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Auto Manufacturer Promises to make someone a Millionaire

Why bother? The winner is statistically likely to loose it anyway.

Edmonton, AB – On January 9th, 2006, Daimler Chrysler will be awarding one lucky winner a million dollars, and will change their life forever. The question is, will it be a positive or lasting change?

What's the problem with money?

There's *no problem* with money. In fact, most Canadians feel that having more money would solve their financial problems, but they're wrong. In Canada, most lottery winners receive lump sum payments for their winnings and are statistically worse off financially just a few years later than they were before they won the money. Receiving a large windfall can create discomfort and unease as the individual didn't have the natural and gradual experience of earning this sum of money. Case in point, just a few short months ago, a Manitoba man hung himself after blowing his $10-million lotto winnings (The Canadian Press).

If one examines a typical self-made millionaire, he or she has had years, likely decades to grow their wealth and educate himself or herself about money management. Emotionally and intellectually, the self-made millionaire is comfortable with their wealth, as they've acquired it slowly and gradually. If the self-made millionaire is a real-estate owner for example, they may not even realize that they're rich unless they have recently obtained an appraisal, especially if they've held on to their properties for quite some time.

Over night successes are similar to loosing 30 pounds in one month; the weight isn't likely to stay off and most crash diets result in the individual being in a worse state than before. Sudden wealth is no different.

What's the solution?

What can lottery winners and inheritance recipients do to retain their fortunes (whether large or small)? Or is their fate sealed? According to author Kelley Keehn, "the first step is awareness. When someone realizes there's a potential problem with their money, they're more open to searching for a solution." The second step is working with a qualified and experienced financial advisor. A professional will likely recommend a "cooling off" period as a must.

Kelley Keehn, lecturer, personal coach and author of *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 mindsets at a fundamental level. Kelley's second book, *Mutual Fundamentals*, co-authored with Jim Yih, is set to be released in February 2006. Her third book, *The Woman's Guide to Money*, is set to be released in March 2006 by Insomniac Press.

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