

NOVEMBER 2010

Staying Connected

For the Alumni of the ECCB's
Savings and Investments Course

YOUR FINANCESYOUR FUTURE

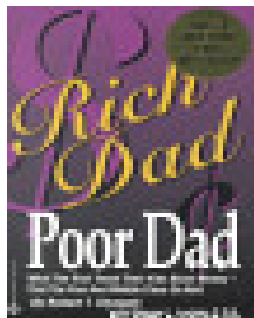
YOUR FINANCIAL
NEWS

**Gotta Get Get. Gotta Get
Get...**



How to Handle
The Urge to Splurge !

INVALUABLE LIFE LESSONS



The Book That Will Change Your
Money Mindset !



*The Art of
Selling.*

Let's be stingy with our money when it comes to frivolous consumption.

Let's be stingy with failure and focus on succeeding in our finances.

But let's not be stingy with our appreciation when it is justly due.

Or with our words of praise when praise is due.

Or with encouragement when one has tried and failed.

Or with commendation when a job is well done.

Or with understanding and sympathy when another has been hurt.

Or with our service even where sacrifice is required.

Or with acts of love and kindness for the toiling ones who become wearied with burdens along life's stormy way.



Gotta Get Get. Gotta Get, Get

I came to understand the wisdom of not having everything NOW.

Gotta get get, gotta get get....

Those words are forever ringing in my head; but unlike the songwriter for the group, Black Eyed Peas, I am not thinking about any beat, attitude or swagger. I am thinking about how I gotta get, get, get that 60" LED LCD HDTV .

It is a burning desire that is consuming my every waking thought and high definition dreams.

I can't tell you how many times I have walked into the store to admire my 60" LED LCD HDTV. Yes! This is no ordinary TV...This is the TV of all TVs. And do I have the perfect place for it too...that empty wall in my family room. You know that big, blank empty wall that's just crying out for that 60" LED LCD HDTV .

I am so consumed by my desire to have that 60" LED LCD HDTV that I can't think straight. Now, the three TVs that I currently own, only serve to annoy me. Everything is wrong with them...to coin the songwriter, they are "so 2000 late" - too small, the picture quality is

flawed, and worst of all they don't provide me with the "surround" sound that my beloved 60" LED LCD HDTV provides ... You must agree with me, when you see what I see and hear what I hear, that my 60" LED LCD HDTV is worth every dollar. Or is it?

Truth be told, given my current financial commitments and financial goals, I can't at this time afford the TV that my heart desires. Sure, I can draw down on my savings or purchase it with a swipe of my credit card, but can I afford to do that? The answer is a resounding NO. So where do I go from here? How do I appease this all overpowering, consuming desire to buy my TV?

I had to come up with a strategy. Just simply telling myself 'walk away' was not cutting it especially when every time I took a walk, I walked in a circle right back to the store with my gorgeous 60" LED LCD HDTV. So I had to schedule an intervention. A meeting between **my wise spending side** and **my gotta-get-get side**.

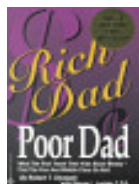
The meeting was not focused on talking myself out of my desire - *that battle would be lost before I could begin...no sense in going there* - but rather, on talking myself through my desires. It was about acknowledging the joy I would get from that 60"

LED LCD HDTV, as well as the financial strain that would arise were I to purchase it now. In my conversation with the **gotta-get-get part of me**, I came to appreciate my desire for my 60" LED LCD HDTV while understanding the wisdom of not having everything NOW. So, I focused on a plan to earn additional money to purchase the TV twelve months from now. How good it was going to feel seeing that special savings account growing and growing each month bringing me closer and closer to fulfilling my desire for my 60" flat screed LCD LED HDTV .

Now rather than feeling deprived and sad I feel satisfied knowing that I will soon achieve my heart's desires. I also feel empowered having devised a debt-free strategy to acquire my TV. And, if the best things come to those who wait, by the time I am ready to buy my 60" LED LCD HDTV I might be able to afford the upgraded features on the 2011 model.

Stop by my crib next Christmas for movie night and feel free to bring popcorn and drinks, because after buying my future TV I will not have surplus funds for snacks.

SLW



INVALUABLE LIFE LESSONS

The Book That Will Change Your Money Mindset!

“Money is only an idea. If you want more money simply change your thinking.”

1 *If your house is your largest investment you're in trouble.*

Most of us grow up learning that a home is an asset. It might therefore be a shock for us to hear that our home is a liability.

According to *Rich Dad Poor Dad* - **an asset is something that puts money in your pocket. A liability is something that takes money out of your pocket.** Consider therefore your monthly mortgage payments, annual property taxes, maintenance expenses and insurance expense; Is more money flowing in as opposed to out of your pocket as a result of owning your home? If your answer is no then your home is a liability, not an asset.

The key to building wealth is to put more of our cash outlay on income producing assets (e.g. real estate, a business, stocks, bonds) rather than on liabilities.

2 *Don't work for money. Let your money work for you.*

Most of us slave tirelessly working for a weekly wage or monthly pay check *i.e. earned income*. However, the key to getting rich is to focus not on earned income but rather on passive and portfolio income.

An example of passive income is income derived from real estate investments. Portfolio income is income derived from assets such as stocks, bonds and other paper assets. *“The key to financial freedom and great wealth is the ability to convert earned income into passive income and/or portfolio income as quickly as possible.”*

3 *Become financially intelligent. You need to master the power of money. Not be afraid of it. If you don't learn how to do that you become a slave of money.*

“The earlier you can train yourself and those you love to be masters of money, the better. Money is a powerful force. Unfortunately, people use the power of money against them. If your financial intelligence is low, money will run all over you. It will be smarter than you. If money is smarter than you, you will work for it all your life.

To be the master of money, you need to be smarter than money. Then money will do as it is told. It will obey you. Instead of being a slave to it, you will be the master of it. That is financial intelligence.”

4 *Use income from assets to buy luxuries not income from liabilities*

Focus on building income generating assets first and then when those assets begin generating extra income use that income to finance that new car, big house, or fancy vacation.

The problem, however, is that most of us use credit to acquire our long list of wants. *“Too often today, we focus on borrowing money to get the things we want instead of focusing on creating money. One is easier in the short term, but harder in the long term. It's a bad habit that we as individuals and as a nation have gotten into. Remember the easy road often becomes hard and the hard road often becomes easy.”*

The Art of Selling.

You are just about ready to launch your big idea...

Hold up!

Can you sell?



How do you go from ready to sell, to the offering is selling like hot bread?

Selling is an art and no matter how attractive your business proposition, your posters, flyers and business cards are, if you and your staff do not master the

When a salesperson generates confidence, confidence leads to credibility... credibility leads to sales and sales leads to profits.

art of selling, your business will move at a snail's pace and so will your profits.

When you or your staff come into contact with a potential customer you must establish a relationship with that person from the onset. This can be done with a simple smile followed by a brief greeting and introduction about you and your products/services. Eye contact, warmth, and professionalism is critical throughout.

Don't forget to smile. Remember, though your face or attitude might reflect a bad day at home or other aspects of your personal life, persons would not be aware of this and therefore will only interpret whatever the message you send as being related to their presence. It is for this reason why it is so critical to keep smiles for your customers.

If you are charming, polite, warm and knowledgeable it instills confidence and delight in the customer for you as the salesperson, and therefore opens up the doors for the Big Sale. When a salesperson generates confidence, confidence leads to credibility, credibility leads to sales and sales lead to profits.

As you engage various customers and potential customers you will notice that not all customers are the same. They have varying personalities and therefore, as

much as possible, your dealings with them must vary.

Let us classify customers into four groups:

1. Unintentional Customer
2. Pushy Customer
3. Passive Customer
4. Chatty Customer

Unintentional customer - This customer did not set out to find your goods or services or any similar offering. He may have wandered aimlessly into your business or come into contact with you at a trade show or on the streets but is not looking to buy anything specific from you.

Your job is to make that individual feel that you are offering something that would fill a need, address a problem and/or enhance his lifestyle. The key is not to let him walk away empty-handed, even if all he walks away with is a business card or an informational brochure detailing the benefits of your offerings. Also don't be shy

Cont'd on page 5

The Art of Selling *Cont'd*

about asking him to refer your business to a family member, work colleague or friend who may be interested in what you have to offer.

Pushy customer - This individual tends to be impatient, aggressive and wants to feel important. Your job is to pamper that customer's ego. Remember your positive personality can alter a person's attitude.

Ignore any obnoxious mannerisms and be charming and professional. Your goal is to connect with that customer and inspire him to want to do business with you.

Passive customer - This individual is usually shy and unassuming and reluctant to make conversation. Your job is to make the customer feel comfortable and at ease. Don't be aggressive and overpower him with conversation. Not all customers are in the mood for a lengthy conversation.

Subtly introduce a brief conversation to establish a rapport with the customer and then introduce a product or service that you think might be interesting to the customer based on your initial impressions of that person - *'My product/service is unique because it which is ideal for your*

Be pleasant and patient with your customer if he is slow in making up his mind. Remember be careful not to patronise elderly folks or make them feel disabled.

Chatty customer - This individual chats a lot and has time to spare. Your job is to talk with the customer to make him feel comfortable with the objective of making a sale.

While conversations about his life may be interesting always try to lead the conversation back to what you are offering by using the knowledge gained from the conversation to formulate the best way to serve your customer and

anticipate his needs. Be creative yet honest with your sales pitch.

However, in dealing with the chatty customer be careful that you do not focus on one customer while ignoring other customers. You have to make a determination on how long to chat and when it is time to pause.

Be innovative and creative in communicating with all your customers and strive to be the best salesperson for your business. Remember the goal is to put the spirits of your customers on a "higher high" than they had before coming to your business so that the sale transaction can be enhanced.

In the end, the art of selling is not to sell at all but rather to connect with your customers, to build solid strong relationships that will lead to an increasing number of people who not only want to do business with you, but will convince others to do so also. *slw*



You are spending more than you can afford and living beyond your means. You have exhausted all sources for traditional loans and now payday loans, cash advances from your credit cards, and loans from family members and friends are staples of your month to month living. It is not surprising therefore that your debts have sky-rocketed to unmanageable levels.

However, you can only fix a problem if you first acknowledge that one exists and hence the first step to stabilising your finances is to recognise that they are out of control.

Now, the reality is that there is no quick fix for your situation. The only debt relief pill available is the one that you have to administer:

- **Practise financial restraint.** Cut up your credit cards and stop going to sales. Don't fool yourself that you are just going to window shop. Avoid temptation.
- **Seek help in devising a financial recovery plan.** Be disciplined and stick to the plan.
- **Persevere and be passionate about succeeding in reducing your debts and stabilising your financial situation.** Once you get back on track financially, do not veer off course.

I Need Stabilising

(extract from calypso written by Sybil L Welsh)

Spend spend was the buzz word

Anything me eye could catch.

My neighbor has a big car so you know I
need one bigger than that.

Loans and credit cards were in full steam,
me just sign and sign away.

Me never ever remember, to save for a
rainy day.

Now I need stabilising

Me deficit rising

Me creditors calling

Got to go in hiding

It was Mercedes and big house and you
should see me big screen TV.

When people come to visit, its like being in
the movies.

Never mind that the banks calling, and my
phone is offline.

I'm rubbing heads with the Jones and
having a jolly good time.

But, now I need stabilising

Me deficit rising

Me creditors calling

Got to go in hiding