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Kelley Keehn

Sun, January 29, 2006

Having fun with your money is kids' play

By **KELLEY KEEHN**



When was the last time you really had fun with your money?

A time when you purchased something for pure pleasure or, at the very least, didn't feel guilt, remorse or the need to explain it to a spouse?

A SECRET STASH

Remember when you were a kid and you had a piggy bank or a secret stash?

You knew that those coins and colourful pieces of paper could buy you toys or candies to make your life happy and fulfilled.

At the bottom of your piggy bank there was a cork or plug, right? That plug presupposed emptying your bank to buy something fun, or exciting, and likely just for you. No guilt, no explanation. It wasn't money to run the household or to pay your parents' bills.

Usually, the amount was so small that your parents didn't think about how it was spent. So, when you were a child, spending equalled pleasure.

There still lives inside all of us that little child who knows that money can be fun.

Now let's fast-forward to adulthood.

Generally speaking, most adults have three types of bank accounts: a chequing



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account, maybe a savings account and an emergency account.

Let's focus on the last one for a moment. Almost every financial adviser you meet with or financial planning book you pick up will always insist on that all-important emergency account.

Once you've passed the test of saving at least three to six months' of salary in this account, you graduate to the savings account. So we're taught, first put your money away for an emergency. What doesn't make sense here?

There's a simple principle of prosperity which states, "what you think about expands."

When was the last time you bought a new car, say a green Toyota Camry?

What happened as soon as you drove off the lot? You likely started noticing all of the green Camrys on the road. Where were they before? Did they magically start manufacturing that car the moment you purchased it?

At any given time, we're exposed to thousands of bits of information. And we can only focus on a bit of information at a time and must delete or ignore the remainder.

To further explain, what if I told you NOT to think of the colour blue? What did you just think about? Something blue right? Our minds do not understand negatives, and must first identify what "not" to think about.

If something or someone is a pain in the ass, and we continue to vocalize these words (called somatic language), are we more likely to get hemorrhoids?

If we create an emergency account with the sole purpose of saving funds for an eventual disaster, could the account manifest misfortune?

What do most of us imagine when we hear the word "emergency"? Most would answer: the picture of an ambulance, the feeling of disaster and loud, screeching noises.

Why on earth would anyone want to consciously save for this eventuality?

Don't get me wrong - I'm not suggesting that you exchange a prudent strategy, give up and buy the big screen TV that you didn't get for Christmas.

But if our brains can only focus on what we direct them to, and words are the simplest way to do this, why not consciously create an account with the purpose of focusing and hopefully realizing a more appealing outcome?

'FINANCIAL INDEPENDENCE' ACCOUNT

What if you created an account, say a "financial independence" account, which conjures up the notion of becoming wealthy one day?

Or how about a "sabbatical account" that reinforces the possibility of skipping the rat race for a month or year sometime in the future?

Don't give up saving for a rainy day, but at least give up naming it for the negative, and the sun might just shine a little more on your finances.


Is it just simple semantics or a powerful tool for actualizing your financial goals?

Urban legend or fact, if you want to avoid hemorrhoids and emergencies, give this simple technique a try.

Kelley Keehn, lecturer, personal coach and author of The Prosperity Factor, uncovers the "inner games" people play surrounding wealth. Visit Kelley at www.TheProsperityFactor.com or call her at 780-732-0144. Letters to the editor should be sent to mailbag@edmsun.com.

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