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## Author encourages women to tackle financial future

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**Airdrie Echo** — Although the majority of women today differ greatly from their grandmothers in many ways, many females remain out of the financial loop, according to an Edmonton-based author.

Kelley Keehn, author of *The Prosperity Factor* and the soon-to-be released *Women's Guide to Money*, said it's not so much a gender thing as a generational thing.

"We all have money problems, I think we just have some slight problems related to gender," Keehn said of some women's lack of numbers know-how. "It's fairly new to us."

After all, it's only been a few decades since women truly began being responsible for money and property and that society began respecting a woman's venturing into her family's financial picture. "When I worked for a bank, we used to have this sweet old lady who would come in and she didn't know if she could pay her bills or if she was a millionaire," said Keehn, who was a financial professional for more than a decade and is now focused on being an author, lecturer and personal coach.

Today's Canadian woman, with the rights and freedoms afforded to her, may still be afraid of tackling the investments and bank statements, not because she can't understand it, Keehn said, but because it seems overwhelming.

"You need to work in stages," she said, adding that her new book includes worksheets for women to break the pile of papers down into small pieces, as well as tips on overcoming financial fears, understanding the difference between net-worth and self-worth and plans for setting and reaching goals.

Her website, [www.kelleykeehn.com](http://www.kelleykeehn.com), also offers visitors information and games aimed at helping women improve their financial futures.

"We play some fun and empowering banking games," she said. For Keehn, taking action on one's financial future is the same as working to improve one's health – while few of us have a deep understanding of all things medical, being proactive in finding answers is necessary.

"We believe there should be some inherent love for finances," she said. "But no ... pick up a book, go to a presentation." In the interest of promoting women's financial health, Keehn said she stopped charging for her group workshops and only requires

participants to purchase the book in order to follow along with the material.

"The most important part of the book is the exercises," she said.

"(Making money) is not what our mission is about."

Keehn's next Calgary presentation is scheduled for April 26 at McNally Robinson.

For more information, visit [www.kelleykeehn.com](http://www.kelleykeehn.com)

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