

Financial EQ - The Psychology of Money Decisions

The Strategy in 60 Seconds

One money scare can quietly write the rules you still invest by today. Here's how to find that rule and change it, in sixty seconds.

\$36,900

What \$50,000 in idle cash buys after 10 years at 3% inflation

Turn a money rule into a choice

- o Name the rule out loud - Write the exact sentence down
- o Trace where it started - Which of the four moments?
- o Take one contradicting action - Small and reversible, this week

Four moments that write the rule

- Lost a sum of money
- Money stolen or taken
- Needed it, didn't have it
- Fear of a future shortfall

Most people check two or more