Preface

One of my great life teachers, Dr. Wayne Dyer, in his audio program entitled *Manifest Your Destiny* tells a beautiful and profound story about a woman named Porscha Nelson. At a seminar that Porscha had attended, she and the other participants were asked to write their autobiography. She was asked to write her life story but it could only be the length of a page and she was to write five short chapters only. Here is what she said:

Chapter One:

I walk down the street. There's a deep hole in the sidewalk. I fall in. I'm helpless. It's not my fault. It takes forever to find my way out.

Chapter Two:

I walk down the same street. There's a deep hole in the sidewalk. I pretend I don't see it. I fall in again. I can't believe I'm in the same place. But it isn't my fault. It still takes a long time to get out.

Chapter Three:

I walk down the same street. There's a deep hole in the sidewalk. I see it there. I *still* fall in. It's a habit. My eyes are open, I know where I am. It is my fault. I get out immediately.

Chapter Four:

I walk down the same street. There's a deep hole in the sidewalk. I walk around it.

Chapter Five:

I walk down another street.

That's the story of Porscha Nelson's life. That's likely the story of most of our lives even if we haven't quite made it to chapter five to realize that we need a change.

The Chinese definition of insanity is doing the same thing over and over and expecting a different result. *The Woman's Guide to Money* will ask you to not only take responsibility for your life as Porscha did in chapter three of her autobiography, but it will also ask you to entertain the possibility of a chapter four and five in your life.

Have you spent a good portion of your life wondering why you keep choosing the same but wrong path? Perhaps it's a negative relationship, disastrous money management, or a job that you despise. Why do you keep walking down the same path knowing the deep hole is inevitable?

The first step is awareness. The second step is responsibility. The third step is a new path, a new street.

As you read the chapters of this book, I ask you to venture down a different street. Will you join me?

Walk with me in love, peace, and prosperity.

–Kelley

Introduction

In my career of over a decade in the financial industry, I had the privilege of getting to know hundreds of individuals and working closely with them on matters of finance. I had discovered that people act and think strangely when it comes to their money. I've counselled clients with multimillion-dollar portfolios who have lived more frugally than if they were flat broke. I've counselled clients who seemed wealthy and financially free of worries, only to discover in our meetings that not only were they broke but they were hundreds of thousands of dollars in debt. My clients were struggling with money regardless of whether they had lots of it or needed more. They didn't know how to spend it without guilt, or how to stop spending and still feel like a success. So if just having money isn't the answer to solving all of your financial problems, what is? Since I knew my clients needed more, I started advising them on what I call "foundational" financial planning, and it has become the impetus for this book.

As the architect of my clients' financial dreams, I was hired to put the finishing touches on their financial house—the doors, the windows and the decorating. But no one was taking the opportunity to ensure that the structure was built on solid ground or that it had a foundation at all. And so I set out on a path of dedicating my education to understanding the factors and beliefs that make us think and feel about money. I also wanted to discover how to go about making the life-changing actions that will free us from guilt and worry and help us look at money as a tool for creating the life we have always wanted.

The goal of this book is to help you explore your habits and thoughts about money and to start you towards a new style of thinking that will let you manage your financial life with pleasure and excitement, instead of with anxiety and stress. We will identify the hidden cultural and societal conditioning that you've conformed to during your lifetime, much of it most likely as a child. And we'll explore a number of fun and effortless exercises to help you banish your limited thinking and develop a prosperity consciousness forever!

I know that since you've made the decision to pick up this book, you're a woman in search of answers, and I applaud you! You're also likely an astute woman that is serious about her finances and knows that financial freedom is within her control. But I'm curious to know if you've ever bought a lottery ticket. Be honest; I won't hold it against you. Have you ever just daydreamed about winning the lottery and how all of your financial problems would be over forever?

If you have been guilty of indulging in the purchase of a quick financial fix, I have bad news for you: Did you know that most lottery winners, in just a few short years, become worse off financially than they were before they won the lottery? One needn't search further than the Internet, which is peppered with horror stories of lottery winners whose financial situations were disastrous.

Evelyn Adams won the New Jersey lottery not just once but twice to the tune of $5.4 million dollars. Today, the money is gone and she lives in a trailer. Also, William "Bud" Post won $16.2 million dollars in the Pennsylvania lottery in 1988 but now lives on social security. The nightmare of Bud's "found" money even led to jail time for him as he was arrested for firing a gun over the head of a bill collector. To add insult to injury, after his winnings were gone, he was over $1 million in debt. And such stories are not limited to the United States; in the fall of 2005, a Manitoba man hung himself after blowing $10 million of lottery winnings.

As you can tell from the sad but true stories of lottery winners, more money doesn't necessarily solve money problems. And if money can't solve your money problem, what will? What about the many immigrants that came to this country not long ago with no education and barely a functioning level of the English language who have retired either comfortably or very wealthy despite their humble beginnings?

Blood Money

Couple the inability to handle a financial windfall with the death of a loved one and the probability of disaster increases significantly. The largest bulk of our population, the baby boomers, are aging and are set, as a group, to receive the largest transfer of wealth in Canadian history; statistically, you could be one of them. According to a 2000 report by Capgemini, between 2001 and 2010, the transfer of wealth from the boomers' parents to the boomers was estimated to be $450 billion to $650 billion. In September of 2005, TD Economics estimated that over $1 trillion will be transferred over the next ten years.

When a parent passes away, the loss can seem overwhelming. The inheritance that "Mom and Dad" scrimped and saved for a lifetime is immediately given to the child by way of cash, real estate, or other assets. The parents had a lifetime to accumulate their wealth (no matter how big or small the fortune) and with little to no effort or financial education or experience, a new generation will be faced with this sudden gift of wealth. The problem? Many children see this passing of assets as "blood money." This is not just because their parents had a difficult time earning the money and had to sacrifice much more than this new generation but because the gift comes at the price of death.

I have seen clients over the years unconsciously push away this pot of money with laser speed and efficiency, and only in a negative way. I've seen children inherit homes only to lose them in a year or two by simple negligence. They might have an outstanding tax bill that was too hard to deal with even if they cleaned the house out at all after their parent's death. I've also witnessed foolish investment decisions, gambling, and other addictions as a way of using the money to cope with a parent's death.

The solution? First, we need to understand that money doesn't care—it's simply a currency or a conduit to that which you desire to use it for. The money doesn't become personified and we'll be exploring practical solutions in the early chapters on how to handle your current wealth, or lack thereof, and the possibility of windfalls.

It's About 90% Mental

I'm not a big sports fan. I enjoy playing the odd game of golf and occasionally watch a hockey game each year. But I do love taking in a few hours each winter watching skating. There's something so peaceful and elegant about viewing the athletes' performances; I like to think of it as ballet on ice. A number of years ago, I remember watching the Winter Olympics, and very shortly before, many of the same athletes had been performing in the *Stars on Ice* television shows.

During the Olympics, these athletes are at the height of their professional careers. They are diligent, focused, strong-willed, and have practiced most of their moves hundreds if not thousands of times. They have the best resources available including sports psychologists, personal trainers, and many others. So why then do so many of these skating professionals fall? Many of these skaters were at the top of their game during the *Stars on Ice* performances. They made all of their difficult twists and turns and landed with grace and ease nearly every time. So what happened at the Olympics? These athletes are truly the best of the best yet time and time again, I watched them miss easy moves and fall when there had been no reason at all to do so.

So what's the secret of the athletes who did succeed? It's called inner alignment. Diligence, hard work, and a will for success are all important ingredients to succeeding as an athlete or in life.

Wealth building is no different; it's about 90% mental. So why do we "fall" with our money? Why does the accumulation of wealth elude us? And why do we often make catastrophic mistakes when we have amassed money? Is our fate like that of the lottery winner? If we aren't congruent with our inner and outer selves, will self-sabotage and failure result?

Women and men alike are susceptible to money woes—so why did I decide to write this book for women? Women think differently than men when it comes to money. And now, more than ever, women are looking after the household finances and are taking on the stress, guilt, and worry of making ends meet. This is true whether the income is solely theirs or includes the incomes of their partners as well. And, more than ever in history, women have a number of reasons to be concerned about their finances.

Whether you believe this earth has been around for thousands or millions of years, you'll agree that it's been around for some time. For most of that time, men have been the providers and handlers of money and finance. It's only been since the 1950s, '60s, and '70s that women have had a hand in earning and handling money. And really, it's only been the last thirty or so years that it's been socially acceptable for women to handle the family's finances. Throughout the entire history of most cultures, this was solely the role of the male.

Couple our historical role as women with the primal instincts of being the family caregivers and it's no wonder that women are desiring to take responsibility for their financial future now more than ever before.

Before we move forward as a gender, I think we need to pause and realize how very far we've come. As a thirty-year-old woman in our society, I can't imagine a time of inequality. I was recently interviewed by a local reporter and her boss wanted her to interview a number of women entrepreneurs on the struggles of being a woman in business. Her boss assumed that my account would support the story's angle. After all, I was at one time an eighteen-year-old woman in a male-dominated financial world so I must have a number of stories about how difficult it is to be a younger woman in an older man's environment.

As we chatted, I couldn't think of one incident where I truly felt that I was at a disadvantage as a woman. Were there struggles in my career? You bet. Was it difficult to be a young woman attending financial conferences with the room 95% dominated by men and most of them over fifty? You bet. But all of my struggles in life and business were and are *life* struggles—issues that any person, male or female, would have had in the same position. Nothing more, nothing less.

Is this the truth? Is this reality? Would an onlooker of my life have viewed things the same way? Would they have identified some injustice that could only be experienced by women? Perhaps. I think of that age-old riddle: if a tree falls in the forest and no one is there to hear it, does it make a sound? If an injustice is committed but a lack of acceptance or focus on that injustice is extended, did it actually occur?

I know that it can still be difficult to be a woman in the workplace but it's never been something that I've even considered. If an injustice has occurred, I chalked it up as that of life, not of gender. But I can, in this day and age, choose to live a life of equality only because of the brave women that have walked before me. Not so many years ago, these women were prosecuted, spat on—and worse—for the equality that I and many other women take for granted today. I would like to share a number of accomplishments of these courageous women because if we don't pause and understand how far we've come, how can we ensure that it will continue for generations to come? We must appreciate the accomplishments of the past to truly move forward.

Did you know?

- After a long struggle, Canadian women (except First Nations women) obtained in 1918 the right to vote in federal elections after some limited women's suffrage was granted the year earlier.[3]

- In 1909, the Criminal Code was amended to criminalize the abduction of women. Before this, the abduction of any woman over sixteen was legal, except if she was an heiress. The maximum penalty for stealing a cow was much higher than for kidnapping an heiress.[2]
- In 1921, Nellie McClung was elected to the Alberta legislature, where she campaigned for old age pensions, mother's allowances, legal protection for widows, better factory conditions, minimum wage, birth control, and more.[3]
- In 1925, the federal divorce law was changed to allow a woman to divorce her husband on the same grounds that a man could divorce his wife—simple adultery. Before this, she had to prove adultery in conjunction with other acts such as sodomy or bestiality.[2]
- In 1930, another change to federal divorce laws allowed a woman deserted by her husband to sue for divorce after two years of being abandoned from the town her husband lived in before separation. Before, a woman's legal residence was wherever her husband lived, even if she didn't know where he lived.[3]
- In 1955, restrictions on married women in the federal public service were removed. In the past, female public service employees were fired upon marriage.[3] This occurred only forty-five years after a 1910 report concluded, "Where the mother works, the baby dies."[1]
- In 1969, the distribution of information about birth control was decriminalized.[2]
- In 1973, Pauline Jewett was the first female president of a co-educational university—Simon Fraser in Burnaby, British Columbia—a hundred years after women weren't even allowed to enroll or graduate

from most universities. Jewett went on to become a Member of Parliament focusing on issues of peace, disarmament, and women's equality.[3]

- In 1974, the RCMP hired its first female member.[3] This was one hundred years after an 1874 magazine stated, "Woman's first and only place is in her home."[1]
- In 1986, Sharon Wood from Canmore, Alberta was the first Canadian woman to reach the summit of Mount Everest.[2] Only a century before, women were discouraged from any sport by doctors who claimed sportswomen's uteruses would shrivel and they would become mentally ill.[1]

Source: Marika Morris. "Millennium of Achievements." Newsletter of the Canadian Research Institute for the Advancement of Women. Winter 2000. Vol. 20, no. 1.
1. Alison Prentice, Paula Bourne, Gail Cuthbert Brandt, Ether Light, Wendy Mitchison, and Naomi Black. Canadian Women: A History. (Toronto: Harcourt Brace Jovanovich, 1988)
2. Moira Armour and Pat Stanton. Canadian Women in History: A Chronology. (Toronto: Green Dragon Press, 1990)
3. Status of Women Canada, Canadian Committee on Women's History and Department of the Secretary of State of Canada, "Towards Equality for Women; A Canadian Chronology," Women's History Month, October 1992.

As women, we are making great strides and are moving to the forefront of business, money management, and so much more.

Did you know?

- More women are working than ever before. In the U.S., 99 out of every 100 women will work at some point in their lives and, as such, the problems of juggling family and work and making ends meet are increasing.

–U.S. Department of Labor, Women's Bureau

- In 1950, only one-third of the U.S. labour force was female; by 2003, it neared one-half (46%)
  –U.S. Department of Labor, Women's Bureau

- By 2010, women are projected to account for 48% of the total work force.
  –U.S. Department of Labor, Women's Bureau

- Most "nonstandard" workers (workers who do not hold regular, full-time jobs) are women.
  –AFL-CIO Analysis of Current Population Survey Feb 1997

- Women are also holding multiple jobs. In 2003, there were 3.7 million female multiple job holders.
  –U.S. Department of Labor, Bureau of Labor Statistics

- Forty-eight percent of working women provide half or more of their families' income.
  –Economic Policy Institute

- Over a lifetime of work, the average 25-year-old woman who works full-time, year round until she retires at age 65 will earn $523,000 less than the average working man.
  –Institute for Women's Policy Research

- Women have less in pensions and savings and thus rely more on social security than men.
  –National Women's Law Centre

Women are continually making advancements and having an impact on our economy in new and exciting ways.

- There are over 6 million women actively using the Internet in Canada.

- Forty-two percent of Internet users are women.
- Women-led firms provide jobs for 1.7 million Canadians—more than the top 100 Canadian businesses combined.
- Women-led firms constitute almost one-third of all firms in Canada and are increasing in number at twice the national average rate.
- It is generally thought that between one-quarter and one-third of the world's formal sector enterprises are owned and operated by women, and that the share is even greater in the informal sector.

Sources: Beyond Borders*: Canadian Businesswomen in International Trade*; *Services to Global Markets: A Profile of Women Who Export Services*; *Myths and Realities* (Bank of Montreal Institute for Small Business); Industry Canada, DoubleClick Canada; The U.S. Small Business Administration.

While I worked in the banking industry, it wasn't uncommon to see a sweet, little, old lady on the other side of my desk. This woman was usually in her seventies or eighties and her husband had just passed away. She would come into my office stunned and distraught over the finances. She didn't know if they were well off, if they were in debt, or sometimes, in extreme cases, how to even write a cheque or make a bank deposit.

In the new millennium, I think within a few decades, we may find the sweet, little, old man sitting in front of the banker, after the passing of his wife, with the same fate. Since my first book, *The Prosperity Factor for Women*, I've had countless women and men tell me that it's actually the woman (more and more) handling the household finances. And many of the men that I've conversed with on this issue have happily turned over the assignment of money management to women.

So why is this such a big issue and why are women, now more than ever, concerned about learning more about finance? Think back in time, and, if you'd like, just the last hundred years. It's really only been the last half century or so, and particularly the last twenty to thirty years, that it's been socially acceptable for women to handle finances. It might be the case that for hundreds if not thousands of years, women guided or had some say in how the family's monies were spent, but it wasn't socially acceptable. And think, that for as many thousands of years human beings have been on the planet, again, it's only the last half-century or so that societies determined that a woman's place didn't have to be in her home and could be in the workplace as well.

In addition to divorce rates hovering around the 50% mark, many women are adding extra roles as parental caregivers to those of primary caregivers to their children. As a result, the average woman has a lot on her shoulders these days. Not only will she work more hours than she did just a few short decades ago, she will also continue to be responsible for most of the household activities, along with the additional responsibility of looking after her household's finances. She is less likely to have a pension than a man in the same field and will, on average, have far less in savings and have earned less in her lifetime. Women, more than ever, need to be concerned about their finances and need to establish a positive relationship with money—particularly acquiring it, earning it, spending it, understanding it, and attracting more of it into their lives.

If you're still unsure whether to read further, I'll let you know what this book is *not* about. The material in this text is definitely not about getting rich or accumulating a specific amount of money, unless that's important to you. It's not about how and where to invest your money, assuming you have money to invest. It's not about the teachings of specific retirement or estate-planning vehicles. And it's most certainly not about sacrifice, power, or greed. It's about freedom, empowerment, and acquiring the ease and understanding that comes from true wealth, prosperity, and abundance. And it's about helping ourselves, and others, and having enough to give to others freely. Examine the following questions and I think you'll quickly find out which answers you'll need to find in the chapters ahead:

- How do you define wealth?
- How often do you worry about money?
- How often do you feel guilty about spending money?
- Do you have a clear action plan for attracting more wealth into your life?
- What fears are holding you back?
- Do you deserve to be wealthy?
- Do you know what's most important in your life?
- Do your financial goals align with your values?

The strategies outlined in this book have been time-tested and developed from the experiences of hundreds of clients, course and lecture participants, and those that shared their stories from *The Prosperity Factor for Women*. I have had the honour and pleasure of learning the financial stories of thousands of individuals and hope you enjoy the journey and prosper abundantly!

Your Prosperity Action Steps

At the end of each chapter, you will find a brief summary of what you're learned along with a number of action steps to be completed immediately for maximum effect while the concepts and notions are still fresh. Statistically, those that purchase a book rarely make it past chapter two. Please stay with me on your journey to prosperity, not just by reading on, but by retraining your subconscious in a positive new way.

As you read the subsequent chapters, you will likely find that you're one of two types of people: a "knower" or a "doer." Some readers just want to know more, and that's fine. I can't force you to try the exercises within these pages. I have had the benefit of you purchasing my book and would like you to have the benefit of a full, prosperous, and meaningful life. If you would prefer to read the entire book first and then come back to the end-of-chapter exercises, they'll be waiting for you when you're ready. You'll also see a wrap-up checklist at the very end of the book to remind you of all of the exercises you have completed.

Continue to write in this book as space allows and I would also encourage you to invest in a special journal for the action steps to follow. Any blank scribbler that you have lying around the house would suffice but you and your future self are worth the investment of a beautiful and dedicated journal that you'll enjoy referring to and adding to for many years.

Chapter Four
The Bank – Your Saviour?

A banker is a fellow who lends you
his umbrella when the sun is shining, but
wants it back the minute it begins to rain.
–Mark Twain

Redefining the Way You Bank

Are you complaining about your *own* profits? People have strange beliefs about banks. Many Canadians have made it their favourite pastime to complain about the success and profits of the major banks in this country. Someone forgot to tell them that they're complaining about their own success and profits—how silly is that? If you're one of the many who falls into this "I hate the banks" category, let me enlighten you about the fact that it means you hate yourself and your fellow neighbours—literally!

With the advent of mutual funds and their overwhelming popularity over the last couple of decades, it is highly probable that you own a portion of one or more of our Canadian banks. If you own a Canadian mutual fund, you likely own a portion of our country's banking system. So when you complain about "their" profits, you're really complaining about your own profits. Furthermore, we receive a lot of our news and information about the economy from the U.S. media and, although our economy often mirrors that of the States, we shouldn't compare our banking system to theirs. In our country, strict rules in Canada's *Bank Act* prevent a person or a corporation from owning a majority of the bank itself—not so in the United States. In Canada, people own the banks and yet we complain bitterly about their profits and that we are, in some way, being swindled when "they" do well.

We need only look past the six o'clock American or

Canadian news to realize and remember that when a banking system is *not* doing well, neither is the country as a whole. How quickly we forget what Japan went through just a few short years ago.

If you dislike the banks so much and resent the profit they make from allowing you to use *your* money, then stop using them and the convenience they bring to your life. Stop using that credit card and bank card at every store you frequent; don't take cash out at your local ATM at 2 a.m. on a Saturday night—after all, why should you pay to get your own money, right?

In this day and age, it's almost impossible not to use a bank unless you're paid in cash. Try using the banking system less if you feel that it's such a rip-off to pay for the convenience of paying bills online 24 hours a day. It takes people to run a bank, just as it takes people to run all the other companies in this great economy. Companies pay rent and utilities, business taxes, and the salaries of the thousands they employ. If anyone is directly to blame for the banks' desire to improve their bottom line and increase the always-criticized bank fees, blame the shareholders and their constant demand for higher stock prices and dividend payouts—again, that's likely to include you, your family and your friends.

So remember at your next family gathering to question the holders of stocks and mutual funds about their greediness and the desire for their stock or mutual fund portfolios to rise every year. Do this before you grumble at your friendly bank teller.

If you owe the bank \$100, that's
your problem. If you owe the bank
\$100 million, that's the bank's problem
–Jean Paul Getty

Now that I've stepped off my soapbox for the moment, I should add that as a society we hold unusual beliefs about banks and what they can do for us. We often have our paycheque spent before we even receive it and, should we indulge in some pleasure-filled spending spree, we feel guilt and shame. There's something wrong with our thinking that money and the bank as intermediary are bad for us!

Before we move forward, let's step back in time in order to appreciate the convenience that money, as a form of currency, has added to our way of life. Sometime in our early history as a people we had more of some product or service than we and our families needed. At the end of the season, for example, a farmer might determine that he has more than enough wheat from the harvest to last his family throughout the entire winter, and even into spring. He would then tell his neighbours about this abundance and might find that they too have an excess—but of cattle, not wheat. So, in exchange for the beef, which he needed, the farmer could trade wheat.

If there was still excess wheat from an abundant crop, the farmer could then travel further down the road seeking to sell his wares. The farmer might happen upon another neighbour who possesses a highly valued service. One, for example, has a unique tool that could till the wheat farmer's land and prepare it for winter and spring much more easily than he was able to on his own. But by using this tool, this neighbour too has an abundant crop and does not need any extra wheat. He does, however, need to secure the services of the town doctor as he has fourteen children and five of his girls are now grown and are expecting to give birth this year. He tells the farmer that if he can prepay for the doctor's services, he'll be happy to secure his special tilling tool for the fall.

In speaking with the doctor, the wheat farmer finds out that he's been paid for years with wheat and has enough in storage to last for many years. He is, however, running low on beef. The farmer agrees to obtain a supply of beef for the doctor in order to secure medical services for his neighbour who, in turn, will provide the tools and labour he needs to till his fields. It all sounds complex and exhausting, but these exchanges must take place.

What if there was a simpler way? What if the farmer had a medium of exchange—something constant—that he could receive for the abundance that his work produced and that he could use to procure someone else's abundance? Well, there is, and we shall call it *money*!

My story is fictitious; I'm not even trying to create an accurate account of the first exchanges of our time. But at the very least, this story conveys the difficulties our ancestors faced in order to trade goods and services with each other before money or currency of some type was introduced. It doesn't matter that at one time this currency was gold, at another time it was salt, and now it is paper notes and metal coins; currency is as valuable as each society determines it to be. Try using salt the next time you want to buy a sofa—funny, yes, but at one time this was the most precious commodity on earth and that's why it was used as a currency. We often hear the same thing about money; it's worthless paper, after all. A $1,000 bill is made of similar fibres and ink as a $5 bill, yet each represents a very different spending potential.

How wonderful and lovely money becomes when we remember that it is simply, and always has been, a *medium* for the exchange of goods and services. There's nothing to hate or love in the money itself. It's just fibres and ink or stamped metal. *We desire what the money buys*, the economy it runs, the life we build by securing the products and services we desire. But we also appreciate its convenience because if it weren't for money as a currency of exchange, we would spend our days creating an economy of our own by selling our excess to buy someone else's.

Now that we have an appreciation for the spending and buying process, we're ready to play! I'd like to introduce you to a game—a fun and exciting way of dealing with money. Play the game for as long or as short a time as you like but I strongly encourage you to at least get into the game. I plan to outline a very simple process for training your conscious and subconscious mind to save and spend money in a new and healthy way that will attract more of it into your life.

Before we start to play, let's look at many of the negatives that have been imposed on us by language through our use of words such as "savings account" and "emergency account" and what we're saying to our subconscious when we use these words.

Saving Yourself from the Banks:
The Five Bank Account System

Now that we have the understanding that money is simply a medium—a convenient method of exchange for acquiring the goods and services that will bring joy, abundance, freedom, and health to ourselves and our loved ones—we can shift to those ends that money facilitates. Instead of making rounds to our neighbours, as in my previous example, hoping that we have what they want and vice versa, we can use this simple medium to go out and buy specifically *what we want, when we want*.

Now, if you don't like using money, you're certainly welcome to try the old-fashioned method. Find a product or service and try to create your own economy. Many people do this on what's called a barter exchange network and enjoy the process immensely. For those of us, however, who do not have the time or inclination to barter our products and services the old-fashioned way, we need to figure out a simple means of accounting for the money that flows in and out of our lives. We need to have greater power and control over money and, with the magic of manifestation, attract more of it into our lives.

Habit is either the best of servants
or the worst of masters.
–Nathaniel Emmons

From Piggy Banks to Emergency Accounts

Do you remember when money was fun? Do you remember having a piggy bank or a secret stash, knowing that those coins and colourful pieces of paper could buy you the toys and candies of your dreams, therefore making your life happy and fulfilled? There still lives inside all of us that little child who knows that money can be fun. I remember as a child the excitement I would feel when someone gave me money. I also remember that I cherished bills greatly over coins. Even at an early age, I knew that bills bought more "stuff" than coins did.

During my childhood, I had a very special Uncle Alex whom I saw only occasionally on outings with my mother. But when I did see him, and it didn't matter if several years had passed or just a few months, he would always give me a $50 bill. I rarely saw a $50 bill and I just loved its burnt orange/red colour. Later, I developed an unusual habit and affinity for this gift and ritual from my uncle, which I'll elaborate on in a moment.

I also loved the ritual of going to the bank with my mother as part of her weekly cheque-cashing and depositing routine. She would always ask for "fresh" bills because the money was cleaner if it hadn't been used or creased. I also adopted this preference from my mother and always insisted on my money appearing clean, even if it were the most tattered and torn bill in circulation. One of my favourite memories as a child was sitting on the basement stairs watching my mom and chatting with her about life as she spent hours ironing our clothes. I'd watch her meticulously spray-starching and ironing out every wrinkle so that our clothes would not only *be* clean but would also *look* particularly clean and fresh.

I was one of the few children I knew growing up who didn't like to use a piggy bank. I found the process of folding and cramming bills into this little hole disrespectful and bizarre. Furthermore, I wouldn't know how much I had saved up. When the family member who had bought me the piggy bank convinced me to use it, I found myself emptying it frequently so I could regularly count my savings.

My admiration and respect for my mother led to an interesting exercise that I used to perform on a weekly and sometimes daily basis. When my mother had finished her ironing, I would sneak back downstairs, get out the spray starch, and spray the heck out of my new dollar bills, especially those rare and very special $50 bills from my uncle. I would methodically run the iron back and forth over the bill until it reached the desired crispness. I loved the sound of the sizzle when the hot iron reached the cool spray starch and the smell of the steam and money. It felt good, and every fibre of my being was in harmony with the playful nature of the money along with my joy in what my bills would buy. So what happened to my playful childlike nature when it came to money?

I'm sure, if you think on the subject for a while, you had many fun games and tricks when it came to money. My brother and I used to find money, sometimes as much as a $10 or $20 bill on the floor of shopping malls or on the street. We were on the hunt for money and always used to compare to see who found the most. Now, in adulthood, I rarely find money but I'm not looking for it on the floor. When I do take the time to look around, as I did when I was a kid, a quarter, loonie, or more will magically show up. Somehow though, in the midst of lofty goals and high-priced toys, my enthusiasm for a quarter has waned over time. What games do you look forward to with your money? Or is money just a means to an end that you'd rather not discuss?

Now let's fast-forward to adulthood. Generally speaking, most adults have three types of bank accounts: a chequing account, a savings account, and an emergency account. Let's focus on the last one for a moment.

Almost every financial advisor you meet with or financial planning book you pick up will always insist on that all-important *emergency account*. We're told to forget about starting any type of savings account until this account has been created. 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 and then put the rest of your money away until it's needed later to "save" you. What doesn't make sense here? If we know that what we focus on expands and that words have power, the prospect of an emergency and the purpose of our money one day saving us doesn't seem to be congruent—or even appealing to me.

Let's think this out logically for a minute. When you were a child, you likely had a piggy bank; that equalled pleasure. Filling the piggy bank usually followed some predetermined or even spontaneous emptying of the piggy bank (that's why there's usually a hole with an easy-to-pull-out rubber plug at the bottom) in order to buy something fun, exciting and likely just for you. This wasn't money to run the household or to pay your family's bills. Usually, the accumulation was so small that your parents or other adults gave no thought as to how the money was to be spent. So when you were a child, spending equalled pleasure.

Now trade in the piggy bank for an emergency account. What do most of us imagine when we hear the word *emergency?* You probably would think of an ambulance, as most of us do. Why are ambulances summoned? Usually because of some dreadful event. And how do they sound? They often startle us as they pass by on the street or jolt us out of a relaxing talk with a friend as we sip cocktails on a patio. So we trade in the picture of the happy, often pink and cute piggy bank we had as a child and settle, as adults, for a screaming doom-and-gloom vehicle like an ambulance. How satisfying can the creation of that type of an account be? Wouldn't *you* prefer a more elegant solution for the complexities of setting the stage for your prosperity consciousness, whether saving or spending?

Your Five Bank Account System Explained

One of the simplest ways to wealth, abundance, and prosperity has been taught by many and yet followed by very few. Frederic Lehrman, Phil Laut, and Leonard Orr have all taught the principles related to the creating of multiple bank accounts. To refine these teachings, I have used my own experience and the experiences of workshop participants and the thousands to whom I have lectured. I now bring these to you in a tested and workable format. My alterations to the various bank account systems out there arise from my own reasoning and experiments and the feedback that I have received from those to whom I have taught this system. There's no right or wrong in this game and nothing complex for you to focus on. If a particular account doesn't work for you, drop it. If you'd prefer to give it a different name from the one I've suggested or to play with an additional account, go ahead. The rule is that you start now, and be sure to have a great deal of fun!

Regardless of whether you read these pages as a thirty-nine-year-old or as a ninety-three-year-old, there is no doubt that a fair amount of money has flowed in and out of your life. The question is, if you had saved 10% of that money and lived off the remaining 90%, could you have made it? Would you have died doing so? It's almost certain that, somehow, you would have made it as easily on 90% as you would have on 100%. Why is it so easy to admit this in hindsight but not follow it in the present? Every single person I have put this question to has agreed, resoundingly, that it would not have been impossible to have lived on a little less. Yet all agree that they were never diligent about keeping to this rule. And no matter whether the person is struggling financially or has an excessive income, it seems to be a difficult task for all of us to save this little extra that makes all the difference.

The reasons for not saving range from a lack of awareness about what we are spending to sheer forgetfulness or the pressing need to pay the bills before we take care of ourselves. Most of those whom I question about their lack of savings agree that they always somehow manage to pay their bills—even the unexpected ones. If their rent increases or little Johnny just has to have new glasses, they somehow find the extra money. Interesting. We find the extra money, like magic, when we focus on the need to create it. In the case of the increased rent, most of us would agree that this is an unwelcome use of our cash flow but if you can find the extra money when a bill collector demands it, you can assuredly come up with the money for fun and creative uses also.

I know that some people can barely pay their bills each month, although somehow they manage to do it. However, they might be saying: "One day when I make more money, I'll be sure to save some if…" Listen, if we can't save when it's difficult to, we likely won't when it's easy either. It doesn't seem to matter how much our salary increases, we just find more things to spend the money on. If you have cable television and a cell phone, as most people in our society do, you're likely spending approximately $1,200 per year on just those two expenses. Could you live without cable television and your cell phone? Sure you could; the cell phone is an extremely new invention and we somehow managed thousands of years without them, and cable television is most certainly a luxury.

I'm not suggesting that you get rid of either service, but if you don't think you have enough money to save, think about what you're currently spending your funds on. Would you prefer in five years to have an extra $6,000 lying around or would you prefer to have kept watching your diurnal television shows and chatting on your cell phone? It's your choice. I know so many people who have quit smoking, and for many good reasons, but many of them quit primarily because it was too expensive. They told me that with all the money they were spending on smoking every day they assuredly could have taken several first-class vacations instead.

Now ideally it's good to quit such a bad habit, no matter what the reason, but often when I catch up with these individuals later and congratulate them after learning that they've been smoke-free for months, or years, I ask them how their savings plan is going. They all say, "What savings plan?" with a blank look on their faces. I then remind them of all the money they were going to save instead of spending it on cigarettes. I have never come across one person who saved those funds with the same diligence that went into the purchase of cigarettes. A smoking addiction and the pain of being out of cigarettes was great enough to get even the laziest of my friends out of a warm home on a -40°C winter evening. Why aren't they as driven with the same determination to leave their warm homes on an utterly freezing night to transfer funds from their general account to their savings account, all the while keeping a picture of their beach vacation in mind?

So if your excuse for not saving is that you're waiting for the day that your income increases or your expenses decrease, I have news for you: it will never happen! I have a few clients who consistently earn an average salary of about a million dollars per year after having at one time earned less than $50,000 per year and they still don't have any money left at the end of the pay period. The trick is to pay yourself first and to set that process in stone, just as if you were paying a bill. How many of us don't make our mortgage payments? Not many. Somehow, no matter how many extra expenses come up each month, we always manage to find a way to pay the bills—but rarely ourselves. So make a regular payment to yourself one of your bills. If we always find a way to pay our bills, doesn't it make sense that this method would force the 10% savings rate on us, making us as diligent about paying ourselves as we are about paying our bills?

And a quick note on paying your bills: enjoy paying them! Yes, that's exactly what I said, enjoy paying your bills. Do you hate paying bills? Do you feel resentment or a lack of enthusiasm when using your money to pay for the goods and services you receive each month? If so, you're hindering your own prosperity consciousness. People and families lie behind those bills. The gas and electricity that comes into your home each month warms you in the winter, dries your clothes within minutes, and allows you to cook meals without a thought. When you pay your utility bills, you're supporting the hundreds of employees who work at these companies, along with their families who rely on that paycheque for food, clothing, and shelter. *Your bill is their prosperity*. Bills are for the benefit of us all.

What if there was a way to support the child within each of us that would make money and the exercise of spending and saving fun again?

Bank Account #1: *My Income Account*

We are what we repeatedly do.
–Aristotle

The purpose of the *income account* is to keep track of how much money you're actually earning. Regardless of the source of the income flowing into your life (salary, bonuses, inheritances), the rule of this account is to deposit all funds into this account first. This makes a great deal of sense for a couple of reasons. First, as we have discussed previously, we often feel that our money is spent even before we receive it. The act of depositing all of our income into this account provides a cooling-down period. This account will create a margin of time that allows you to think *before* the money is spent. The bills will still be paid, the groceries will still be bought, but *everything* must first flow through this account.

The second advantage of this account is that it provides an excellent income statement at tax time because it lists all of the income you earned in the year. It also allows you to review the amount of money that flowed into your life within the year. How much more it seems at the end of the year than it did as you were receiving it!

You will now take 10% directly off the top and allocate it to the remaining four accounts that are detailed next. The remaining 90% will go to all of the spending that you would normally do within a given month—gas, housing, food, and clothing—just as you did before. Another way to look at it is if I were to ask: if your employer had to cut your pay by 10%, could you still make it? Would you be out on the streets, destitute and starving? No, of course you wouldn't. Actually, you are likely to find it easier to manage than you ever imagined. So spend the rest of your income as you would normally, and just pay that "You" bill first in the amount of 10%.

It might seem as though it would take extra time to start playing with a bunch of bank accounts, but I assure you that they will simplify your life and make you richer, and you will better enjoy the process of saving and spending.

To recap, you're going to take 10% as a minimum and set it aside in your mind. Then we'll learn how to distribute this amount between the remaining four accounts. The 10% you're going to move from the Income account to the other accounts is your new surplus money. It's money that you should have kept but which you previously let slip through your hands. Just take a minute and roughly estimate what you have earned from all sources over your lifetime thus far. Measure 10% of it and I'm sure you'll be shocked at how much wealth you could have amassed by now.

Now that you understand the income account and the principle of setting aside 10%, I can now teach you how to divide the funds between the four other accounts.

Bank Account #2:
My Financial Independence Account

Money can serve us in many ways or it can be perceived as a forced enslavement in the pursuit of reaching your financial goals. If the latter has been your financial path, would you like to be freed of this slavery? Wouldn't you love to live a life of independence, joy, and effortlessness where money is never again a worry? The *financial independence account* will do this for you in time but I'll warn you in advance: this account is likely to start out as your least favourite account. But after a couple of months of playing, it might very well become your most enjoyable.

The rule is, any money you deposit into this account will never be withdrawn for any reason, *ever*! It will be there for an eternity. Now I know what you're thinking: "Put a portion of my money away for an eternity and never spend it—are you kidding?" But there's more to it than that.

Let's first explore the meaning of *financial independence*. What does it mean? It means having an income that is sufficient for you to live on forever, whether you work and earn an income or not. Let's say that you currently earn $38,000 per year. Now let's say that you had the freedom to never work again, if that is what you really wanted. If this is the case, you would have to pare down your expenses a notch. What would you really need to live on? You might say $25,000; after all, many of your expenses might have been work related, such as gas and other costs related to the use of your car, dry cleaning for your work clothes, and so on. So if all you really need is $25,000 annually and you don't want to work again, let's examine the amount earning interest in a bank account that you would need in order to have this freedom.

If you had $250,000 in a bank account earning interest at a rate of 10% per year, that's $25,000 per year in interest. Therefore, all you would need in the bank is $250,000 and the interest would keep you living at that level for eternity, as long as you earned the steady 10% annual interest. For many of us, that's not a completely unimaginable amount of money to have in the bank. Let's just pretend that those numbers apply to your specific situation and every time you deposit money into your income account, you focus on the $250,000 amount.

What numbers would work for your financial independence account? How much would you need in the account with today's interest rates (which are nowhere near 10%) to generate an income that would be sufficient for you not to *need* to work again?

Remember that many people are very resistant to the idea of this account. First, they've never really imagined themselves as being financially independent, not even at retirement. Second, they resent the fact that the money in this account will never be spent. However, the interest will be spent and for very specific purposes. Spending the interest periodically is part of playing the game. And remember, this is a game. It's meant to appeal to the child within us, the subconscious. If our negative and joyless notions about money reside deep within our subconscious, we need to appeal to that deep level with creative games in order to change our old patterns and thoughts over time.

So what do we do with the interest and when do we spend it? Depending on how much you're depositing into this account, you may do either of the following:

- Determine set dates for spending this money, such as every month or every other month, or
- Wait until it's accumulated to a certain amount, say $50.

I prefer the first option as it also gets you into the habit of playing interactively at regular intervals.

The fun begins when it comes to spending the interest, which might actually turn this account into your favourite account. Take the amount of interest you made for the month, $14.02, for example, and it is very important that you use cash for this exercise. During the time that your $14.02 is accumulating, start jotting down how it might feel to be financially independent. Imagine how your surroundings would look. What would you do in the morning if you had no *need* to go to work that morning—or any morning? If you're like me, you probably have a number of books or magazines that you rarely have the time to look at. You might rush through the newspaper each morning and wish you had the time to enjoy your coffee and peruse world events at your leisure, so try this assignment: go to a coffee shop in your area or to a venue that looks and feels good, one that feels prosperous as well. You might find the lobby of one of your finer hotels provides an ideal spot. Take along your reading material and order your coffee, perhaps even a breakfast.

What would you do if you really were financially independent? Take a few minutes to detail just five things that you either don't have the time or money for but that, *when* you are financially independent, you would do immediately.

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________

The first thing to realize is that you'll be paying for these activities entirely from the interest of your financial independence account. You didn't have to do anything for the interest except invest it intelligently, and now you're enjoying this time because of it. Feel, look, talk, and daydream as if you are someone who is *truly* financially independent. Remember that this is a game and your subconscious doesn't know the difference between an experience that has actually happened and one that is vividly imagined. So have fun and truly experience this new notion of freedom, even if it's only for a couple of hours on a Saturday morning or a Thursday evening. An important note to keep in mind: you may not go over the amount that you have predetermined you are able to spend on this exercise. And if you're finished your breakfast and find you have a few coins left over, you might wish to redeposit them into your account. This way, you'll have even more to spend the next time you want to play.

While playing this game, you're teaching your subconscious mind, at a very basic level, that "money is fun." If you replace your old thoughts with the knowledge that money is fun and can create freedom and independence, don't you think you'll find additional ways to attract more money into your life?

The most important lesson that you'll learn from this account arises from the fact that you will never spend the principal, only the interest. This sends an extremely powerful message to your subconscious mind, a message that is even more important than having fun with money. It lets you know that you don't *need* money. By taking just a portion of what you earn and never using the principal (the amount you deposited), you're sending a message of abundance. There's money in this account that you will never need to use. What a powerful message! You'll never be broke again. You will *always* have money and you won't need all of it. After all, this is just money that you've spent over the years anyway and haven't been accounting for, so what's a few dollars accumulating in this account?

The financial independence account will produce profound changes in your subconscious as these two thoughts are instilled through active participation in this game:

- I will always have money, and
- I don't need money.

If you're like most people, these two new thoughts are just that, new. That's why the exercise of spending the interest as if you were already financially independent becomes as important as the habit of saving the money.

Remember Tim in chapter one, the gentleman I described as having earned and lived like a millionaire but who was hundreds of thousands of dollars in debt with no savings? You can assuredly avoid becoming like Tim if you pursue the strategy of this account. I'm sure you didn't identify him as being prosperous, possibly not even wealthy in your terms, but you'll always have money that you don't need and it will support your financial independence over time.

Bank Account #3:
My Purchases Account

The *purchases account* is the exact opposite of the financial independence account in that you *must* spend all of the money (interest and deposits) on a regular predetermined basis. You may choose to wait until it has accumulated to a certain amount or spend it at a scheduled and predetermined time, the first of every month for example, which I would recommend.

How often do you feel guilty about spending money? How often have you bought yourself some *guilty pleasure* (there's that language pattern again) and thought, "I can't really afford this and shouldn't be spending my money on this." But you do so anyway and then end up with a feeling of guilt that promotes a poverty consciousness that says, "There's not enough." This account will instill a new way of spending money, free of guilt, and will promote a new air of prosperity and abundance.

Since this account must be spent in its entirety, the money has already been pre-allocated for your spending pleasure. Have you ever set up an account that would allow you to buy whatever your heart desires without guilt and remorse? If we're doing it already, why not spend our money intelligently and in a methodical fashion that leaves us feeling more powerful at the end of the day?

The rule for the purchases account is the money must be spent on fun and whimsy; remember, we're playing a game here that will instill new healthy attitudes about money if you follow the rules.

Perhaps you've decided that the first Saturday of every other month will be your allotted day to spend your purchases account, and this month you have amassed a total of $28.04 for a spending spree. Find a location in your city that is filled with fun shops and unique stores. If possible, try to venture to a part of the city where you wouldn't normally go and have no predetermined notion as to what you're going to purchase with these funds.

Do you remember your piggy bank when you were a child, and when you knew that it was full and you just had to spend it? You didn't know what you were going to spend it on—gum balls, new cars for your racetrack, or those Barbie boots—but you knew you were going to spend that money. Engage your inner child in this exercise as much as "adultly" possible. Do not take the cash with you on this journey, just the thought of your $28.04. Stroll around this new section of your city and engage the merchants and peruse their wares. When something catches your eye, not necessarily anything practical but something that you might like to have, find out the cost. Ask the store clerk to hold it for you for three days.

On your way home, fix your mind upon the item and its price and plan to return three days later. The idea of this time lag is to see if your subconscious will come up with some creative way of attracting the $28.04 into your life, even though you already have this amount in your account. Perhaps someone who owes you money will suddenly pay you back or you might receive an unexpected cheque in the mail, a refund or overpayment that's just being returned now. These are both quite possible scenarios that would be welcome now that you are focused on this amount of money.

A couple of words of caution: first, the manifestation of this amount might not happen the very first time you play the game. It might not happen for six months or longer, but sooner or later magical occurrences of money popping into your life, right at the time you're focusing on your purchases, will happen.

Second, be aware of multiples. You might not find the exact amount coming into your life right at the time you're playing this game but a day after you've played it you might receive a monthly raise at your job in the amount of $112.16, which is a multiple of four times the amount you were focusing on. The idea is first and foremost to create an awareness of attracting money into your life, to generate further abundance as you already have enough money for the item, and to have some fun with your old thoughts as you retrain your subconscious to believe that spending is guilt-free and joyful.

Each chapter in this book is based on discussions that arose during the course of my Girls Just Want to Have Funds group. This was as much of a learning experience for me as it was for the women in the group. The dialogue we shared and the ideas we discussed were illuminating to everyone.

At one of the meetings, I had presented the idea of the bank accounts. At the following meeting, the purchases account occupied centre stage in our discussions. I found that nearly half the group loved this particular account while the others experienced difficulty with the idea of spending all the money on themselves or on a frivolous purchase.

The half who loved this account (myself included) were the proclaimed spenders—we love to spend and have often felt guilty about our spending as we might have taken money from "pots" that should have been used for other purchases. All of the "easy spenders" thought this exercise would be a piece of cake, and it was, but something unusual occurred for most of this group. We all loved the idea that this money was earmarked for spending and all reported that it brought joy and fun back to our spending and eliminated the need for guilt as it was already designated spending. But the side benefit that most of us reported was that suddenly, again, myself included, we started to spend less and almost wanted to hold onto and hoard the funds in this account to some degree. As soon as we were supposed to spend the money, we encountered a slight resistance. It was not for the lack of funds but because this account felt so good and the spending was such a shift from guilt to enjoyment. Our portion of the group wanted to savour the experience.

What about the other half of the group—those women who reported they had great difficulty spending the money on themselves or on something that wasn't essential for them, their home, or their family? They reported that even though the money was earmarked for spending, they rarely spent money on themselves and felt guilty either way.

We took these women through the following process so they would remember the worth of their spending and that each dollar they spent on themselves would strengthen the economy and increase the income of their neighbours. Let's pretend that they found an item at a downtown strip mall but felt the money could be better used by giving it to charity or to their children. They felt that purchasing this trinket, to which their childlike mind was attracted, was just a waste of money.

If you belong to the second half of the group that I'm describing, try this conscious exercise: Think about the store owner from whom you're purchasing the item and the wholesaler who supplied it—think of how they are benefiting and staying open as a result of your purchase and how they are also able to serve the community and feed their children. What about the rental fee they pay their landlord and the taxes they pay to the city for the roads and the other municipal services they support as a result of your purchase? What about the snow removal services that stay in business by clearing this company's snow and the advertising firms that flourish as a result of the store owner's success and therefore their own? Keep going with this chain of thought until you really feel that your spending money on this relatively insignificant item will truly benefit both you and the economy.

What happens to the economy in a recession? People start to feel fearful and stop spending. Reduced spending hurts businesses, jobs are cut, and everyone feels the pain. The opposite is true when our economy is doing well—people spend, companies hire more workers to support the spending of the public, and everyone feels prosperous. Each time you spend, you're working at creating prosperity for your fellow citizens as well as for yourself. Remember this with each dollar you spend.

One last thought about this account. It might be convenient for you to take the time to return for your item several days later and you might find, for a number of reasons, you need to make your purchase on the spot. If this happens, you won't get the chance to give your mind the full opportunity for manifestation but you will still reap the benefits of the other positive spending habits. You might try focusing on your account and the amount that you will spend a few days beforehand. This could work just as well as the three-day holding period as you might attract the money before you even spend your account. Try it and see what happens for you!

Every dollar you deposit into this account and into the financial independence account will help you to form and reinforce positive habits around accumulating (saving) and spending money. You'll never need to worry about becoming like Bob. Remember Bob? He had millions of dollars in the bank, no family to share it with or leave his legacy to, and yet, in his eighties, he still lived as though the Depression was right around the corner. You'll never need to worry about spending or saving because you'll be reinforcing these new beliefs each time you make your deposits into these accounts. You'll get back in tune with that child who yearns to have fun with money again and the happiness that money can buy.

Pleasure is the object, duty and
the goal of all rational creatures.
–Voltaire

The Importance of Pleasure

The main purpose of the purchases account is to establish or re-establish the power of pleasure, using money as a conduit. While I know that there are countless pleasures which money can't replace, there are just as many pleasures that only money can facilitate.

I remember a story from Charles Faulkner in his audio program *NLP: The New Technology of Achievement*. Faulkner talks about buying ice cream and that the only reason for doing so is pure pleasure. One doesn't eat ice cream for nourishment. It's only reason for existence is to delight the taste buds of the consumer. So what happens when we buy cheap ice-cream? Have you ever committed such a travesty? Be honest. I know that I have on occasion. And with each bite of that inferior brand, you remind yourself that you're not worth the full indulgence. You'll sacrifice a truly wonderful experience to save a couple of dollars, if that.

What other pleasurable experiences can you think of? How about listening to great music or going to a top-notch play? How about journeying first class the next time you fly or pampering yourself for an entire day at a spa? Take a few moments to list at least twenty pleasurable experiences. If you're having trouble coming up with twenty, then you really need this exercise. Ideally, you should have hundreds of items that come to mind with little effort. If you need help, call a friend or two for ideas about what they find enjoyable, luxurious, self-indulgent, and satisfying.

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20. ______________________________

Joy is never in our power and pleasure often is.
–C. S. Lewis

The Pleasure Factor

You've no doubt heard by now about the coffee or latte factor in which you take that $1 per day minimum that you would spend on a cup of coffee and invest it for your retirement. Let's face it, it's more likely $2 to $5 dollars per day. I'd like to expand on this notion and introduce you to a fun game in addition to your new five bank accounts called The Pleasure Factor. I'd like you to purchase a piggy bank for yourself (perhaps you even have one lying around the house). It must be a fun bank that brings back positive memories from your childhood. You could simply use a glass jar but we're trying to reconnect with that child that still lives inside us and used to love and freely receive money.

Each day, I would like you to deposit at least $1, or more if you'd like. You could just start with all of the extra change lying around in your purse, house, or wallet. Each month or two, I'd like you to empty the contents of this bank and engage in an activity of pure pleasure. It might be getting a manicure or pedicure, buying exotic chocolates for yourself, or a great bottle of wine. Just as with a child, this is money that won't be missed or needed for bills or other expenditures. It would have been spent on your daily cup of coffee and long forgotten anyway. Why not compound the daily depositing of these coins for purely guilt-free pleasures. Have fun and I'm sure you'll be surprised at how much amasses in your piggy bank at each interval.

The following is a list from the kind and creative minds of my dear friends. You'll find a more detailed list on my web site www.thewomansguidetomoney.com. For the sake of saving paper, I've only included the top ten for each category but you'll find hundreds of ideas on the web site. I can't take credit for most of these ideas. I put an S.O.S. e-mail out to my friends for their ideas and couldn't believe how many creative concepts they all came back with. I was surprised that all of my friends seemed to have the most ideas for the $20 and under category. Send out an e-mail to your friends for even more ideas and I'd love to hear from you too!

An inordinate passion for pleasure
is the secret of remaining young.
–Oscar Wilde

Top Ten Under $20

If you save $1 per day, you can empty your piggy bank for something in this category just about every two weeks.

- Treat yourself to a gustatory pleasure: exotic chocolates or fruit, a package of special roast coffee beans, desserts, a bottle of wine.
- Make a long-distance phone call to a great friend that you haven't chatted with for some time.
- Visit a museum, art gallery, or go stargazing at your planetarium.
- Go for a picnic.
- Frame a special holiday or vacation picture.
- Buy matching napkins and/or napkin rings.
- Get yourself a special hand cream for the winter season.
- Buy a great self-tanner or a tanning package.

- Purchase a new CD of your favorite music.
- Buy yourself cut flowers.

Top Ten Under $30

At just $1 per day, you can indulge in this category every month.

- Treat yourself to dinner or a leisurely lunch. Better yet, take yourself to brunch at the best hotel in your city.
- Get a sexy new haircut.
- Buy a book or a cookbook and try a new recipe each month—find a few friends willing to do the same and have a pot luck every thirty days.
- Book a yoga or Tai Chi lesson or a session with a personal trainer.
- Buy some paint and repaint your bathroom.
- Purchase some sexy undies, pajamas, or other nightwear just for you.
- Book a massage.
- Have a spa night at home.
- Host a game night: buy a favourite old game (such as Monopoly) and have your friends over (have them bring the munchies).
- Buy some new bathroom and kitchen towels or an apron.

Top Ten Under $60

Luxury comes at just $1 per day every two months or bump it up to $2 per day and enjoy this category monthly. You deserve it!

- Indulge in a massage, facial, pedicure or manicure.
- Buy yourself and a friend cut flowers.
- Book a limo night for you and a few friends—the more friends, the longer the ride or the lesser the cost.
- Take a friend out for desserts and cocktails.

- Book a belly-dancing lesson.
- Have a sleepover with a friend and rent a movie; enjoy a bottle of wine and other treats (ice cream, antipasto, and decadent cheese and crackers).
- Go horseback riding.
- Pay to have your home cleaned.
- Go to an arcade or casino.
- Buy new shoes, a new purse, or a lovely sweater, scarf, or gloves.

A large income is the best recipe
for happiness I ever heard of.
–Jane Austen

Bank Account #4:
My Annual Income Account

What if you could take a year off "just because"? What if you could save enough money to do this at regular intervals throughout your life and do it without the need for a paycheque? What if you could just take one month or a few months off to pursue your hobbies or other interests without any fear about how you're going to pay the bills? You've guessed it; the purpose of the *annual income account* is to regularly save a portion of your excess funds to support your next (and possibly first) sabbatical.

So many of my clients who are over sixty have sung a mantra of sorts during their entire working career and it goes like this: "One day, when I retire, I'll finally have the time to do [fill in the blank]." The unfortunate part of that goal is that they did not savour life because their focus was on an event far in the future. And, as statistics show, many people become severely ill or die a year into retirement. Why wouldn't you take hold of life as you go along instead of putting it on hold until "one day"?

How much money would you need in an account to support you for a month, six months, or a year? How would you feel about going to work each day knowing that your sabbatical is right around the corner? We're not talking about vacation time here, although it could be one of your goals with this account. This is a time when you would be free to pursue other interests aside from your work—write a book, visit your city's libraries and museums, read the newspaper until noon, spend more quality time with your children, or just experience a period of leisure. What's the amount that you would need in an account for this notion to become a reality without the worry of earning a living? It's likely less than you think. Would you still need to drive during this time? Perhaps during your sabbatical you could park your car, and thereby reduce the insurance cost and save hundreds of dollars per month on gas.

Heck, you're not rushing off to work and appointments during this time, so you might find that you don't need a car at all during your sabbatical. You might take three months off in the summer and choose to walk to your various destinations and take an occasional cab ride home from the grocery store. Not only might you enjoy the feeling of being a tourist, as you walk instead of driving, but you might find that eliminating certain payments could make this account achieve its purpose sooner. Fix an amount in your mind for this account and work towards getting there. Notice the newfound joy you experience with each deposit to this account as you dream about what you'll do during your next, or first, sabbatical.

Bank Account #5:
My Investment Account

In the *investment account,* you will focus your energy and money on investments and learn to enjoy your investments for greater profit and ease. If you're already putting a predetermined monthly amount into an RRSP account, you might wish to skip this account or create an entirely new one. Superficially, this account might seem similar to the financial independence account; where it differs is the active investment participation and experience that I want you to derive from it. Remember, with the financial independence account, all amounts you deposit must go into a safe interest-bearing account. This leaves little room for you to practice your investment savvy.

As the investment account makes a profit at predetermined levels, I would encourage you to take the excess profit and redistribute it as you would any other income. For example, if you have just made a profit of $1,500 from the sale of a successful stock pick, distribute the profit by first placing it in the income account and then distributing it to your other accounts. As your investments rise in value and you actively move the profits around, you'll be training your subconscious that profits are fun and allow you to play more money games. Remember to do this with small amounts as well as large. A $10 profit is as important as a $1,000 profit or a half-million-dollar profit. If we don't teach our conscious and subconscious mind how to deal with the small profits well, how can we move up to dealing with the larger ones? Is it any wonder that certain lottery winners in Canada are actually worse off after a few years than they were before they won the money? They have had no incremental training in how to deal with money, especially that much money.

You might be thinking that many of your investments have not been profitable, especially given the recent volatility of most North American and world stock markets. Remember that investing takes all shapes and forms. When we refer to investing, it may be in the stock market; it could be the purchase of a piece of real estate on your own or with someone; or it could involve opening the business of your dreams. We're playing a game again with our subconscious, and want to instill the rules that lead to healthy investing attitudes every step of the way.

If you find yourself holding an investment that continues to lose money, or has lost money right from the start, you can choose to get rid of it sooner rather than later. Let's say, for example, you've just purchased XYZ stock for $1,000. The next day you see it decline to $910 and the day after that it's down still further to $880. You look at this investment and call your broker who suggests that it could just keep going down and you realize this investment is not profitable. "If all of my investments are profitable, then this investment must not be mine." But what if the opposite happens? What if it turns around quickly the next week and you miss out on something really good? Don't worry; there are enough opportunities in the market for you to make profits in various ways for years to come. Minimize your losses and ride the gains for maximum growth in order to make all of your investments more profitable.

A caveat applies if you have invested in a portfolio with a financial advisor or planner. Always check with your advisor before selling any investment portfolio that might have fallen temporarily because of overall market conditions and that might have fees or charges for deciding to liquidate. Read and digest the fine print *before* you make or sell an investment.

Attitudes Towards Money

People have always tended to have different goals for different pots of money. Some of my clients have been overly cautious about investing their RRSP portfolios even though they have twenty years or more until retirement and thus have the time to invest in higher-risk and potentially higher-yielding investments. And it still shocks me to this day that many of my clients will view their tax refund as "found money," even though the government is returning to them the excess taxes that they have paid throughout the year. They'll often blow this money on shopping sprees, a new fridge, a television, or something for the house that really isn't needed. The thinking seems to be that since this is money they didn't expect to receive, it can be spent spontaneously or imprudently.

Let's say you were in the market for a new sweater and decided to look for one at the local shopping mall. You find just the one you were hoping for and it's in your price range—$100. Just as you're getting ready to pay for the sweater, you spot a good friend in the store and she tells you that there's an identical sweater on sale at the other end of the mall for $50 less. Unable to pass up a 50% discount, you put down the sweater and trudge to the other end of the mall even though your feet are nearly killing you.

Now let's pretend that a week later you're in the market for a new stereo system. You and your partner have been saving up for a year and it's finally time to purchase the very best. Just as you've totalled up your purchases, after spending hours testing out the latest equipment and questioning the sales associate, your good friend strolls in again. She tells you that a sound system identical to the one that you're about to purchase for $2,550 can be found just a few miles away for only $2,500. Do you drop everything and go? Likely not, as the percentage of savings is small, just over 2%. So why wouldn't you hop in your car and drive a couple of miles to save the same $50 that you were willing to walk with your sore feet to save on the sweater? Why does it matter if the $50 savings represents 50% or 2%? It's still the same $50!

Not only do we do funny things when calculating savings, when it comes to spending money, we can also do strange things.

The story of the "Man in the Green Bathrobe" is told by Gary Belsky and Thomas Gilovich in their book *Why Smart People Make Big Money Mistakes and How To Correct Them* to illustrate the concept of mental accounting as defined by behavioral economists.

As legend has it, the man in the green bathrobe is on the last day of his honeymoon and before retiring for bed that evening, he sees something on his dresser stand. He notices that it's a $5 casino chip—the last of the couple's gambling allowance. He can't very well leave this chip behind and will not embarrass himself by cashing it in, so he decides to sneak downstairs in his green housecoat for one last bet.

He puts the chip down on a roulette table and on his lucky number, 17. Sure enough, the ball hits 17 and pays a 35-1 bet, which yields him nearly $200. He lets his winnings stand and his luck continues as the ball lands on 17 and his winnings grow to over $6,000. And so it goes on until the lucky groom is about to place a bet for several million dollars. At that point the pit boss intervenes and tells the man that the casino doesn't have enough funds to accept the bet. The man decides to move down the Vegas strip to the best hotel in the city. He again places his entire bet upon the lucky 17 and his luck holds, yielding him this time hundreds of millions of dollars. Feeling that his lucky streak will never end, he bets it all once again. However, this time the ball lands on 18 and he loses everything. He leaves broke and devastated and even has to walk several miles back to his hotel.

When he finally gets back to his room, his wife asks him where he's been.

"I was playing roulette," he says softly.

"Well, how did you do?"

"Oh, not bad, I only lost five dollars."

The moral of this story is that at any point, starting with the $5 chip, which then grew into millions and millions of dollars, the money was always his. But because he only considered the $5 to be his and the rest of the winnings to belong to the casino, he felt he could take more chances than he might otherwise have done. Do you suppose this fellow would have cashed out his retirement savings to play the tables in Vegas or, if he had, would have made silly bets such as risking the entire pot with each and every wager? Probably not. Although you may or may not be able to relate to this gambling story, what about other pots of money you've identified as not really being yours? Is that how you see the income tax refund, which is your money being returned to you, and without interest I might add, or the inheritance from the death of a loved one, which some consider "blood money"?

By using the Five Bank Account system for all the money you receive from all sources, you can effectively ignore the origin of the different pots of money (i.e. salary, bonuses, winnings, inheritances) and focus more on which pots of money the funds will go into. So instead of blowing a bonus from work, your focus will turn towards the purpose of your new account system. Whether it's spending the balance of the purchases account regularly or putting a portion of your bonus into the financial independence account, your focus will be on a new purpose for your money, and not on its source.

Your Five Bank Accounts Recap

Choose the Right Type of Bank

In Canada, we have one of the best Internet banking systems in the world. You can pay almost every bill imaginable online, have your paycheque deposited directly into your account, and transfer funds at the click of a button.

Take a look at what your bank has to offer before you play the account system game and shop around for one that will accommodate your needs. Do you need to have the accounts at separate banks to ensure that you follow the instructions and aren't tempted to spend the money? If so, you'll also have to make trips each month to those banks in order to make the deposits, so keep that in mind when choosing a bank.

Personally, I enjoy the convenience of using one bank and was shocked, but pleasantly surprised, to find out that, as an existing customer, I can open as many new accounts as I want with just a few clicks of my mouse. And much to my delight, and that of the little child inside me, my Internet banking service even allows customers to name their accounts. Each time I log in, I'm reinforcing the game and the positive money habits I've developed. You can even choose to hide certain account balances when you log on, so you won't be tempted to use those amounts in calculations for bill payments and other spending. Shop around and find the right banking system for your game.

How Long Should You Play?

That's entirely up to you. I personally intend to play this game for the rest of my life. It's fun and it's like going to the gym to maintain a healthy body. I keep these accounts running just to ensure that my focus on money remains healthy.

Creating Other Accounts

After I realized how easy it was with Internet banking to open additional accounts, I quickly opened a couple more. I loved the idea of a tithing account and also added an education account as both have significant meaning in my life. You could open a lovers' account, where you save money for you and your spouse—it could be spent on romantic dinners throughout the year, a New Year's cruise, or whatever else would allow you to explore your romantic side. This way, when you need more romance in your life, the money will be there to cover the cost of creating the mood you desire, while adding more pleasure to your experience with money.

Whatever the account, just ensure that you set the rules at the start and that the spending of either the funds in the account or the interest takes place at regular predetermined intervals. Have fun. There are no limits, and you can change the percentages to suit your life.

Sharing Your Experience

One of the most effective ways to fix in the mind any new concept is to teach it! Gather a group of your girlfriends and explain to them the Five Bank Account system. As you do, you will further instill the teachings into your subconscious and conscious mind. And as you play and share your experiences, you'll gain valuable insights into how your friends are playing the game. What new accounts do they set up? What experiences are they reporting? Not only will you benefit from the support of your friends but you'll also be helping them create valuable and positive money habits while you enjoy their company.

Visit www.thewomansguidetomoney.com for a full information kit that includes guidelines and rules for setting up your own money group for prosperity in your life now!

Summary

- Embrace the child inside you who used to have fun with money. Stop saving for emergencies and start playing for a positive financial future.
- You can easily live on 90% of what you earn for the rest of your life. A part of all that you earn is yours to keep.
- Set up the Five Bank Account system today. Change or add accounts as you like, but always keep the first three accounts for maximum wealth and enjoyment.
- Be confident in the affirmations that you now don't need money and you will always have money as a result of playing the bank account games.

Your Prosperity Action Steps

- Open your bank accounts today. At least open three dedicated accounts or determine if you already can use some of your current accounts and rename them. Determine how many accounts you would like to have and ensure that you play with the first three as a minimum. Decide what other accounts you'd like to open such as a lovers' account or an education account. Determine how long you would like to play for and what bank(s) will best suit your needs. Finally, either label your passbook or rename your accounts online if you have access to Internet banking; make this game appealing to the child within you.

- Share your experiences with others. During the next week, teach at least one person the Five Bank Account system. By teaching the system to others, you will reinforce the ideas in your own mind and you will likely learn valuable insights from those you teach it to as well.
- List at least fifty actions or activities that you will engage in when you're financially independent. If the ideas flow, keep going. If you need a little support, just visit my web site at www.thewomansguidetomoney.com for more ideas. Remember, what you focus on expands. This is an important step and you deserve to be wealthy!
- Obtain your piggy bank this week. Find a fun bank that conjures excitement and playfulness regarding money. Remember to deposit at least $1 per day in your "bank" and be aware of the money that you find everywhere—in your car, on the sidewalk, between your sofa cushions. Deposit everything you find in your new "bank," remember to empty it periodically, and drop me a line too to let me know about your purchases at www.thewomansguidetomoney.com.