

## As It Happens

### Women and Money: A New Approach to an Old Problem

Edmonton, AB - When dealing with money matters, does gender make a difference? What financial concerns might women have that men don't?

Kelley Keehn, author of *The Woman's Guide to Money* reports, "Men have been handling money for thousands of years and it has only been the last half of the century that women have been managing money. More importantly, it's only been the last few decades that it has been socially accepted for women to be in charge of their own money, including household finances."

How are women dealing with their new role? Keehn states that women are eager and ready to learn more to improve their financial situation; that's why she wrote this book that is specifically designed for women. The female investor also hasn't developed an ego about what she should or shouldn't know financially, and therefore is more likely to seek out advice and answers.

In her latest book, Keehn asks readers to imagine a life of financial freedom. "For many women, thinking about their finances causes stress and anxiety. Often times, the thought of money can evoke feelings of sacrifice and guilt. Many women find themselves trapped by cultural and social conditioning that includes a negative view of money."

Keehn teaches readers to rethink the way they look at money. Women can learn to overcome the barriers that prevent them from pursuing their own prosperity. Many women have a pre-programmed sense of guilt when it comes to money, when they should have confidence and satisfaction. Keehn's step-by-step guide teaches readers how to see the difference between 'net-worth' and 'self-worth', how to overcome the fear of finances, and how to set goals and follow through with a plan. Keehn's vision is to assist women in becoming financially free, independent and empowered.

Keehn's website, [www.KelleyKeehn.com](http://www.KelleyKeehn.com), lists a plethora of facts about women and money, a brief history of women, and a number of games that visitors and readers can play to change their financial futures.

Kelley Keehn, lecturer, personal coach, columnist and author of *The Woman's Guide to Money* and *The Prosperity Factor*, uncovers the "inner games" we play surrounding wealth. As a financial professional for over a decade, she's witnessed the problems individuals have with money and has developed a fun, practical guide to making changes to our money mindset at a fundamental level.

*The Woman's Guide to Money* will be released nationally by Insomniac Press and will be available in all bookstores early April 2006. Kelley's spring tour will include Edmonton, Calgary, Red Deer in mid April, Vancouver the first week of May, and Toronto the last week of May 2006.