for savings accounts and money market funds.

## WHERE'S THE CHOCOLATE? \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Review what you have done to prepare for an emergency.	Compare the results of your preparations with an accurate estimate of reality.	Know that a well-developed plan will bring you a sense of security.



### Notice...

- Your willingness to plan for contingencies.
- Your feelings when you think about an emergency in your family.
- Your willingness to plan for a worst case scenario.



### But what if...

- My worst fears come true?
  - You will be in better shape, both financially and emotionally, to cope if you have a plan in place.



### Thought primers...

- When I think about the future, I...
- If it turns out...
- Planning for an emergency makes me feel...
- If I found I could easily design a program that would protect me...
- One of the easy things about starting a plan is...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Define emergency types and how each would affect your life.	Ask your colleagues how they have planned for emergencies.	Plan for the basics.
<b>2</b>	Write your findings on a grid like this one. Include financial, emotional, and physical aspects.	Ask for assistance in your plan, if necessary.	Explore alternatives. Loss of a job could be covered by saving several months' salary, or by developing new skills, or both.
<b>3</b>	Circumstances change, so your plan should be flexible.	Review your plan with your financial planner or other advisor.	Evaluate your plan on a regular basis to keep up with adjustments in your life.



# 24. SQUIRREL IT AWAY

## Certificates Of Deposit

### **What it is...**

An investment with a bank or savings and loan whereby you invest a specific amount of money for a specified time frame. The return on your principal is guaranteed, and an interest rate is promised for that period. Often called a "CD."

### **How it helps...**

- Provides safety in the form of guarantees by the Federal Deposit Insurance Corporation (FDIC), or the Federal Savings and Loan Insurance Corporation (FSLIC).
- Money is available before the end of the term, but generally with a six-month interest penalty.

### **Key items to look for...**

- Competitive interest rate of return.
- How often the interest is compounded.
- The solidity of the bank or savings institution.

### **Time...**

- One hour to investigate.

### **Keys to action...**

- Review your goals and objectives.
- Determine amount to be invested.
- Shop for yields.

## SQUIRREL IT AWAY

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SET IT UP	STEP ON IT	STEP ON IT +
Determine the purpose of the use of this money. If appreciation or income are the main uses, consider another investment. For an emergency fund, this might be your choice.	Study the terms offered by various institutions in your area. These may change frequently.	Start with a short-term basic account, with the option of adding more later. If you are not comfortable with the overall performance or conditions, you can withdraw at the end of the term and try again.



### Notice...

- Your reaction to using banks or savings and loans.
- Your reaction to the guarantee.
- Your comfort level with certificates of deposit.



### But what if...

- The yield doesn't stay ahead of taxes and inflation?
  - Diversify by investing some of your money into other investments. (See other chapters on investments.)



### Thought primers...

- Investment safety to me means...
- The good thing about having some of my money in the bank might be...
- The bad thing about having some of my money in the bank might be...
- At the thought of keeping all my money in one place...
- My parents always said...



<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Make a list of the reasons, both pro and con, for having a certificate of deposit in your holdings.</p>	<p>Ask someone whom you admire about the advantages and disadvantages to having CDs.</p>	<p>Observe the overall balance of your assets. Will this maintain that balance?</p>
<p><b>2</b> Compare savings institutions and their offerings.</p>	<p>Read at least one article about the differences in types of savings organizations.</p>	<p>The business world is competitive. Perhaps negotiate for a higher yield.</p>
<p><b>3</b> Investigate the safety of the institution you are considering.</p>	<p>Consumer organizations offer ratings on the stability of banks and savings and loans. Check your local library.</p>	<p>Gather brochures and other printed material at the institutions you are considering. While reading, jot down questions, then talk to the branch manager and <i>ask</i>.</p>



# 25. MORE THAN ONE BASKET

## Diversification



### What it is...

Investing money into different types of investments, such as bank certificates of deposit, stocks, bonds, and real estate.



### How it helps...

- Hedges against loss.
- Provides safety and flexibility.



### Key items to look for...

- Investments with small minimums that provide the most diversification. For example, with \$500, you could invest \$300 in a bank certificate of deposit, \$100 in a stock mutual fund, and \$100 in a bond mutual fund.
- Investments that fit your goals and objectives.
- The cost of the investment.
- Know how to get out of the investment.



### Time...

- As much as is necessary in order to educate yourself and make selections. Less if you use an advisor; more if you do it yourself.
- One hour a month to evaluate.



### Keys to action...

- Review goals and objectives.
- Determine investment amount.
- Determine what investment areas, if any, are not covered.
- Determine if you want to work alone or with an advisor.
- Evaluate your options. (See chapters on certificates of deposit, stock mutual funds, bond mutual funds, income real estate, and annuities.)

## MORE THAN ONE BASKET

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SET IT UP	STEP ON IT	STEP ON IT +
Survey your present investment holdings.	Set aside money for emergencies first, then arrange priorities on the rest.	Look for balance. The key is to avoid having one investment out of proportion to the others.



### Notice...

- Your reaction to diversification.
- Your willingness to invest in new areas.
- Your willingness to participate actively in the decisions.
- Your willingness to commit and take action.



### But what if...

- One investment doesn't do well?
  - Not all the investments will do as well in the same year. Look for return over the long term.



### Thought primers...

- The good thing about spreading my risk...
- The scary thing about trying something new...
- The hard thing about making choices...
- Taking action means...
- When I realize I can always change my mind...
- At the thought of acting responsibly...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Review your needs for investments. Check your goals.	Several good magazines are available. Evaluate them at your local library and subscribe to one.	Make a list of possible investments that you may consider.
<b>2</b>	Study your budget. It may need to be redesigned in order to cover a regular investment plan.	Begin to read the financial section of the newspaper regularly.	Evaluate options.
<b>3</b>	Make a plan and include the types of investments you will need in order to have a balanced package.	Consider using a financial advisor.	Keep your plan flexible. Your life choices will change over time, as will the economy.



# 26. IT'S MUTUAL

## Stock Funds

### **What it is...**

A method of investing in the stock market with a pool of money contributed by a number of investors. A professional manager buys and sells stocks according to parameters set by the specific fund.

### **How it helps...**

- Provides diversification by investing in many different companies within many different industries.
- Potential returns can exceed taxes and the rate of inflation.
- Allows you to invest in the stock market with small amounts of money (\$100).
- It's convenient.

### **Key items to look for...**

- A fund that fits your goals and objectives.
- A track record consistently above average for each of the last five or ten years.
- A professional manager or management team that has been with the fund long enough to earn a good track record.
- The costs of getting into or out of the fund and the annual fee.
- Determine if you are going to analyze the various funds and make the selection yourself, or if you are going to use an advisor.

### **Time...**

- Ten hours or more to review goals and analyze funds (less if you hire an advisor).
- Three hours a month (ongoing) to update and review (less if you hire an advisor).



### Keys to action...

- Establish your primary objective (growth, income, tax savings, safety, etc.).
- Determine a dollar amount to invest.
- Determine a time frame (three years minimum).
- Familiarize yourself with the topic of mutual funds through magazines, books (such as *Creating Your Own Future: A Woman's Guide To Retirement Planning*), or classes.
- Investigate at least three mutual funds.
- Make your selection.
- Invest.

SET IT UP	STEP ON IT	STEP ON IT +
Recognize this as a step toward diversifying your holdings.	Be prepared to make the commitment.	No need to move quickly. You can save while you are learning.



### Notice...

- Your conversations regarding the stock market.
- Your reaction to the potential returns.
- Your preference in making the selection yourself or hiring an advisor.
- Your willingness to make a three-year (or longer) financial commitment.



### But what if...

- I make a mistake?
  - Cut your losses and try again.



### Thought primers...

- At the thought of investing in the stock market...
- When I see the value of my investment go up...
- When I see the value of my investment go down...
- Being responsible for investing means...
- Understanding the risks makes me...
- At the thought of watching my investment grow...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Verify that you have your contingencies covered in a savings or cash fund.	Ask any investors you know why they have selected their particular strategies.	When starting out, be conservative.
<b>2</b>	Review your goals and your budget. Set an amount to invest regularly.	Read the financial section of the newspaper at least once a week.	Meet with a financial advisor.
<b>3</b>	Outline a plan. List, in order of priority, your needs and how to meet them.	Visit your local library's publications department. Check the financial publications often.	Monitor the progress of your account through the regular statements you receive.



# 27. THE TIE THAT BONDS

## Bond Funds

### **What it is...**

A method of investing in the bond market with a pool of money contributed by a number of investors. A professional manager buys and sells bonds according to parameters set by the specific fund.

### **How it helps...**

- Provides diversification by investing in many different companies within many different industries.
- Since it is a “debt” instrument, you are paid before the stockholders’ profits are declared.
- Potential returns can exceed taxes and the rate of inflation.
- Allows you to invest in the bond market with small amounts of money (\$100).
- It’s convenient.

### **Key items to look for...**

- A fund that fits your goals and objectives.
- A track record consistently above average for the last five or ten years.
- A professional manager or management team that has been with the fund long enough to earn the track record.
- The costs of getting into or out of the fund and the annual fee.
- Determine if you are going to analyze the various funds and make the selection yourself, or if you are going to use an advisor.
- The tax consequences of the investment.

### **Time...**

- Ten hours or more to review your goals and analyze funds (less if you hire an advisor).
- Three hours a month (ongoing) to update and review (less if you hire an advisor).

## THE TIE THAT BONDS

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### Keys to action...

- Determine if you should invest in tax-free or taxable bond funds. (See your tax advisor or review your tax return.)
- Determine a dollar amount to invest.
- Determine a time frame (three to five years minimum).
- Familiarize yourself with the topic of bond mutual funds through magazines, books (such as *Creating Your Own Future: A Woman's Guide To Retirement Planning*), or courses.
- Investigate at least three bond mutual funds.
- Make your selection.

SET IT UP	STEP ON IT	STEP ON IT +
Review your total financial picture. Do you have the basics covered (savings for emergencies, etc.)?	Check your goals. Will this investment meet your personal needs?	What do you expect from this investment?



### Notice...

- Your conversations regarding the bond market.
- Your reaction to the potential returns.
- Your preference in making the selection yourself or hiring an advisor.
- Your willingness to make a three-year (or longer) financial commitment.



### But what if...

- I make a mistake?
  - Cut your losses and try again.



### Thought primers...

- At the thought of investing in the bond market...
- When I see the value of my investment go up...
- When I see the value of my investment go down...
- Being responsible for investing means...
- Understanding the risks makes me...
- At the thought of watching my investment grow...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Check your net worth, cash flow, and budget documents to find the amount that you are able to invest.	Ask those whom you trust to discuss bond funds. What has been their experience and what do they recommend?	Strive for regular investment in the funds.
<b>2</b>	Make a plan and amend your budget to reflect your investment.	Consult at least one, preferably two, professional advisors—including a tax advisor. Review your plan with the advisor(s).	Review the results regularly. Check the statements that you receive from the fund after you invest.
<b>3</b>	Determine the type of results that you want from your investment.	Read about the funds that fit your category.	Continue to diversify your investments.



# 28. NO MORE TAXES

## Tax-Free Municipal Bond Funds

### What it is...

A method of investing in tax-free municipal bonds with a pool of money contributed by a number of investors. A professional manager buys and sells bonds according to parameters set by the specific fund.

### How it helps...

- Provides diversification by investing in many different municipalities and different kinds of tax-free bonds.
- Dividends, which can be used as income or reinvested, are tax-free. They are free of federal and state taxes if you invest only in bonds within your state.
- Allows you to invest in the stock market with small amounts of money (\$100).
- It's convenient.

### Key items to look for...

- A fund that fits your goals and objectives.
- A track record consistently above average for each of the last five or ten years.
- A professional manager or management team that has been with the fund long enough to earn a good track record.
- The costs of getting into or out of the fund and the annual fee.
- Determine if you are going to analyze the various funds and make the selection yourself, or if you are going to use an advisor.
- Your tax bracket to determine if the potential yield is higher in a regular bond fund, or a tax-free bond fund.

### Time...

- Ten hours or more to review goals and analyze funds (less if you hire an advisor).
- Three hours a month (ongoing) to update and review (less if you hire an advisor).

## NO MORE TAXES

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### Keys to action...

- Determine any advantage to you if you invest in tax-free or taxable bond funds. (See your tax advisor or review your tax return.)
- Determine a dollar amount to invest.
- Determine a time frame (three years minimum).
- Investigate at least three tax-free municipal mutual funds.
- Make your selection.
- Invest.

SET IT UP	STEP ON IT	STEP ON IT +
Recognize this as a step toward diversifying your holdings.	Be prepared to make the commitment.	No need to move quickly. You can save while you are learning.



### Notice...

- Your conversations regarding the bond market.
- Your reaction to the potential returns.
- Your preference in making the selection yourself or hiring an advisor.
- Your willingness to make a three-year (or longer) financial commitment.



### But what if...

- I make a mistake?
  - Cut your losses and try again.
  - Analyze your record. Avoid making the same mistake again.



### Thought primers...

- At the thought of investing in the bond market...
- When I see the value of my investment go up...
- When I see the value of my investment go down...
- Being responsible for investing means...
- Understanding the risks makes me...
- At the thought of watching my investment grow...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Learn about the different types of bond funds before you make your final decision.	Read at least two magazine articles about bond funds and one article about tax-free bond funds before you take action.	As you read, notice the new words and terms. Jot down any that you don't know and pursue their meanings.
<b>2</b>	Review your tax returns and calculate the tax you will pay using each type of investment.	Ask those whom you admire for their opinions on these types of funds.	Review your tax returns to make sure that tax-free bonds make economic sense.
<b>3</b>	Be prepared to make a long-term commitment in order to achieve the best overall results.	Review at least two prospectuses and review results.	Determine the amount to invest in bonds in order to be adequately diversified.



# 29. ONE AT A TIME

## Single Issue Stocks And Bonds

### **What it is...**

Purchasing individual shares of stocks or bonds as a result of your own research or the advice of a financial advisor.

### **How it helps...**

- Potential return can be higher than taxes and inflation.
- Not recommended for the novice investor.

### **Key items to look for...**

- Your expertise in doing adequate research.
- Substantial amount of money to be invested in order to adequately diversify your holdings.
- Risk factors.
- Commission and transactions costs.

### **Time...**

- A substantial amount of time is involved in order to make the proper selection and to track the different stocks and bonds (less if you work with an advisor).

### **Keys to action...**

- Review your goals and objectives.
- Determine whether you have the interest, knowledge, and time necessary to make choices.
- Choose a selling price before you buy.
- Track investments closely.

## ONE AT A TIME

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SET IT UP	STEP ON IT	STEP ON IT +
Be aware of the commitments necessary to being successful—time, money, and knowledge.	Be prepared to make business decisions and to not become emotional about a particular issue.	Include the cost of buying and selling in your calculations.



### Notice...

- How much interest you have in the subject.
- Your willingness to invest the time necessary.
- Your ability to remain objective.



### But what if...

- The price goes down?
  - Have a plan to cut your losses.



### Thought primers...

- The good thing about making all of my own choices...
- When I rely on myself...
- When I rely on the advice of others...
- Investing in the market makes me...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Examine your goals.	Read as much as you can about the market.	Relate the different kinds of issues to your goals and how they might help you.
<b>2</b>	Consider the risk level you are comfortable with, as well as the risk factor of the particular issue.	Enroll in a class on the general study of stocks and bonds.	Do some research each week.
<b>3</b>	Keep your overall holdings in balance and diversified.	Talk to professional advisors.	Remain in control.



# 30. STEADY AS YOU GO

## Dollar-Cost Averaging

### **What it is...**

A method of investing where you invest a specific dollar amount at a specific time, regardless of the stock or bond markets' performance.

### **How it helps...**

- Encourages you to save regularly and consistently.
- Averages out the market fluctuations.
- Reduces your average cost per share.
- You can authorize your bank to have money sent directly from your checking account.

### **Time...**

- Several hours to investigate investments (less if you hire an advisor).

### **Keys to action...**

- Review your goals and objectives.
- Determine an amount to save regularly.
- Select an investment. (See chapters on stock and bond mutual funds and annuities.)
- Complete paperwork as for regular investments.

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*“It is a very funny thing about life: if you refuse to accept anything but the best you often get it.”*

—W. Somerset Maugham

SET IT UP	STEP ON IT	STEP ON IT +
Determine if you would benefit from a regular savings program.	Consider the amount you would use in such a plan.	Which of your goals would this fulfill?



### Notice...

- Your willingness to make a commitment.
- Your interest in planning for the future.



### But what if...

- You need the money and can't invest?
- You can start and stop making regular investments at any time.



### Thought primers...

- The good thing about saving regularly...
- If I thought that saving even a little made a difference...
- Taking care of myself for tomorrow means...
- At the thought of saying "no" today for a "yes" tomorrow...
- When I really think about what I want...
- If I could ever get ahead...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Review your goals and your budget.	Read one financial publication about this technique.	How will this strategy fit into your overall plan?
<b>2</b>	Determine the amount to be invested and at what interval.	Discuss the step with your financial advisor.	If you are unsure, get a second opinion, perhaps from your tax advisor.
<b>3</b>	Start out easy. You can increase the amount or shorten the interval at a later time.	When you attend a class or seminar, ask the presenter to discuss the issue.	Review your balance sheet. Will this diversify your holdings?



# 31. PUFFERY

## Inflation

### **What it is...**

The erosion of your principal through increased cost of goods and services.

### **How it hurts...**

- It is difficult to see concretely and difficult to understand.
- Forces you to save larger amounts in order to equal the same buying power in future years.
- Some items, such as medical costs and education costs, increase faster than the rate of inflation.
- Gives you fewer goods/services for the same money.

### **Key items to look for...**

- The annual figure, often called the Consumer Price Index.

### **Time...**

- Ongoing attention to inflation reports.

### **Keys to action...**

- Be alert to information on the rate of inflation.
- Monitor investments regularly to make sure the returns are higher.

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*“There are plenty of good five-cent cigars in the country. The trouble is they cost a quarter. What the country really needs is a good five-cent nickel.”*

*—Franklin Pierce Adams*

SET IT UP	STEP ON IT	STEP ON IT +
Inflation is an external influence on your plan, over which you have little control.	Be aware that others will be suffering the same disadvantage as you.	There are steps you can take to minimize the effect. Planning ahead for extra savings is one.



### Notice...

- Your willingness to pay attention to financial news.



### But what if...

- Inflation increases?
  - Adjust your investments accordingly.



### Thought primers...

- The good thing about listening to financial news...
- The bad thing about listening to financial news...
- When things seem beyond my control, I...
- If I have to think about investments *and* inflation...
- Sometimes I feel...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	A backup savings account may be helpful in covering the erosion of buying power caused by inflation.	Read regularly the articles in the financial section of your newspaper. Follow the material on inflation and its effects.	A good time to start a backup plan is when the inflation rate is lower and your money goes farther.
<b>2</b>	Learn the words and phrases associated with the description of the national economy.	Take a class in economics, perhaps at night school or at the local community college.	Keep articles in your notebook for reference.
<b>3</b>	As the inflation rate changes, adjust your budget.	Talk to others about the preparations they are making for changes in the inflation rate.	Plan for the long term.



# 32. PUTTING GOLD INTO THE GOLDEN YEARS

## Retirement Planning

### What it is...

It is the time set aside after traditional work years have ended—a time of self-realization and the achievement of all those leftover items you never had time for when you were working. More importantly, it is the act of preparing now in order to enjoy later.

### How it helps...

- You can sleep nights by erasing worries about being old and broke.
- You stay in control of your life and your finances.

### Key items to look for...

- A retirement plan in addition to your social security benefits.
- Medical insurance to supplement Medicare.
- Explore various lifestyle choices.

### Time...

- Three hours to set up.
- As much time (continuing) as you can devote to the subject until you feel comfortable with your plans.

### Keys to action...

- Determine the lifestyle you want.
- Set goals, such as reading one article a week on a particular subject related to retirement.
- Learn about various options by reading and attending seminars on retirement planning. Some subjects to consider include: housing, fitness, social activities, travel, and community resources.

## PUTTING GOLD INTO THE RETIREMENT YEARS

SET IT UP	STEP ON IT	STEP ON IT +
The earlier you begin to plan for retirement, the better off you will be, because you can save in smaller increments.	Consider your employer's plan with every job. If you are self-employed, start an appropriate plan as soon as possible.	Be aware of your rights under all plans. Some require certain types of withdrawals, and others will let you borrow against the principle under certain conditions.



### Notice...

- Your feelings about the subject. Some people are pleasantly surprised to find that letting their imagination run free can be stimulating.
- Your willingness to consider new and unusual plans.



### But what if...

- I am overwhelmed?
  - Take a large subject, such as retirement, and divide it into small, easy-to-manage portions.
- My company retirement plan changes?
  - Explore all the legal alternatives.
  - Have "Plan B" in place: diversify your savings and investments so that you have coverage in several types of savings.



### Thought primers...

- One of the things that scares me about this subject...
- To me, retirement means...
- At the thought of being retired, I...
- One of the ways I will benefit from planning for my retirement now is...
- When I think of all the decisions related to retirement, I...
- Facing life without a regular paycheck coming in makes me...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Describe your ideal retirement and determine how close you will be to it.	Attend one seminar on retirement planning every year. Read one book every year on the subject.	Keep in mind there may be changes in your health, housing, or lifestyle.
<b>2</b>	Carefully preserve all of the necessary papers in each of the plans you use, including social security.	Use all of the free resources available to you—the library, the Social Security staff and any brochures they have, and anything else you can find.	Over the years, be aware of changes in the law as they occur. It might make a difference later.
<b>3</b>	Determine as best you can what your financial needs will be after you retire.	Consult professional advisors. Ask the advice of any retired persons you know.	Be realistic in your plans. Think in terms of every day life and not only of your “dream trip.”



# 33. SAVE NOW, ENJOY LATER

## IRAs



### What it is...

An Individual Retirement Account (IRA) allows you to invest a maximum of \$2,000 per year of earned income. The money grows on a tax-deferred basis. Taxes are paid on the money at the time of withdrawal. Withdrawals take place between the ages of 59½ and 70½. If you withdraw the money early, it is subject to a 10% penalty by the IRS, with possible additional penalties by the investment companies chosen for the IRA. The money invested may be tax deductible, depending on your income and other retirement benefits from your employer.



### How it helps...

- Allows you to save money on a tax-deferred basis.
- Provides for additional income at retirement.
- May provide current tax savings.
- Allows you to make investment decisions.



### Key items to look for...

- A competitive return on your money.
- A conservative investment, since losses are not tax deductible.



### Time...

- Three hours to investigate investment options and select one (less if you hire an advisor).
- A half an hour annually to evaluate.



### Keys to action...

- Review goals and priorities.
- Determine whether or not current tax savings are available to you.
- If your employer contributes to your retirement through deferred compensation or 401(K) plans, then invest there first.
- Evaluate investment options by yourself or with an advisor.

## SAVE NOW, ENJOY LATER

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SET IT UP	STEP ON IT	STEP ON IT +
Review the retirement plan offered by your employer. Are any of the contributions tax-deferred?	Check your budget. Do you have other savings plans in place?	Although a number of rules cover this type of plan, remember that you are still in control.



### Notice...

- Your willingness to plan for tomorrow.
- Your willingness or resistance to take action.
- Your feelings about dealing with your tax position.



### But what if...

- I make a mistake?
  - If you choose an investment that does not meet your goals, or does not give the expected return, you can move the balance to another IRA account.
  - If you need to adjust the amount you are investing, just change it.



### Thought primers...

- Planning for tomorrow means...
- If I have to forgo buying something today...
- Sometimes I wonder if...
- When I think of my taxes, I...
- When I think of sticking by my choices...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Check your retirement goals. Estimate the funding for the lifestyle you choose.	Much literature on IRAs is available. Read at least three articles to become familiar with the terms and conditions.	Compare your present retirement plan(s) with the pros and cons of an IRA.
<b>2</b>	Determine how much you can invest in this type of account. Generally, this will be money that you will not touch for a considerable amount of time.	This is an ideal subject to discuss with an advisor. A second opinion, perhaps from your tax preparer, is often a good idea.	Once you learn the basic rules, these plans have a great deal of flexibility. Become familiar with the rules and boundaries.
<b>3</b>	Evaluate your tax position. Calculate your taxes with and without an IRA before you make a decision.	Ask your friends and colleagues which factors they considered when they made their decision.	Consider the impact inflation will have on your investments.



# 34. A ROOF OVER MY HEAD

## Annuities

### What it is...

An investment through an insurance company that provides a guarantee of principal and an interest rate set for a certain time period. The guarantee is backed by the insurance company, not by the United States Government. When mutual funds are used in place of a set interest rate, the annuity is a variable annuity.

### How it helps...

- Money grows while tax is deferred. Taxes are paid at the time of withdrawal, which cannot be before the age of 59½ without penalty.
- Can be used as an Individual Retirement Account, in which case a predetermined amount must be withdrawn by age 70½.
- Many withdrawal options are available, including a lifetime annuity.

### Key items to look for...

- The expenses of the annuity, such as fees, commissions, etc.
- The strength of the insurance company.
- The history of interest paid.
- The track record of the mutual funds, if variable.
- The competency of the advisor with whom you work.

### Time...

- Two hours to compare and analyze funds.
- A half an hour annually to review statements.

### Keys to action...

- Review your goals and objectives.
- Review your tax situation.
- Determine an amount to invest.
- Meet with a financial advisor.
- Ask for a sample contract or prospectus to read.
- Review expenses. Compare between companies.

## A ROOF OVER MY HEAD

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SET IT UP	STEP ON IT	STEP ON IT +
Reexamine your retirement plan beyond Social Security.	If your employer does not offer a plan, this may be a good choice.	It's hard to start too young when planning for retirement.



### Notice...

- Your reaction to investing money for the long term.
- Your reaction to a fixed or variable (but potentially higher) return.



### But what if...

- The insurance company has financial difficulties?
  - Keep your investments diversified.
  - Watch your company's position regularly.



### Thought primers...

- The good thing about planning for tomorrow...
- When I invest money for a long period of time, I...
- At the idea of reading a contract or prospectus, I...
- When I listen to an advisor, I...
- At the thought of making my own decisions, I...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Check this type of investment against your needs.	Consult a financial coach or mentor.	Collect materials from several different companies.
<b>2</b>	The money you put away will not be available for awhile. Can you afford it?	Ask for an opinion from your tax advisor.	Compare to other types of long-term savings.
<b>3</b>	Estimate your financial needs in retirement, given the lifestyle you choose. Check it against the income that you expect at that time.	Read two articles about this type of investment.	Review calculations and plans for retirement on a regular basis. Many factors, such as your health and the national economy, can alter your plans.



# 35. TOMORROW IS ALMOST HERE

## Deferred Compensation/401(K)



### What it is...

A retirement savings plan for employees, set up by their employer, with restrictions on the investment options available. Some plans include employer contributions; others involve only employee contributions. The money grows on a tax-deferred basis. Taxes are paid on the money at the time of withdrawal. The investment generally must remain in the account until age 50½ and you must begin withdrawing the money by age 70½. If you withdraw the money earlier, it is subject to a 10% penalty imposed by the IRS. There may be additional penalties imposed by the investment company through which you (or your employer) invest.



### How it helps...

- Allows you to save money on a tax-deferred basis.
- Provides for additional income at retirement.
- Provides current tax savings.
- Contributions are pre-tax, which reduces your current income for tax calculation.



### Key items to look for...

- A competitive return.
- The amount of risk that you can live with.
- A conservative investment, since losses are not tax-deductible.
- Costs, penalties, and procedures for borrowing or withdrawing contributions.



### Time...

- Three hours to investigate investment options (less if you hire an advisor).
- One hour quarterly to review and evaluate.

# TOMORROW IS ALMOST HERE \_\_\_\_\_



## Keys to action...

- Review goals and priorities.
- Determine the amount (after taxes) that you can save.
- Evaluate investment options by yourself, or with a professional.

SET IT UP	STEP ON IT	STEP ON IT +
Check with your employer to find out if such a plan is offered.	Review your tax material and determine what type of advantage you would gain.	Review other retirement plans to judge their value within your overall program.



## Notice...

- Your reaction to planning for tomorrow.
- Your willingness or resistance to take action.



## But what if...

- I need the money?
  - Although you always have the option to stop future investments, withdraw this money only as a last resort.



## Thought primers...

- Planning for tomorrow means...
- If I have to forgo buying something today...
- The good thing about taking responsibility...
- Finding a balance between today and tomorrow...
- When I think about making choices and living by them...
- If it's true that I have to take care of myself...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Gather all the details from your employer.	Discuss the plan with your financial planner/advisor, as well as with your tax advisor.	Project the end result. Does it meet your goals?
<b>2</b>	Review your budget and realize that this is a long-term commitment.	Read about this type of plan in financial publications.	Although several limitations on this type of investment exist, you remain in control.
<b>3</b>	Check your overall financial position. This type of plan should fit into your balanced program.	Discuss this plan with your family. Get their opinions, both for and against, on your plan or other plans.	Stay informed. Study the regular statements you receive and keep up on changes in the law.



# 36. SAYING THE "T" WORD

## Income Taxes

### **What it is...**

A predetermined portion of income paid to the Internal Revenue Service Department of the U.S. Government as a result of being a citizen of this country.

### **Key items to look for...**

- An effective and efficient recordkeeping system.
- The tax consequences of any financial decision.

### **Time...**

- Two hours or more for the preparation of your tax return, depending on the complexity of your return and the accuracy of your recordkeeping system.
- One hour every month to update records.

### **Keys to action...**

- Familiarize yourself with tax laws by reading articles and other sources of information.
- Develop or purchase a recordkeeping system.
- Decide to do your own tax preparations or hire a professional.
- Work on your project regularly.

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*“In this world nothing is certain but death and taxes.”*

*—Benjamin Franklin*

## SAYING THE "T" WORD

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SET IT UP	STEP ON IT	STEP ON IT +
An easy system of recordkeeping saves you from panic on April 14th of every year.	Learning about taxes allows you to use the correct strategies to avoid overpaying.	A refund means that you have made an interest-free loan to the government. Adjust your withholding so that it comes out even at tax time.



### Notice...

- Where your personal integrity lies in this area.
- Whether tax consequences determine your financial decisions.
- Your reaction to the tax structure in this country.



### Thought primers...

- If paying taxes took less time and energy...
- If I accepted the idea of paying taxes...
- If I organized an effective method of keeping track...
- If paying taxes didn't dictate my financial decisions...
- If I saw that it was possible to organize my life around not paying taxes...
- When I hear of people cheating on their taxes...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Terminology relating to taxes may be confusing at first. Keep at it.	Consult your library. Review at least one book on taxes made easy.	The IRS publishes a number of booklets—some may help you.
<b>2</b>	The laws related to taxes seem to change frequently. Expect to review your position regularly.	Watch for changes in in tax laws. Monitor newspapers and magazines for articles on changes.	Keep pertinent articles in your notebook, for easy reference.
<b>3</b>	Recordkeeping need not be complex, yet it must be done regularly.	Ask ahead of time what information your tax professional will need.	Complete records will help a great deal, especially if you are the subject of an audit by the IRS.



# 37. WELL...ONLY 'TIL TUESDAY

## Lending Money

### **What it is...**

A method of earning interest income by providing a specified sum of money for a limited period of time. A loan should always be written down, preferably in the form of a promissory note.

### **How it helps...**

- Provides extra income—sometimes more than you might get from other types of investments.
- May enhance your assets if the promissory note is secured by the pledge of property, because if the borrower defaults, you take over possession of the property in lieu of payments.

### **Key items to look for...**

- Whether or not you can afford to lend the amount without disturbing your investment plans and goals.
- Rate of interest.
- The overall length of time that the loan will run.
- The amount of each payment, when each payment will be due, and the penalties for late payments.
- Security for the debt, like an item or items that the borrower will pledge which guarantees that the loan will be repaid.
- Where you lie in the spectrum of money awareness.

### **Time...**

- One hour or less to set up.
- Fifteen minutes after every payment is received to keep records, more if the borrower defaults.

## WELL...ONLY 'TIL TUESDAY

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### Keys to action...

- Obtain materials: a promissory note (two copies) and a payment record.
- Personal policy or philosophy: Do you lend money to others? Do you lend to friends and relatives?

SET IT UP	STEP ON IT	STEP ON IT +
Establish your own personal policy. Will you lend money or not? To whom will you lend money?	Stick to your policy no matter what. Don't let others make you feel guilty about saying "no."	Keep personal and business matters separate.



### Notice...

- Your feelings about lending to a friend or relative.
- Whether or not you find it difficult to ask for the money when the borrower is late in making the payment.
- Consider how you might feel taking the borrower to court if he or she defaults and you must foreclose.



### But what if...

- The borrower skips and I lose everything?
  - This is part of the risk. Choose carefully the persons with whom you deal. Know their credit background and make sure that the secured item is equal to or greater in value than the amount that you are lending.



### Thought primers...

- When I think of lending money to a relative, I...
- One of the things that makes lending on a personal basis attractive is...
- If I were to lose money, Mother/Father/Wife/Husband would say...
- If I weren't concerned about what someone thought, I...
- The hard part about saying "no" might be...

<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Your plan should be complete without provisions for lending money to friends and relatives.</p>	<p>Ask the advice of financial experts.</p>	<p>Calculate the amount that you can spare as a gift, because you may never see the money again.</p>
<p><b>2</b> Realize that your potential borrowers may be willing to pay a higher interest rate if a bank has already turned them down.</p>	<p>Seek legal support if you decide to go through with the loan.</p>	<p>Discuss what the borrower is willing to offer as security for the loan. Have the borrower sign a promissory note.</p>
<p><b>3</b> Be your own person. Be independent and don't let others intimidate you.</p>	<p>Read one book or attend one seminar on negotiating skills. You will learn to say "no" and not destroy your relationships.</p>	<p>Be thorough.</p>



# 38. HERE'S AN ANGLE

## Home Equity Loans

### **What it is...**

Borrowing money using the equity in your home as the basis for the loan. Interest rate is variable.

### **How it helps...**

- Interest paid is tax deductible.
- Makes use of the equity in your home.
- Generally, a home equity loan can be prepaid without penalty.
- Relatively easy method of acquiring money.

### **How it hurts...**

- Increases the mortgage on your home.
- Increases your monthly debt load.
- Interest rate is variable and can go up.
- Loans are often interest-only.

### **Key items to look for...**

- Competitive interest rates.
- Annual fee, if any.
- The terms of the loan.

### **Time...**

- Several hours to shop for conditions and loans.

## HERE'S AN ANGLE

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### Keys to action...

- Review your goals and objectives.
- Determine the amount of money needed.
- Determine your method of repaying the loan.
- Evaluate other methods of acquiring money.
- Shop for terms and conditions.
- Complete the application provided by the lender. Allow time for paperwork.

SET IT UP	STEP ON IT	STEP ON IT +
Check the reason why you need the money.	Is that reason worth taking on new debt?	Set a limit before you start.



### Notice...

- Your reaction to acquiring new debt.
- Your reaction to using your home as collateral for the debt.
- Your credit history.



### Thought primers...

- The good thing about getting more money...
- If it turns out that my house is on the line...
- Increasing my monthly payments makes me...
- If I had to pay off this loan sooner than expected...
- If the money is easy for me to get, I might...
- Using this money responsibly means...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Have a definite goal in mind.	Ask others if they have used this type of loan before and what the results were.	Many of these loans are available. Gather data on at least four.
<b>2</b>	Carefully review your budget. Will the additional payment be a burden? Will the added debt make your ratio too high?	Discuss the possibility with your financial advisors—tax and other advantages may result. Discuss the disadvantages and risks, also.	Review other alternatives for obtaining money, as well as their advantages and disadvantages. Compare this to the data you have assembled.
<b>3</b>	Calculate how long it will take you to repay the loan.	Read at least one magazine article about this type of loan.	If you were to sell your house, how would this affect that transaction? What if you want to refinance? Would you have to pay off the home equity loan before the refinance could be completed?



# 39. WHO? ME? A LANDLORD?

## Income Real Estate

### **What it is...**

Real estate purchased with the intention of providing cash flow through rentals and potential appreciation upon sale.

### **How it helps...**

- Provides additional income.
- May offer some tax advantages.
- Offers potential returns higher than the rate of inflation.

### **Key items to look for...**

- Your interest in managing property.
- Your ability to own income real estate and still diversify your interests.
- A long time frame, if necessary.
- Your ability to cover payments if the property remains unrented.
- Your ability to make repairs.

### **Time...**

- An ongoing process.

### **Keys to action...**

- Review your goals and objectives.
- Determine the amount that you have available to invest.
- Determine your participation level.
- Select a real estate professional with whom you can work.
- If you find a property, review the data with your accountant.
- Determine a minimum length of time to hold property.

## WHO? ME? A LANDLORD? \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Does this type of investment meet your goals?	Do you have the money, time, and expertise to treat this like a business?	Do you see this as a long-term investment?



### Notice...

- Your reaction to investing in real estate.
- Your willingness to work with tenants and make repairs.



### But what if...

- The value of the real estate goes down?
  - Make sure that you are adequately diversified and that you have contingency funds before you invest.



### Thought primers...

- The good thing about owning real estate...
- If things don't go according to my plan...
- If the value remains flat or decreases...
- To me, being a landlord means...
- If it turns out that I could lose money in real estate...
- If I had to sell, I...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Be prepared to make a serious commitment. Review your resources.	Talk to people who have made money in investment property, as well as those who have lost money.	Location is a basic factor in evaluating property. Know the area or areas that you are interested in.
<b>2</b>	Have your limits established before you begin the process of acquiring investment property.	Consult professionals (tax, financial, and real estate).	Be patient. The best choices for purchase and for appreciation may take time.
<b>3</b>	Review your assumptions about this type of investment.	Read and be aware of the state of the market.	Avoid hasty decisions.



# 40. THE PITS

## Losing Your Job

### **What it is...**

A catastrophe sometimes, other times a blessing in disguise.

### **How it helps...**

- If you can remain objective, it offers an opportunity to explore options and alternatives that you might not have considered otherwise.
- You seldom make changes when you are comfortable. If you postpone change, or are intimidated by the idea of changing your life, the loss of a job forces you to examine your life.

### **Key items to look for...**

- Check your financial assets. Be prepared for the worst-case scenario.
- Have Plan B, C, or D ready. When you know what you would do in case your employment evaporates overnight, you are less likely to be affected by the emotional shock of the loss, and you can start right away on remedying the situation.

### **Time...**

- One or two hours to set up. Set aside a section in your notebook for this—let it be your “Fall-Back Position.”
- Continuing, as conditions change, a few minutes here and there to note the amendments to your plans. Keep your notebook section up to date.

## THE PITS

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### Keys to action...

- Make sure your skills remain marketable. Technological changes come quickly, so be sure that you keep up with them.
- Use your notebook as a tool for emotional and financial support.
- Use networking for a support system.
- Take some time to dream about what you really want to do, then determine how close you really are to that dream.
- Gather letters of reference all the time. This is especially important if you are changing supervisors. Keep adding to and updating your resume, so that it will be ready at a moment's notice.

SET IT UP	STEP ON IT	STEP ON IT +
Observe and be aware of the possibility of job changes or layoff.	Be prepared both emotionally and financially for the event.	Use the change as an opportunity to reevaluate your career and your goals.



### Notice...

- Your feelings when you think about being unemployed.



### But what if...

- I am broke?
  - Prepare now to avoid that problem by setting up an emergency fund.
  - Keep an eye on the job market—even in areas that may not be obvious or your favorite.



### Thought primers...

- Losing my job means...
- At the thought of looking for work...
- One of the things I do well is...
- If my job and my identity were separate...
- At the thought of starting all over again...
- If I could have any job I wanted, I would...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	If a layoff becomes obvious, start your preparations.	Seek outside help from public agencies and career counselors.	Consider other careers that you may be qualified for or that you could train for.
<b>2</b>	Take at least one step daily towards your goal.	Personal or family counseling may be helpful.	Keep all avenues of communication open. Sometimes opportunities come from unusual sources.
<b>3</b>	Stay in control of your life. Make plans and adjust, if necessary.	Attend a seminar that covers your situation.	Be patient.



# 41. WHOOOPEE! A RAISE!

## Increased Income

### **What it is...**

A sale, a raise, an inheritance, a windfall, etc., that continues for one time only.

### **Purpose...**

- To increase your net worth.
- To reach your goals.

### **How it helps...**

- Gives you a boost toward your goals.

### **Key items to look for...**

- Set aside a small amount for fun/play.
- If you know it's coming, plan ahead.

### **Time...**

- An ongoing process, hopefully.

### **Keys to action...**

- Review your goals and think about where this new money should be applied.
- Make a plan in advance.
- Examine your debts and determine whether to apply some of this new income toward reducing those debts.

## WHOOPEE! A RAISE!

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SET IT UP	STEP ON IT	STEP ON IT +
Study your budget and your goals in order to prioritize your needs and wants.	Be aware of new opportunities. You may need to expand your goals.	If you choose to expand your investments, then investigate everything thoroughly.



### Notice...

- Your feelings about having more money than usual.
- Any pressure you feel from yourself or others.



### But what if...

- The raise is only temporary, or a one-time action, like a bonus?
  - Plan to apply it in the same manner as continuing income.
- The amount is large, such as an inheritance or a lottery windfall?
  - Carefully review your goals and plan with caution.



### Thought primers...

- At the thought of having more money...
- When I feel pressured, I...
- The responsibility of having more money means...
- If I achieved my goals tomorrow, I would...
- The scary thing about having more money might be...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	When reviewing your goals, allow for increases in salary.	Seminars, articles and books on financial planning all cover this topic.	Have vague excuses ready for people who want you to make decisions before you feel comfortable doing so.
<b>2</b>	Decide on appropriate rewards for newly acquired money	Set a limit on the use of the increase. Use the material that you read as a guide to learn from.	Notice the difference that the increase will have on your net worth.
<b>3</b>	Begin to look forward in your planning. Consider how your net worth statement will look in a year or two.	Consult financial professionals. Ask the advice of the successful persons whom you admire.	Look forward to the next raise or to increasing your newly acquired capital according to your plan.



# 42. I'M THE BOSS

## Self-Employment



### What it is...

Owning your own business, regardless of size and location of work. Taking the entrepreneurial risk with your own, and sometimes borrowed capital. Making the decisions that will determine the direction and future of the business and taking the responsibility for the operation and success of the enterprise.



### How it helps...

- You have the greatest amount of freedom.
- You may be entitled to significant tax advantages.
- You may lose all, or gain everything.
- You have the opportunity to use creative ideas and to be as innovative as you choose.
- Self-employment takes many forms. It may be a part-time job or a home office; or you might work independently as the head of a large company.



### Key items to look for...

- Your ability to stay focused on a long-term goal.
- Your willingness to make sacrifices in your time and effort in order to make business a success.
- Determine if you have the skills necessary to face all the types of decisions that you must make.
- Make sure you are fully capitalized.



### Time...

- A lot of time just to set up.
- Probably more time than you think is involved and it is a continuing process.

## I'M THE BOSS

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### Keys to action...

- Talk to others who own the same size or type of business that you are interested in starting. Ask for their advice and find out what they would do differently if they had to do it all over again.
- Take classes and read books on various business topics.
- Develop a network of consultants, advisors, and friends.
- Survey the market area to determine if it can support your business.
- Write a thorough, detailed business plan.
- Have secure and sufficient funding—the major problem facing new businesses is not enough capital.

SET IT UP	STEP ON IT	STEP ON IT +
Success in business depends on many factors. Check your background for knowledge of as many of these as possible.	Be prepared to make a major commitment—emotionally, financially, and physically.	Write a thorough detailed business plan. Start by reading <i>Your First Business Plan</i> or <i>The Complete Book of Business Plans</i> by Covello and Hazelgren (also published by Sourcebooks, Inc.).



### Notice...

- Your comfort level at the thought of being totally responsible for the entire operation.
- Your willingness to learn every aspect of the business.
- Your real motivation for starting a business. Are you running away from some problem that will follow you, or are you following a dream?



### But what if...

- I fail?
  - You will learn from the experience.
  - You will have the satisfaction of going after something you wanted.



### Thought primers...

- The good thing about being boss might be...
- The scary thing about being boss might be...
- At the thought of being completely responsible for my financial future, I...
- When I think about asking others for support and advice, I...
- To me, being on my own means...
- One of the ways I might sabotage myself is...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Look inward to your motivation. Do you have a powerful drive to do this, or are you running away from a situation you don't like?	Often, classes on starting a business are offered. The advantage is in your ability to ask questions and to benefit from the discussions.	Stay flexible. Conditions in the business world change, and you will need to adapt your plan as you continue toward your target.
<b>2</b>	What goals do you have for starting this business? Look beyond profits.	Ask the opinions of those who have been there. People who have successfully started businesses will often share their experiences.	As you advance in your project, review your progress with others, so they can share with you.
<b>3</b>	Be prepared for long hours. Plans change, details require more time, shortages cause delays—even the weather can interfere.	Many professionals are available for you to consult as your plan advances. Use their services.	Keep your life in balance while you are in the process. Without steadiness, your excitement and enthusiasm can overwhelm you.



# 43. HERE I COME

## Social Security

### **What it is...**

A plan to supplement retirement income from monies paid into the Social Security Administration over the lifetime of a worker. It also provides other assistance, such as disability and survivors' benefits.

### **How it helps...**

- Gives a base to income in retirement.
- Provides Medicare hospital and medical benefits, at some cost.

### **How it hurts...**

- Not enough for an entire retirement income.
- Anyone born after 1937 will not get full retirement benefits at age 65—they will be delayed by a sliding scale, depending on your date of birth.
- You could lose some of your Social Security benefits if you have a government pension in addition to your Social Security benefits. Consult a Social Security counselor to be sure.
- Medicare alone is not enough to meet today's high health-care costs—you will need some type of supplemental coverage.

### **Key items to look for...**

- Your account summary.
- Benefits available to you under your spouse's account.

### **Time...**

- One time: fifteen minutes to send for summary; more if you visit the Social Security Office to see a counselor.
- A half an hour to read brochures and fact sheets.
- Ongoing: a half an hour to keep information up to date.



### Keys to action...

- Visit your Social Security office to get form SSA/7004—the request for a summary of your account. Or phone 1-800-772-1213 to ask for the form and to ask questions.
- Apply at least three months prior to retirement date to get your paperwork in order.

SET IT UP	STEP ON IT	STEP ON IT +
Social Security was never intended to be the sole source of a person's retirement income.	Many people have benefitted from the other parts of the parts of the program, like disability and survivors' benefits.	The Social Security program administers the Medicare program for the government, but it is not funded from the social security tax; rather, it is funded from income tax.



### Notice...

- Your feelings about the Social Security program.
- Your willingness to deal with a large bureaucracy.



### But what if...

- The program goes broke before I retire?
  - It probably won't. The fund has a surplus at this time.



### Thought primers...

- When I think of retirement, I...
- One of the things I believe about Social Security is...
- If it turns out that I am right...
- It is beginning to dawn on me that...
- If I depend on one program to save me...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Set aside one section of your notebook for this subject.	Discuss the Social Security system with people you know who are in it now. Find out how you can prepare.	See Social Security retirement benefits as only one part of your overall plan.
<b>2</b>	Review your account regularly. Send for a summary to make sure that no error has been made.	Visit your local Social Security office and gather printed material that is relevant to your situation.	Make sure that you qualify for the benefits. If you have questions, call the number on the preceding page, or ask your local counselor.
<b>3</b>	Be aware of the terms used in the management of these accounts.	Watch the media for changes in the law and in the benefits.	Congress is very aware of the large group of seniors in the population and is very responsive to their wishes.



# 44. EASY WRITER

## Recordkeeping



### What it is...

Answers the need to record important information and gives you the ability to locate that material quickly, as needed.



### How it helps...

- You can avoid the “tax time blues” if you have relevant information easily available.
- You have greater control over your business matters when you can see your status.
- You are less likely to forget items or to overlook important details.



### Key items to look for...

- For your recordkeeping system, consider the end results that you want, for example:
  - checkwriting capacity
  - budgets
  - receivables (monies owed to you)
  - monies that you owe, when they are due, and the amounts
  - investments (including date of purchase and costs)
- What is your personal style? Do you want every detail in a particular order, or can you live with “fast and dirty accounting.”



### Time...

- One hour to set up.
- Ongoing, a half an hour every month.



### Keys to action...

- Materials: Simple materials may be purchased from a stationery store. Or you may consider an integrated system, which combines check-writing with an entry in a spreadsheet. Some of these require specially printed materials, others use generic supplies.
- Use simple categories to start, such as:
  - Assets:  
cash, bank accounts,  
property, cars, stocks,  
bonds, pension plans
  - Liabilities:  
credit cards, bills, mortgage,  
car payments, notes
- Keep all materials in one location. This makes it easier and quicker the next time you make an entry.

SET IT UP	STEP ON IT	STEP ON IT +
Decide that you are going to do better than you are doing now.	Look around at the types of recordkeeping that are available to you.	Start with a simple plan and expand on it later.



### Notice...

- Your feelings about keeping clear records.
- Your success or failure in the past at performing this task.



### But what if...

- I don't keep it up?
  - You won't have the information you need at your fingertips, especially at tax time.
  - You will find it more difficult to take control of your finances and reach your goals because you will not have a clear picture of your present position.



### Thought primers...

- The thought of keeping records makes me...
- To me, being organized means...
- The good thing about not knowing where to find things might be...
- One of the first things I would do might be...
- One of the problems with doing this might be...
- It's beginning to dawn on me that...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Decide to begin and then make the commitment.	Read ads and articles about systems that make recordkeeping easy.	Be aware of the new ways in which you will benefit from having your records organized and available on demand.
<b>2</b>	Make the first step an easy one. Don't overdo it.	Ask professionals about the kind of recordkeeping system they use. Perhaps a computerized system is the answer.	Keep in mind that what seems to be a big job now will end up becoming a short cut in the long run.
<b>3</b>	Make a list of broad categories to start with. You can divide them later.	Experiment with different types of pre-printed forms and find the ones that suit you best.	Use the data for your budget projections and to check your goals.



# 45. I CAN FIND IT

## Organizing Your Materials

### **What it is...**

A simple method of locating, using, retaining, and monitoring financial records; a way of keeping all of your important papers in one place; and a system for locating your documents easily.



### **How it helps...**

- Everything is at your fingertips.
- The system is flexible—you can adjust the segments as your life changes.
- It is a call to action.
- It puts all of your key information in one place.
- It gives you the knowledge that you need to be in control.
- It keeps you in touch with all parts of your life and your future.



### **Key items to look for...**

- Major areas of interest:
  - investments, savings, assets, social security, retirement planning, location of documents and keys, liabilities, credit cards, copies of wills and durable power of attorney
- Other sections that apply to your lifestyle.
- Make your record book attractive through the use of colored pens, stickers, or pictures.



### **Time...**

- Two hours or less to set up.
- Continuing, one hour every three months. If the job feels overwhelming, set aside a specific amount of time, perhaps fifteen minutes a day. At the end of that time, stop—no matter where you are. Then, take up the project again the next day.

## I CAN FIND IT \_\_\_\_\_



### Keys to action...

- Materials needed: large three-ring binder, dividers, binder paper, and plastic, pocket-type sheet protectors.

SET IT UP	STEP ON IT	STEP ON IT +
Assemble the materials you need—the notebook and its parts, plus some of the papers that will go inside.	Be flexible. If you see the need for new sections, add them.	Consider this a type of family album. It keeps you up to date.



### Notice...

- Your feelings about gathering all the materials.
- Whether you find it easy to become distracted.



### But what if...

- I can't find everything on the first try?
  - Keep going with what you have.
  - Make a list of what's missing and work on it later.
  - Know that the book is for you and that no one will see it unless you show it to them.



### Thought primers...

- To me, organizing means...
- Keeping everything in order means...
- The good thing about being disorganized might be...
- If I could find things when I wanted to...
- Saving time might mean...
- It's beginning to dawn on me that...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Make a list of what needs to be done.	Ask others how they organize their papers and other important information.	Begin with the essentials, such as listing the location of your most important documents.
<b>2</b>	Prioritize your list.	Investigate formal systems of information handling.	If you find that the task is burdensome, ask for support.
<b>3</b>	Start.	Read one book or magazine article on organizing.	Review the contents on a regular basis. Set a date.



# 46. MY MOTHER TOLD ME SO

## Myths

### **What it is...**

A myth is a story which has been repeated so often that it appears to be the truth. Sample myths that you should question: "You should never touch your principle." "People should always own a home." "Two can live cheaper than one." "A safe investment is a guaranteed interest rate." "Men handle money better than women."

### **How it hurts...**

- They can stop you from thinking independently.
- They can limit the possibilities that you see.

### **Key items to look for...**

- Reality may differ from the myth.
- Avoid basing your decisions only on myths or stereotypes.
- Compare reality with what you want to believe.

### **Time...**

- An ongoing awareness.

### **Keys to action...**

- Get a second or third opinion. Other perspectives can help you sort out fact from fiction.

## MY MOTHER TOLD ME SO \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Be aware of your own willingness to accept myths as fact.	Ask questions of the persons who give you advice—genuine experts have much data to back them up.	Stick to your plan. Your goals were developed by you for your conditions.



### Notice...

- Your feelings about questioning the words of another person.
- Whether you find it difficult to ask for more information or to say “no.”
- Whom you accept as authority figures.
- Evidence of your successes with money.
- The origin of the myth. Family? Work? Society?



### But what if...

- My friends find out that I didn't follow their advice?
- Listen to them and then decide what is right for you.



### Thought primers...

- When I follow rules, I...
- Father/Mother always said that I should...
- The good thing about following the crowd might be...
- When I think of doing things differently from others, I...
- Thinking independently means...
- Breaking the rules might mean...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	When your plans are carefully thought out, they are less likely to be disturbed by an impulsive move.	Once a year, attend one seminar or class on financial planning.	As you learn, you will become more familiar with financial terms and words, and you will understand their implications.
<b>2</b>	Keep your goals firmly in mind.	Subscribe to a magazine that gives a balanced view of financial matters.	Avoid discussing your financial position with anyone except trusted advisors and close family.
<b>3</b>	Have in effect a firm policy of waiting for a specified period of time between learning about an investment and taking action.	Your local library is a valuable resource for checking myth against fact.	Be prepared with an answer if people try to tell you what to do.



# 47. THANK YOU, AUNT SUSIE

## Investing An Inheritance

### **What it is...**

Money received due to the death of a friend or relative. The money received is not taxable, but the interest or profit gained on the money is taxable unless invested in a tax-free investment.

### **How it helps...**

- Additional income can be used for a variety of purposes.
- Brings you closer to your goals.

### **How it hurts...**

- The responsibility can be paralyzing.
- An inheritance often comes with emotional ties.

### **Keys to action...**

- Review your goals and objectives.
- Create a plan for the use of the money which may include allotments of different amounts for different purposes.
- If you are investing any portion of the inheritance, reread the chapters on investments.

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*“Enter upon your inheritance, accept your responsibilities.”*

*—Winston Churchill*

## THANK YOU, AUNT SUSIE \_\_\_\_\_

SET IT UP	STEP ON IT	STEP ON IT +
Accept the windfall with the knowledge that the giver wanted you to have the funds.	Allow yourself some time to make sound decisions. Avoid making sudden decisions.	Grant yourself permission to take responsibility for the money.



### Notice...

- Your reaction to receiving the money.
- The meaning you give to the money.
- Your readiness to make decisions about the use of the money.



### But what if...

- I feel overwhelmed?
  - Take the time necessary to process any feelings about the money.
  - Keep the money in a certificate of deposit or money market until you feel ready to move.



### Thought primers...

- When I received this money, I felt...
- As I think about spending this money, I...
- As I think about investing this money, I...
- To me, this money means...
- If I could use this money in any way I wanted, I might...
- If I use this money wisely...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Review your goals. Give yourself time to dream without any decisions involved.	Consult financial professionals, such as your tax advisor, a financial planner, or some other authority.	Be prepared to say "no" to suggestions from volunteers.
<b>2</b>	Review your pattern of investments. Is it time to add a new dimension?	Talk privately with persons who have had the same experience. Ask them what their greatest mistake was and what they are most pleased with in terms of investing their inheritance.	Notice the temptation, if any, to get back to normal.
<b>3</b>	Retain an overall balance in your new investments. The same principles still apply.	Discuss with your advisor the tax consequences of any decisions you are considering.	Allow yourself time to work through the emotional aspects of the gift.



# 48. THE AMERICAN DREAM

## Owning vs. Renting

### What it is...

The “Great Debate” between owning your own home and renting. Often taken for granted, the possibility of ownership has become more remote for many young people, yet many benefits remain.

### How it helps...

- Renting: allows for mobility; no large down payment required; affordable; close to neighbors in multiple-unit housing; may not require ownership of a car if location is central and public transportation is available and acceptable.
- Owning: offers stability; gives a feeling of possession; can offer investment opportunities through appreciation; you may be more separate from your neighbors; gives you freedom to make decisions about the property.

### Key items to look for...

- Renting:
  - The terms of the lease—how can you get out quickly if you have to?
  - The neighborhood—how safe is it?
  - The amount of deposit—how you can get all or part of it back when you move.
  - The condition of the property and other charges, such as utilities, etc.
- Owning:
  - The terms of the purchase—interest rate, down payment, amount of monthly payment, etc.
  - The size of the property—the actual boundaries, limits on the use of the property, easements, etc.
  - The purchase price and the value of the property in relation to the neighborhood.
  - The neighborhood—how safe is it?
  - The condition of the property.
  - Other costs upon moving in—hook-up fees for utilities, etc.

## THE AMERICAN DREAM

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### Keys to action...

- Renting:
  - Check local newspapers carefully to become familiar with the current rent rates in different areas.
  - Check your budget to determine the optimum amount that you can afford for rent.
  - Talk to realtors, colleagues, and friends about the market and about what is available
- Owning:
  - Take your time. You will be there a while and mistakes can be hard to overcome.
  - Working with a realtor has many advantages, including the fact that a professional is working on your behalf.

SET IT UP	STEP ON IT	STEP ON IT +
Review your lifestyle and the location of your place of residence. Is it more practical to own or rent?	Study the market. Either choice brings good buys and poor buys.	Be prepared to make the commitments and sacrifices that go with the pros and cons of your selection.



### Notice...

- What are your priorities in life?
- How much of the decision is yours?



### But what if...

- I sacrifice and buy a house, and then the value goes down?
  - Recognize that this is a lifestyle choice and not an investment choice. If the value increases, that is an added bonus. Your home is an important part of your life's fabric.



### Thought primers...

- To me, renting means...
- To me, owning my own home means...
- If I bought/rented, Mother/Father would say...
- At the thought of changing my lifestyle, I...
- When I think of signing a long-term lease, I...



<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Check your budget. You must choose a course of action that you can afford.</p>	<p>Ask friends and associates how they made their decision and what factors influenced them.</p>	<p>Do not expect to find the ideal location on the first try. Patience is the key.</p>
<p><b>2</b> List the items that you need and want the most from your new location, such as schools, safety, convenience, etc.</p>	<p>Learn about the neighborhoods in the town or city that you are considering. Find out the pros and cons of each area in relation to your needs list.</p>	<p>Work with professionals. Your local association of realtors can help you, and your local library can be a valuable resource.</p>
<p><b>3</b> Note the characteristics that you most want in a house or apartment, such as the number of bedrooms, etc. Separate your actual needs from items that are “nice to have.”</p>	<p>Review your budget to make sure that the monthly costs are acceptable. Down payments or deposit fees must also be considered.</p>	<p>The first rule remains “location, location, location.” The second rule is: Think ahead as to how you will get out. If you buy, either you or your heirs will sell. If you rent, how easy will it be to leave?</p>



# 49. WOMEN DON'T PEEK

For Men Only

## **What it is...**

Gender specific concerns and habits regarding money.

## **How it helps...**

- Traditional rules discourage independent thinking.
- Financial responsibility may not be equally shared.
- You may feel burdened and/or exploited.

## **Key items to look for...**

- Your assumptions regarding financial matters. Are your assumptions the same as your partner's?

## **Time...**

- An ongoing exploration.

## **Keys to action...**

- Examine your assumptions.
- Discuss your concerns with your partner.
- Negotiate new methods for money management that take care of each of you.

## WOMEN DON'T PEEK

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SET IT UP	STEP ON IT	STEP ON IT +
Perhaps there is a better way to do things than the way you are doing now.	Evaluate your present practices.	Talk about your ideas with your partner/spouse/mate.



### Notice...

- Your reaction to the tradition of men making financial decisions.
- Your reaction to providing the financial support for the family.
- Your reaction to a new partnership with money.



### But what if...

- My wife doesn't handle money responsibly?
  - Keep talking and work with a professional, if necessary.



### Thought primers...

- When I make financial decisions, I am sure that...
- If my wife and I had to agree on financial decisions...
- If my wife carried some of the financial responsibility...
- The good thing about handling money by myself...
- If my wife and I worked together...
- If I were a "team member" instead of a "lone ranger"...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	List the benefits of shared responsibility.	Check your library for books and articles on this subject.	The one who carries a heavier burden may resent it after time.
<b>2</b>	Review the family models you and your wife had in childhood. How were money and responsibility handled?	Observe how the models have been handed on through the actions of your siblings. Discuss this with them, if you feel comfortable doing so.	Evaluate and update any of your habits that are based on childhood ideals.
<b>3</b>	Discuss your thoughts with your partner.	A third-party, neutral person may help in the communication process.	Look for new freedom and a “win-win” situation.



# 50. MEN DON'T PEEK

For Women Only

## **What it is...**

Financial considerations and traditions that are generally unique to women.

## **How it hurts...**

- Traditional rules discourage independent thinking.
- Financial savvy is not as highly valued.
- Income for women is generally less than income for men.
- Women live longer than men.
- Women are often the subjects of stereotypes.

## **Key items to look for...**

- Your assumptions regarding financial matters.
- The roles that others expect you to fulfill regarding money.

## **Time...**

- An ongoing exploration.

## **Keys to action...**

- Examine your assumptions and roles.
- Discuss your concerns with your partner.
- Become active in all financial decisions.
- Negotiate new methods for money management that take care of each of you.

SET IT UP	STEP ON IT	STEP ON IT +
Many attitudes about women and money come from family backgrounds.	Review your decision-making process for financial matters. Look for patterns related to gender roles.	Seek new ways to find and fulfill your roles and give thought to how money relates to your identity and self-esteem.



### Notice...

- Your reaction to the traditional notion that women don't know how to handle money.
- Your reaction to accepting financial responsibility.
- Your reaction to getting more involved in financial decision-making.



### But what if...

- My husband doesn't want me to get involved and/or I don't want to get involved?
  - Choose and accept the consequences.



### Thought primers...

- At the thought of taking a more active role with money...
- If money management meant planning for the future instead of paying monthly bills...
- The good thing about letting my husband make the decisions...
- If I became more of a team player...
- If my husband and I worked together effectively...



<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
<p>Preparations are essential. Here are three—you add the rest.</p>	<p>Find out what others think and what they are doing on this subject.</p>	<p>Slow and easy is the key. Take one step at a time.</p>
<p><b>1</b> Begin by studying your own habits and the roles that you assign to yourself.</p>	<p>Discuss the subject with your partner, family, and friends. They may have some new perspectives.</p>	<p>Be prepared to expend more effort toward tasks that you have not done before.</p>
<p><b>2</b> Look for new ways to accomplish old financial tasks as a couple. Experiment with an exchange of duties on a temporary basis.</p>	<p>Read at least two books on this subject. Check your local library or bookstore under the category of "Women's Issues."</p>	<p>As you go forward, keep open all avenues of communication with all members of the family. Ask them regularly for feedback.</p>
<p><b>3</b> Women often find themselves alone after being in a partnership of long duration.</p>	<p>A women's resource center may offer support groups, classes, or reading materials that can help clarify issues.</p>	<p>Be prepared for unexpected turns of events. Knowledge is your best tool for self-empowerment.</p>



# 51. TOGETHERNESS

For Couples Only



## What it is...

Ideas for couples to help them better handle their money—jointly and singly. A nonthreatening environment that encourages communication is the key.



## How it helps...

- It saves marriages and eases tensions.
- It creates partnerships through the synergy of two people working toward a common goal.



## Key items to look for...

- Set aside a place for discussions about finances. Keep interruptions at a minimum. The place for discussions should be comfortable and free of distractions.
- Establish ground rules:
  - Each partner may speak in turn, without interruption, for three minutes.
  - Treat each other and each other's ideas with respect.
  - Set aside a percentage of income for each person to spend without question.
  - Each party has equal say in every matter.



## Keys to action...

- Seek a neutral and qualified third party to assist in the process, if necessary.
- Read books or attend classes on communication skills.
- The bottom line is respect and consideration.

SET IT UP	STEP ON IT	STEP ON IT +
Begin on an experimental basis.	Strive to make a "win-win" situation the model.	Talk about the new feelings of enrichment.



### Notice...

- Your feelings when your partner makes a financial decision without consulting you.
- Your comfort level during the planning stages.
- Your ability to stay present.
- The temptation to bring up old issues.



### But what if...

- My partner refuses to do it?
  - Explain that it is important to you to try it—at least on a temporary basis.
  - Consult a professional counselor.
  - Show your partner the advantages to both parties, especially the ways in which he or she will benefit.



### Thought primers...

- To me, money means...
- When I see you spending money, I...
- The difficult thing about working together might be...
- One of the ways that our relationship might improve by working together financially is...
- When I think about giving up some financial power, I...
- If it turns out that we can each win...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	List subjects that you and your partner should be discussing more.	Read at least one book on couple relationships.	As you develop your plan, find out what your partner would like to discuss also.
<b>2</b>	Choose an easy item to start the plan with.	Observe couples who successfully practice the things that you want to achieve.	Practice new ways of showing esteem toward your partner.
<b>3</b>	Be patient.	Find a support group that fits your needs.	Celebrate your successes.



# 52. FOR SINGLES ONLY

## Solo Flight

### **What it is...**

Making financial decisions as a single individual with your own well-being in mind.

### **How it helps...**

- You never have to compromise.
- You never have to answer to anyone.
- Planning can be easier.
- You become self-reliant and responsible.

### **Key items to look for...**

- Living your life rather than putting it on hold waiting for someone.
- Creating a life you love.

### **Time...**

- Two hours to set goals.
- Ongoing, as necessary.

### **Keys to action...**

- Set goals and objectives.
- Develop a strategy to achieve goals.
- Develop a support system.

## FOR SINGLES ONLY

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SET IT UP	STEP ON IT	STEP ON IT +
Review your overall position.	Separate categories into segments for easy consideration.	Determine a general direction for each segment.



### Notice...

- Your reaction regarding living life as a single.
- What, if anything, do friends and family tell you to conform to tradition.
- Internal conversations about your ability to create the life you want as a single.



### Thought primers...

- At the thought of making financial decisions alone, I...
- The good thing about deciding by myself might be...
- If I believed I could create any kind of life I wanted...
- Being single means...
- The good thing about being single...
- On the other hand...



	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Make a list of the easy decisions you have made as a single person.	Ask other singles about how they face decisions and any special techniques they might recommend.	Analyze your list to see what techniques you are using on the easy decisions. Can you apply the same methods to the tough questions?
<b>2</b>	Consider a support system—a network of friends and other people whose advice is invaluable.	Professional advisors—financial, legal, medical, or personal—are also available.	Stay in control, even when using others for support. You ask the questions, they give the advice. You choose the best answer for you.
<b>3</b>	Be aware of your successes, learn from your mistakes.	Many types of support groups are available in most communities.	When you are interacting with others who have the same or similar concerns, explore new ways of looking at the experience.



# 53. WRAPPING IT UP

## A Summary Of This Book

### **What it is...**

An opportunity to put new thoughts, feelings and ideas about money into action.

### **How it helps...**

- Creates a new relationship with money.
- Creates room to spend time and energy in other areas.
- Increases your effectiveness in the world.
- Increases joy and satisfaction in your life.
- Increases your net worth.

### **Key items to look for...**

- A plan that will continually keep you in action.

### **Time...**

- An ongoing process.

### **Keys to action...**

- Review your goals and objectives.
- Create a plan that calls you to action.
- Create a system that will continually monitor your progress.
- Create a support group, including writing to the authors.

## WRAPPING IT UP

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SET IT UP	STEP ON IT	STEP ON IT +
Start with the chapters that appeal to you the most.	Know that some will go more smoothly than others.	This should be an enjoyable process. Explore and experiment.



### Notice...

- Your willingness to take on this project.
- Your commitment to making money work in your life.



### But what if...

- Nothing changes?
  - Determine what might be missing or needed in order to improve results. Review your commitment.



### Thought primers...

- The good thing about creating my financial future...
- The scary thing about creating my financial future...
- When money works in my life...
- When I feel effective with money...
- If I got support when I needed it...
- If I knew I could count on myself...

	<b>READY...</b>	<b>SET...</b>	<b>GO!</b>
	Preparations are essential. Here are three—you add the rest.	Find out what others think and what they are doing on this subject.	Slow and easy is the key. Take one step at a time.
<b>1</b>	Refer to this book as you need it.	Ask for outside help from qualified professionals.	Be prepared for change.
<b>2</b>	Your goals are your target, but be flexible.	Discuss your plans and concerns with those whom you admire.	Form a network within your subject area.
<b>3</b>	Promise yourself that you will follow some part of this book on a regular basis.	Study and learn as you go.	Acknowledge your progress.

