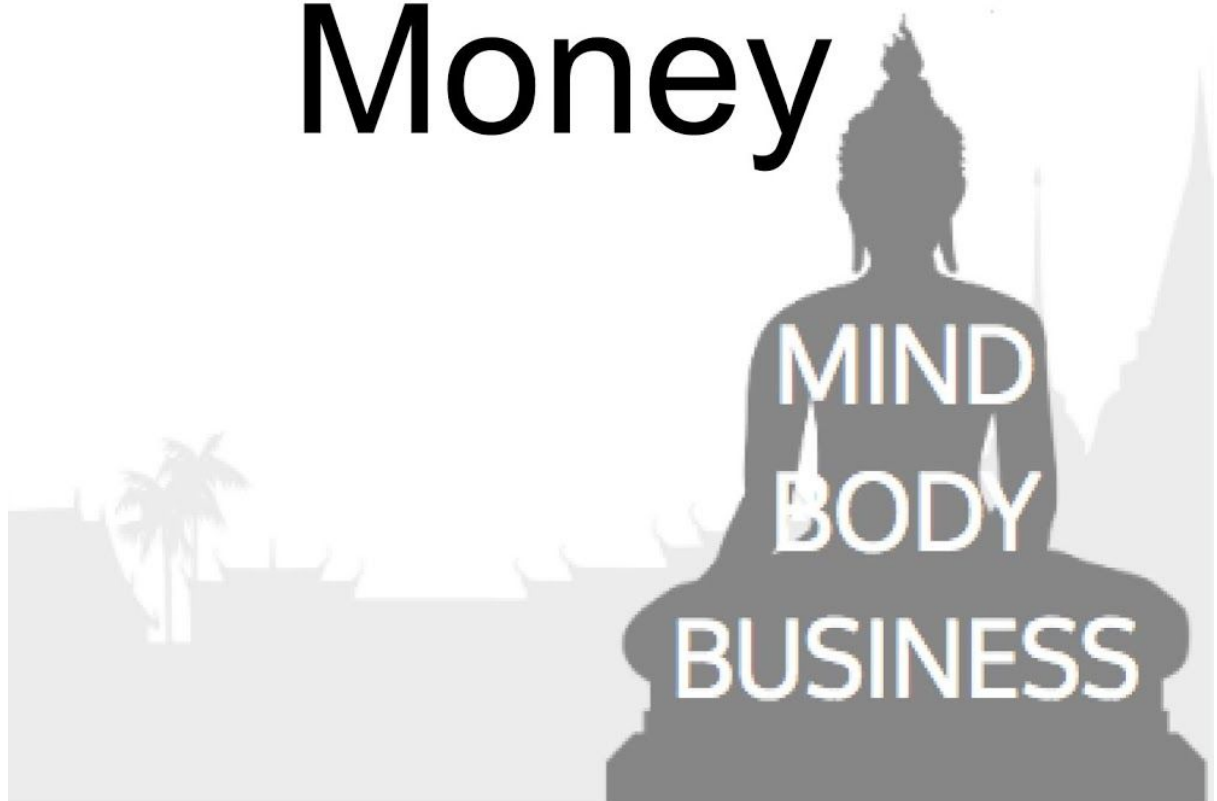


Align Your Money



BROOKE FERGUSON, MBA

Copyright © 2019 by Brooke Ferguson.

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of the author.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional when appropriate. Neither the publisher nor the author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, personal, or other damages.

Table of Contents

Introduction	4
Money Matters	6
The Reality of Money	9
Do You Really Need to Earn More?	14
Your Relationship with Money	19
Aligning Your Spending With Your Real Goals	23

Introduction

When I meet with my clients for the first time, I always ask them to tell me their top three business goals. One of the three is Always about money. "I want to make more money," to be specific. I have been asking this question to business owners for nearly 15 years, and never has any business owner said, "I want to make less money." Nor have they ever told me, "I want to spend less money."

The biggest issue that people have when it comes to money, is simply that they've been thinking about it wrong.

Firstly, they believe that they don't have it. When, in reality, they actually do.

Secondly, they automatically assume they need to make more of it, even though they can't tell you where exactly it is going.

Thirdly, they are not spending it on what they Really Want. It is going to a whole bunch of things that make them look like a model citizen, instead. (Which, by the way, can be very expensive, indeed).

Lastly, in this cycle of earning, spending, and not really getting what they actually want, they are feeling dissatisfied ALL THE TIME.

This frustration then gets channelled into the idea that "I need to make more money," when in fact, this is not the solution. And, if we are really honest with ourselves now, we know that at any point in our lives where we earned Less Money, and then later earned More Money, we still had this same sense of frustration and dissatisfaction.

Now for the big question?

WHY?!?!?

Two reasons:

1. You are not being intentional about your spending (and)
2. You have not identified what you actually want.

Is it that simple?!?!

Yes. It is. And in this quick-read book, I am going to set you up with the tools you need to change your mindsets, and behaviors about money right now.

Let's get started!

Money Matters

I have always been really good with money, mostly because I began studying it at an early age. I knew that in order to experience and realize the goals I had for myself, I needed to fund them financially. I was very independent and financially responsible for myself, even as a young child. While I did not want this responsibility as a kid, and admittedly resented the fact that many of my friends were just handed everything, I would come to cherish these lessons as they served me well later in life.

As a teen and young adult, one of my special interests was learning about success. I studied everything I could get my hands on when it came to investments, real estate, making money, business success, and successful individuals.

Personally, having grown up with the dichotomy of a "Rich Dad" and "Poor Mom", I also understood that mindset and habits were a key underlying factor to financial success. For example, if you believed something was impossible, than it was. And, if you believed you could do it, than you would.

This fueled me daily. I realized that one of my goals was to see the world. I knew if I worked, lived in a frugal way, and persevere, that I would be able to accomplish this goal. In middle school I flew to Canada. In high school, I had saved enough up to fly to Mexico. I spent my (rather limited) free time doing road trips with friends, and seeing

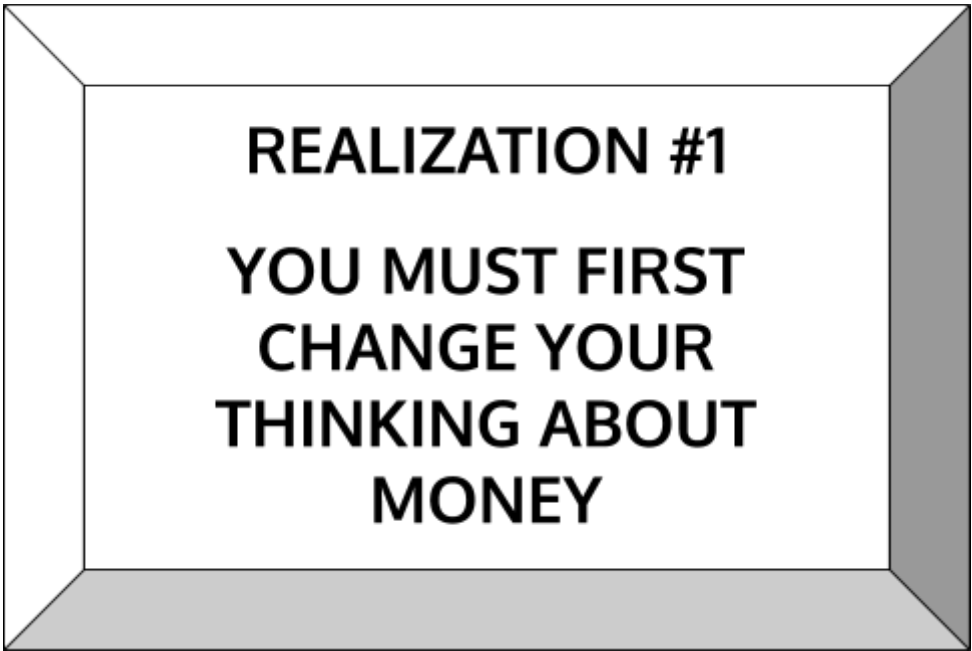
most of the USA. In college, I went to Australia to learn abroad. I also participated in a program in Hawaii for the US Navy. My first "real job" in California took me to London, Italy, and a variety of other destinations.

I had learned that when I aligned my finances with my goals, I could accomplish them.

Now, this might sound Obvious, but let me tell you, most people on the planet right now are not doing this. What I learned as a kid allowed me to monitor my own earnings and fund my future goals.

Growing up "poor", my own mother had not figured this one out, and I soon realized from what I was reading, as well as what I was learning as a young person that these two beliefs would shape my world:

1. If you want to do anything, you can.
2. When you align your focus, time, and money towards your goal, you can make it a reality.



REALIZATION #1
YOU MUST FIRST
CHANGE YOUR
THINKING ABOUT
MONEY

The Reality of Money

For most people, spending money feels good. So, they will arbitrarily do this (depending on their emotions), and participate in what I call "Emotional Spending".

Emotional spending can lead to **spending** money on unnecessary purchases, which reduces the amount of money available for meaningful purchases or necessary savings. The problem with **emotional spending** is that it adds up and eventually you **spend** more than you need to. Aug 26, 2009

[Source](#)

Many people make purchases based on our emotions. They feel bad, or happy, and their first impulse is "retail therapy". The short-term thrill of finding something to purchase makes people feel like they are 'treating ourselves' for all of our hard work.

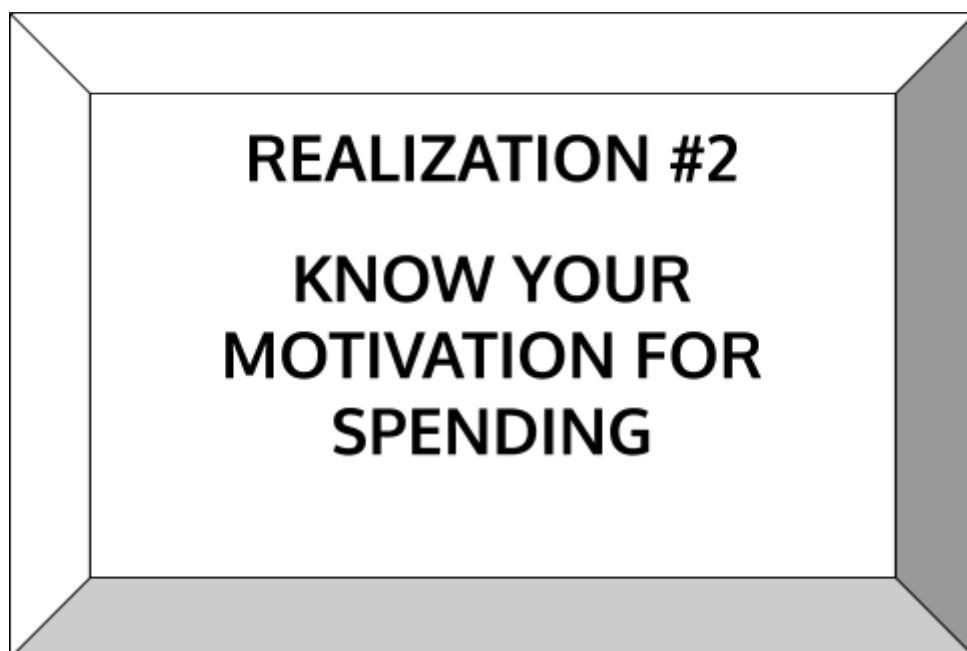
However, the reality is that these purchases are typically unjustifiable. People then end up with a whole lot of unusable stuff, and a very low appreciation for the stuff that they already have.

This spending on the small stuff (that we typically already have some variation of already) is what is holding us back from the "big stuff". If we were to add up our expenses of what we spent for the year on small, insignificant items, we would quickly realize that we could have easily

saved up and spent our money on our much bigger and more significant goals.

This is what I like to call Intentional Spending. When we are aware of exactly what we are buying, and why we are buying it, we can keep our focus on the real issue: our motivation. If our motivation is in alignment with our bigger goals, then we feel a bigger sense of accomplishment once we've realized our goal.

For example, I might sacrifice buying a few cute outfits every month to realize my goal to take a vacation at the end of the year. Sure, the outfits would give me a quick comfort and minor satisfaction. But, if I look at my motivation, and realize it is not all that important, I can make the decision to skip the purchase, and delay my gratification for a more significant goal.



Try to take a deeper look at where you are spending your money. For example, let's say I am spending a lot of my money on bedding. I have bought all new pillows and comforters and sheets. I still have this "desire" to make my bedroom more cozy, despite the fact that I have spent a lot of money already.

At a glance, one might think that my motivation is that I want a nice bedroom. But, let's take a deeper look. What is the FEELING behind that? What is the VALUE or EMOTION that I am trying to get at. What do I hope to achieve through this purchasing process?

When we take a moment to go deeper into our actual desire, we can find out much, much more. In this case, maybe my spending was not about wanting to have a nice bedroom, at all. It was more about feeling safe. I wanted to have a safe space where I felt like I could relax.

Now, let's take it one step further. If this "feeling" is not satiated by my spending, and that "desire" is not fulfilled by Egyptian cotton sheets -- guess what?

I Will Keep Spending Money On It!!!

I can convince myself that somehow this purchase was not cozy enough or maybe I need a second set of sheets, or, whatever. The real idea here is to Dig Deeper into Why You Are Spending in the first place.

Figure out what the Actual Desire is, and, if there is a more appropriate way to focus on satiating this need.

Quite often, for the record, most people would rather go for the "easy spend" goal rather than the longer-term more satisfying goal. Why is this?

Let's use our past two examples:

1. Buying cute outfits instead of a vacation.
2. Buying comfy bedding instead of addressing safety concerns.

Let's start with the first one. Cute outfits are something that can be almost immediately achieved. It is easy and cheap enough, and can offer an initial sense of satisfaction (albeit small). However, every time the satisfaction wanes and is not lasting. If what we really desired was a "break" from our reality, then, a more lasting and appropriate goal would be an annual vacation. This would actually give us greater satisfaction and satiate our need to relax and get a break at a deeper level.

However, because saving up for a holiday can seem "difficult", then the mind goes to an easier and faster solution. It is our job to police this situation and determine that we stick to our greater plan and have the discipline to stick to our bigger goal.

Secondly, let's address a harder one. The bedding for safety. Most people would rather not address their deep seeded emotional

concerns. However, as we have learned, when there is a deeper issue, if it is Not solved, then it will keep coming up until it is dealt with. Better to spend some time or money addressing the deeper issue so that you can solve the issue and move on.

Make this your new habit: check in with yourself and ask yourself before each purchase, "What is my motivation for buying this item?" Ask yourself "Is there a deeper desire for this?" And finally, "Will this purchase really fulfill this desire, or is there a better way to achieve this goal?"

If you can't justify the spending, or if you are "spending just to spend", don't buy it!

Most people spend the majority of their lives trying to fulfill unknown desires, and always have the feeling that they are "coming up short" in one way or another. This is why. They are actually trying to fill a deeper desire, and by spending more time getting to know yourself, what that desire truly is, and aligning yourself with that -- you can find it! And, you don't have to spend so much money in the meantime!

Do You Really Need to Earn More?

These days, we do not even pay attention to the amount that we are spending. When I lived in the US, I can attest to the fact that everything was simply a "swipe away". We buy things at the store, swipe. We buy our coffee and meals, swipe. The only "reality check" we have for our own money is when we see the bills at the end of the month!

Or, when we go to the ATM and we get the dreaded "No Funds Available At This Time" message. (Insert minor heart attack here).

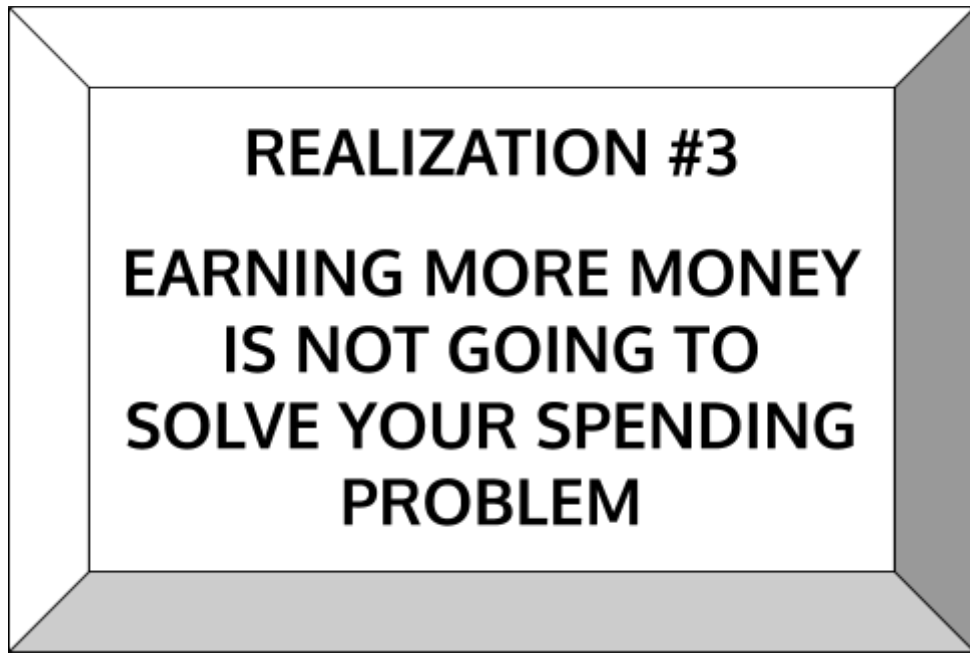
People then, justify to themselves, "I need to Earn More Money!"

I cannot tell you how often I hear this in the world of business consulting.

But, what if Earning More Money is not the solution?

What if...

It is a Spending Problem?



The focus goes suddenly on how their job or customers need to pay them more, rather than taking responsibility and declaring, "I need to Spend Less Money!"

Never have I ever had a client tell me this. But, it is absolutely true.

At the end of the day, there are only two truths about money. You can Earn More, or, you can Spend Less.

People spend so much time on the Earn More part that they overlook the Spend Less side. In my experience, this is the most important part! Because, once we are able to spend less, we actually regain control over our finances.

Think about that for a moment and let it sink in.

If we are forever earning more, only to spend more, it is a never ending cycle. However, at the moment that we decide to take personal responsibility for our purchasing, and Spend Less, then we finally begin to "have more" (without having to earn any extra).

This simple fact is largely misunderstood by most people, as they are so busy emotionally spending (and justifying their spending), that they don't realize that Spending Less is a Choice.

Yes, I said Choice.

Being Broke Is A Choice.

Let's stop acting like it isn't.

Now, let's go a bit deeper. People make decisions to "Spend Money When They Don't Want To" for the following reasons:

- They feel they want to fulfil some desire that they have not yet identified
- They feel pressured to by society
- They feel pressured to by their family/loved ones
- They feel they "need to" in order to (keep up, be included, fit in)
- They feel bad most of the time so spending money is some sort of "treat" for themselves for something they "deserve"

[The Latte Factor](#), a book on Personal Finance shows how an individual just by skipping their store bought latte in the morning can accumulate massive amounts of wealth! This book focuses on eliminating some of our "feel good purchases" and instead, saving up for bigger, more meaningful spending goals.

This idea really got me started in thinking properly about my own money. I was the one responsible for earning, yes, but I also needed to be very cautious about when and where I spent it. I could have a lot of lattes, or, I could buy a plane ticket to somewhere I have always desired to visit.

However, if I wanted to change my goals, I needed to stop saying yes to social norms and pressures, I needed to learn how to say No to others, so I could learn how to say YES to myself.

I knew if I wanted to reach my own goals, giving into social pressures was not something I had the luxury to afford. I quite often said to friends, "No, I do not have the resources for that right now." (Please note, for the record, that I did in fact have money in the bank. It was, however, reserved for my bigger goals.)

I learned that by saying no to a few dinners and nights out could mean saying Yes to achieving my own goals. Oftentimes, people give into peer pressure and say yes to items that they cannot really afford. They end up going on trips that they don't really want to go on, or, going out

to dinners they can't afford. When you are committed to a bigger goal, you need to learn to say no to activities that are not in alignment with your bigger picture.

TRUTH SMACK:

IF YOU DON'T WANT TO SPEND MONEY ON IT, DON'T!



In order to really get control of your spending, you must learn to say No. You must learn to say no to social pressures, and put your own goals at a higher priority so that you can continually show up for Yourself.

Your Relationship with Money

Our relationship with money is largely created when we were younger. We see, learn, and replicate what and how our parents believed and behaved about money.

If they told us that money is hard to get, or "Money doesn't grow on trees", for example, we may have been raised with a lack based mentality about money.

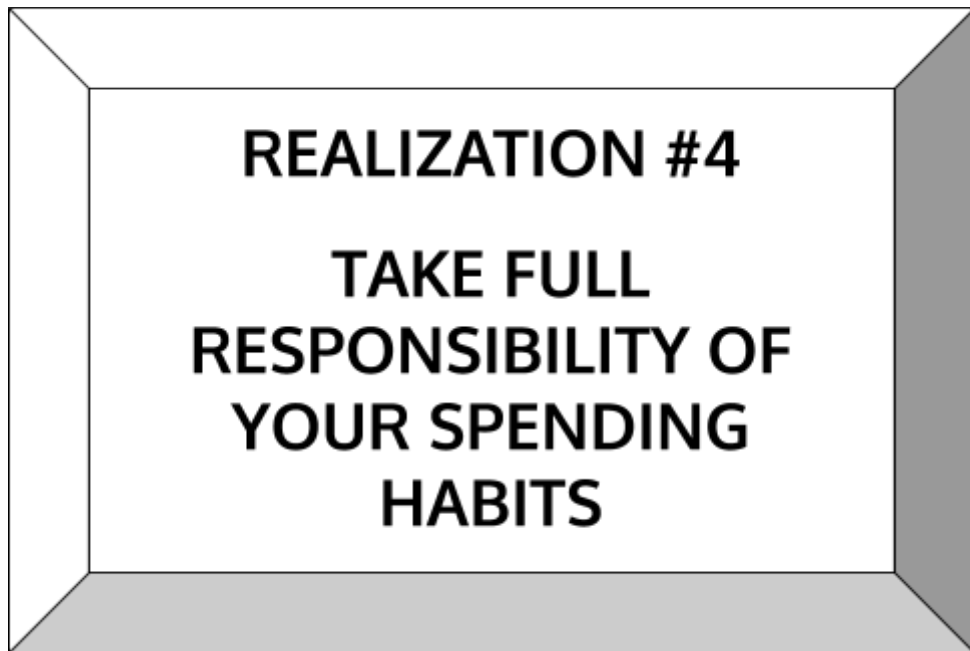
If we believe that money is scarce, hard to come by, and we will barely have enough each month, guess what? We are right!

What happens, in this case is that we do have money, but we spend it as soon as we get it. It is almost like we are afraid to hold onto it - because we were always told that it will soon go away. So, self-fulfilling prophecy, we spend it, and POOF, it is all gone.

However, if we were raised to think that we are in charge of how our money comes and goes, we are responsible for how we spend, and we have the ability to fund our dreams, we are also right.

I had to "unlearn" the former, so that I could relearn the latter.

I knew that my relationship to money was what really mattered. And, by taking personal responsibility, I could also dictate where I chose to spend.



Once we realize our own participation is important - we begin to discover there are very logical and effective ways of thinking about money. We can stop blaming others or getting upset about money, and we can begin to feel good about our decisions, and the outcome of our spending.

We need to own this.

Nobody else dictates or decides where our money goes. So, let's stop pretending that other people are in charge!

Once we get out of the "Blame Game", and step up to our own personal responsibility, we Change Our Relationship With Money.

This shift means that we go from having a strictly emotional relationship with it, to a more logical reasonable approach. We can learn to view our money as a tool. We can begin to act logically with it. And we can align it with our highest good.

Assets versus Liabilities

Another big shift for me to realize in my own life as the difference between assets and liabilities.

The main **difference between assets and liabilities** is that **assets** provide a future economic benefit, while **liabilities** present a future obligation. An indicator of a successful business is one that has a high proportion of **assets to liabilities**, since this indicates a higher degree of liquidity.

Dec 23, 2018

[Source](#)

The majority of us make no distinction between assets or liabilities with our purchases. While we may rationalize that our expenditures are in effect, an investment, they rarely are. We just Feel we Want something and Spend to Get it. However, this is the most ineffective relationship we can have with money!

What the Wealthy are doing differently...

The two major differences between the wealthy and the average person are summed up in two words: savings, and investments.

- Their money is going into the bank and into opportunities that will invariably make them more money.
- They are putting all of their bills on credit cards that they pay in full each month and *gasp* get rewards and airline flights for it. (Or, they are not using credit cards at all).

- They are paying in full for assets and liabilities because they actually have the liquid reserves to do so.
- They are buying reasonably priced functional assets that retain their value.
- They put their money, unapologetically, only towards their real goals.

In the book, [*Rich Dad, Poor Dad*](#), Robert Kiyosaki explains the cornerstone of wealth, "Wealth is a person's ability to survive so many number of days forward... or if I stopped working today, how long could I survive?"

Aligning Your Spending With Your Real Goals

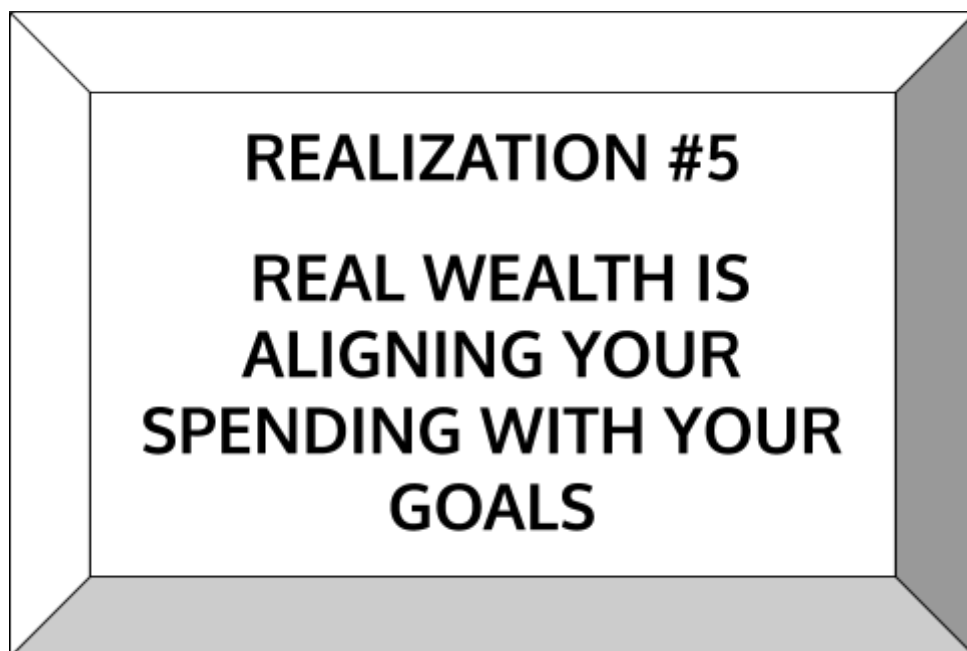
Most people believe that wealth management is only for the super wealthy, but everyone should be managing their wealth. Your wealth is not your worth, it is an equation for your happiness. It is also what should give you satisfaction, and make you feel good about the hours you've traded for the output of realizing your goals.

Let's quickly review what we have learned so far:

- We already have money. It is just going somewhere else.
- We are conditioned by society to believe that we need to have things that we don't really need. We have a belief of what we "should look like", who we "should be", and how we "should portray ourselves" to "look successful". Then, we spend the majority of our time, and money on that.

- They have been spending their time (their greatest resource), and their money (their source of energy) in ways that are not in alignment with what they really want.
- But, once I begin working with my clients, and have them identify what They Actually want, they begin to see the discrepancies.

Once we can begin to identify your real individual goals in your life, and put the resources that you already have towards what you actually want, something really magical begins to happen. Suddenly, the things that you thought you could not afford become possible, and the things that you have longed for "someday in the future" become possible right now.



Right!

Let's get started in identifying some new goals. We already covered that most people do not need to Earn More. Not until they get their spending under control, anyhow. So, let's begin with a plan for your spending.

Spending Plan

1. Stop all emotional spending
2. Say NO to dinners, trips, lunches, events that are not in alignment with your goals
3. Stop swiping - give yourself a cash based budget, or weekly allowance
4. Create a realistic advance allowance for "maintenance" for your house, cars, medical so you will not be "broke" when they inevitably come up
5. Change your relationship with money from emotional to rational (think of every purchase as an asset vs. liability; in or out of alignment with where you Really want to go)
6. Recreate your own definition of wealth.

It might take you awhile to come up with some new goals. And, that's okay! The first step is realization. Becoming observant of your behaviors, and questioning them. Taking a deeper look at why you are doing what you are doing. Then, determining how you want to change.

TRUTH SMACK:
ONCE YOU ALIGN YOUR SPENDING WITH YOUR "HIGHEST GOOD"
GOALS, YOU WILL FEEL A GREAT SENSE OF SATISFACTION!



This satisfaction feels much better than the blame game and lack based mentality! We know we have the power over our own finances, our own spending, and whether or not we Choose to spend money.

By taking personal responsibility, and putting together goals, a budget, and a plan, we are on track to Financial Alignment!

You can begin by:

1. Reframe your old beliefs about money
2. Make a budget for your daily life
3. Make a savings plan for your bigger more meaningful goals
4. Track your real spending
5. Adjust & Repeat!

Having a budget is the perfect way to begin to train yourself into rational spending. It is important that you track it, but also that you stop and look at it every single month. Assess how well you did. Did something new come up? Can we predict that for next year? Are we staying on track? Can we improve somewhere?

By asking yourself these questions, you are staying Actively Involved in your Financial Life. We are participating! This means that we are feeling more and more in control of creating our own financial destiny. We are creating our own Financial Alignment!

[Hey! Take a moment to Leave a Book Review. CLICK HERE!](#)



[Claim Your FREE Course NOW!](#)

In this free course, I will teach you how to:

1. Create Healthy Boundaries
2. Put Yourself First
3. Improve Your Health & Vitality
4. Make More Time for Spirituality
5. Improve Your Quality of Life (while you grow your business!)

[YES, QUEEN! TAKE ME THERE](#)

Join Us on This Free Course, or [Click Here to View All of My Programs.](#)