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# Money

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## Purcha\$ing power

Learn to invest in yourself, top financial guru advises women

By JOANNE RICHARD

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In this swooning economy and record-setting downsizing, it's time to get down to business.

"To get ahead and maximize career and personal growth you need to become the CEO of your own personal corporation -- You Inc.," says She Inc. author Kelley Keehn.



She Inc. author Kelley Keehn.

With stability and job security lacking, says the Edmonton money expert and speaker, tracking your career path is essential.

Since most women will change careers four to six times over the course of their working life, "that requires a framework, a life map."

It's all about mindset: Treat your workplace as if you own it. "One must be absolutely essential to their employer or client so as not to be thrown overboard."

It's also important to take the emotion out of decision making. "Emotional decisions hurt us career wise," says Keehn. "Decisions are made easier and quicker based on setting a clear set of personal corporate policies."

Making the paradigm shift of living as She Inc. (Insomniac Press) delivers value, focus and conscious design, as well as self esteem and a clear understanding of true worth, says Keehn.

It's all about protecting and insulating your most important investment -- you. You're the capital and the cash flow.

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lifetime, our tangible worth can't be ignored. No other investment will give her that kind of return."

By ignoring You Inc., women risk falling short and "clinging to the poor-me mentality, the glass ceiling, that I don't believe truly exists any longer. They also risk their independence -- financially and otherwise," she adds.

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### KELLEY'S TIPS TO INCORPORATE YOURSELF

1. Today, declare that you are the president and CEO of your corporation.
2. Think, act, and do as a president would -- even if you're the furthest thing from the head of a corporation.
3. Make feedback your friend. Record every upset; figure out what happened and future action. This equals figuring out your corporate policies.
4. Your lifetime earning power is worth potentially millions so act like a millionaire. Make sure you're taking care of yourself first.
5. "Goals are great but tough for most people and can actually limit us from other paths," says Keehn. One needs to tell the world what they've done.

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