

THE MONEY CODE



6 Ways to Increase Your
Money and Investments



1. Budget and Evaluate Your Spending

Evaluate your spending and eliminate excess spending. Yes, look at what comes out of your account and goes on your credit card. Those \$2.99 purchases that you aren't quite sure where they are coming from or don't need add up quickly. Also, coffee at home in the morning or making your lunch is awesome and healthier for your body and bank account. (saving \$15 per day is \$325 per month!) I make myself lunches for the week every Sunday. Takes me about an hour and saves me about \$100 a week. And, I get to eat in the park.

Things you can do with all of your newly found moolah:

- Take the savings and apply it to your debt! Start with the highest interest loans or credit cards first.
- Start a savings account!
- Start investing!

[Basic Budget Template](#)

[Family Budget Template](#)

2. Shed your fears and start talking about money:

Does it terrify you to talk about money and finances with your partner? Your family? Your friends? Or, do you just not talk about it to be "polite"?

There is a good reason for this. Most of us are taught that it is rude to talk about money. Plus, we don't have basic financial education in our schools, so most of us don't know how finance or the markets function. Additionally, there has been no structure in place to teach us as adults. What we don't understand, or feel we don't understand, we naturally don't discuss, and might be afraid of.

For example, according to [data](#) from Fidelity Investments, 43 percent of Americans don't know how much money their spouse makes, yet fighting about money is a top predictor of divorce.



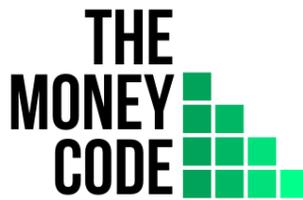
We might be discouraged from talking about money at every turn, but if you want to fix your financial situation, talking about it is necessary, especially in your family. Here's what you can do to bring money into your daily conversations:

- Start with a budget. Asking your partner data based questions can be an easier place to start the conversation than values based questions. If you have kids, involve them in every step of this process so they develop a healthy relationship with money.
- Evaluate your spending and encourage your partner and kids to do the same. Look at ALL the charges. This is simple data collection, not a place for judgment of you or anyone else's past choices.
- Talk about your goals for the future and write them down. This gives you each a place to express your desires and hopes for the future. They don't have to be the same! You can walk together towards different goals. The idea is to get the conversation started and your finances on track.
- Set up a Plan and track it. In order to reach your goals, you need to look at when you want to reach the goal and work backwards to where you currently are. Then you can break it down by tasks per time period. This now can become something you and your family share accountability for, bringing you closer emotionally and financially.

3. Earn What You are Worth

Women make 19% less than men on average, and shockingly, women CEO's pay themselves 23% less than male CEO's pay themselves!! We don't just allow others to screw us on our income, we are even screwing ourselves financially!!! So, it is time to ask for that raise (or give it to yourself). Here's how:

- a. Research what others in your position, in similar size companies and markets are making. ([glassdoor.com](https://www.glassdoor.com), [salary.com](https://www.salary.com), [indeed.com](https://www.indeed.com), [Bureau of Labor and Statistics](https://www.bls.gov))
- b. Make a list of your Superpowers. The things you are really, really good at. (you know them!!)



- c. Ask 5 co-workers what you are really good at (we can be very bad at assessing our own talent and worth!)

- d. Create bullet points of the value you bring to the company.

Like:

- I have implemented X procedure that increased profits/ employee satisfaction/ customer satisfaction
 - I implemented X procedure that educated my coworkers and our customers, therefore increasing longevity or customer retention
 - I was able to bring X value to our customers/ employees/ community/ stakeholders within X timeline
- e. Talk to your supervisor, or the owner of the company (which might be you!) and discuss how you have brought benefit to the company, will continue to do so, and how your position is valued similarly in the market. Be direct. Write down what you will say. Practice with several people before the meeting.

 - f. If you are self employed, make the scary call to that new client you have been putting off. Also, raise your rates to market parity with your long term customers. They know your worth, and when communicated with love and appreciation, this can be an opportunity for both of you to express how valuable you are to them.

4. Invest \$100 a month

If you start with \$0 and save \$100 each month while earning 7.00% on your investment, you will have accumulated \$121,997.10 after 30 years! An estimated 42% of working adults having no money set aside for the future whatsoever. What is the reason?

For some, it boils down to an overreliance on Social Security and a missing dose of reality. In other words, some folks think they don't need to save on their own because they'll get by on whatever Social Security pays them, even though, in the best case scenario, Social Security will only replace 40% of your pre-retirement earnings.



For others, it's simply a case of "I will start saving someday" or "Retirement is a long time away!!" . Sure, the immediate gratification of having lunch out every day, going to an expensive concert, or buying that new pair of shoes is great, but what are the long term implications? Now, don't get me wrong. We all need to enjoy ourselves, just evaluate the actual benefit of where you are spending your money. A picnic with friends or a house concert might still scratch that important itch for

community, connection, culture and feeling inspired or special without draining your coffers.

Especially as a woman, make sure this investment account is your and yours alone. Of course, assign who you want the investment paid to when you die (and put it in your will), but while you are alive and kicking, this moolah is yours and no one else's. Think of it as your personal financial security blanket. Mmmmm, that's warm and cozy!

[Fidelity Investments](#)

[Merrill Edge](#)

[TD Ameritrade](#)

5. Keep \$100 (or \$1000) in your wallet

When you keep \$100 in your pocket or wallet, you have the knowledge you CAN buy what you want. Then, you have the honor of deciding if you really want it. This will help you start to evaluate your spending and choices, as well as be grateful for the abundance that allows you to buy things if you really want, or need, them.



6. Prepare For a Bear Market

- a. Create an emergency fund.
Ideally put back 5-10% of your take home pay.
- b. Pay down your debt. Start with the highest interest rates
- c. Evaluate your investment strategies.
If you have investments (401K, etc.), is all of your money in low yielding bonds? Is it all in more risky high yield stocks? Have a good balance that is in line with your level of comfort with risk (will you get really scared and pissed if it is all gone??) and with your retirement goals and time to retirement.
- d. Pay attention to the markets in general. Education is power!! Yield curve, housing market slowing, corporate earnings. Start listening to podcasts and reading books on markets and money.
- e. Meet with your financial advisor and re-evaluate where you have your money invested every six months instead of every year.
The domestic and international markets are volatile right now and are changing very quickly. We have been in a time of unprecedented growth of the financial markets in the last 10 years since the great recession. Not to be a buzz kill, but all good parties must come to an end. Talk to your investment advisor. If you don't have one, get one and develop a relationship with them.
- f. Diversify in Space and Time:
Diversify your investments both in what you invest in and the length of time you hold investments.