



INVESTING *for the* SMARTER SEX

Quick Start Guide
to Building & Investing
for a Fabulous Life



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There's nothing that can change your personal life like becoming an investor in your dream life.

But to most women, investing is a boy's club. The investing world is this exclusive kingdom where billionaires and "Wall Street experts" tell you what to do leaving your voice unheard. The golden goose lies behind closed doors and I'm here to tell you, you don't need killer credentials or connections to pass through the hedges of Wall Street to help you navigate the new norm of wealth. You have the skill, sophistication, and savviness to have accumulated wealth and...

The dream of your amazing future life can become a reality!

But there is also this strange reality plenty of women who seem to have it all – a vacation house, beautifully kept kids, and a successful husband, but if you peel back the layers, most affluent women are anxious.

How can this be?

- ☐ You are an amazing, talented, educated mom who is stuck managing the household needs while worrying if you might be financially ok
- ☐ You start out each day, without a clue as to where you might be in 5 years
- ☐ The only person ***who ever asks you what you want*** is the waiter at a restaurant

So you dream about escaping but you don't know where the grass is greener.

Sound familiar?

I feel you. I've sat right where you are, scrolling through my Facebook feed, seeing other families look fabulous while on some exotic vacation, wondering what to look forward to, wondering why I don't know what I want and feeling...well...uncertain.

I mean, let's be honest, right?

When you see other women looking amazing at some expensive resort, getting spa treatments while laying in the sun, it makes you kind of crazy.

When I stopped dreaming and started taking action to invest in my future self and visualized where I would like to be in 5 years, everything changed.

And I'm not using that as a figure of speech. I mean ***everything changed***.

We all like to have certainty about our future. When we have more security in our dreams, we are happier and filled with positive, joyful, engaging, and fun energy. We are not stressed about things out of our control because we can focus on things we can control, which helps us stay focused and in command.

How do we have more certainty in life? Become an investor in our future selves. Very few women identify themselves as an "investor." Yet your life depends on knowing where you are going and how you are

going to get there. Fortunately, there is a very simple solution. That solution is becoming an investor.

Here is a guide to get you more engaged in investing.

Personal Investment Blueprint

1. **Dream.** Figure out what you want. Be bold as you explore a possible future version of yourself.

Lifestyle



Philanthropy



Legacy



Entrepreneurship



Education



Social Impact



2. **Design.** Put together your financial information.

- ☐ Build the financial plan that will take you where you want to go
- ☐ Organize your incomes: recurring and variable
- ☐ Map out expenses: essentials and flexible
- ☐ Create your investment profile by putting together an income statement and a balance sheet

3. **Hire.** Find a financial advisor who's a good fit for you.

- ☐ Research and hire a trusted and competent financial advisor
- ☐ Review your financial profile describing your income, spending patterns, current investments, and your dreams for the future
- ☐ Remember that you have control and the ability to make changes

4. **Invest.** Execute your plan and invest with your financial advisor.

- ☐ Understand risks and be willing to take them
- ☐ Let your assets compound so that you increase the likelihood of success
- ☐ Focus your time and energy on what you want

Intentionality is everything. When someone knows where they are going, they have a clear direction. Investing in your dreams with genuine intent is not just a hope that everything will work out for the best; it is taking action toward the direction that offers a lifetime of benefits. Designing your dream life brings the kind of joy that comes from pursuing the path that brings you fulfillment, richness, and purpose. And when investing and figuring out your dream life actually makes you happy, it will also make everyone around you happy. Personal and financial investing isn't just good for you; it's good for the whole family.

1 Dream

IF YOU DON'T DESIGN YOUR OWN LIFE PLAN, CHANCES ARE
YOU'LL FALL INTO SOMEONE ELSE'S PLAN. AND GUESS WHAT
THEY HAVE PLANNED FOR YOU? NOT MUCH.

-JIM ROHN

There is a difference between a goal and a dream. A goal is a number; usually it's a monetary goal guys want to hit and it's very specific. A dream is something bigger and longer lasting. What is your purpose? What do you believe in? Why do you do what you do? What is important to you?

Five years ago, I reached a crossroads: Should I continue my career as a portfolio manager or retire? Up to that point, I had built a pretty impressive resume and track record in the finance world. I graduated from a good college, got a good job, went to business school, and made money, all while raising three children with my husband. Even after achieving all this, at the age of 42 life and money for some reason felt more confusing and more chaotic than ever. My career had followed a linear path, and now I felt off track and uncertain where to go next. Being unclear about my plan made me more anxious and more stressed than when I managed \$300 million, until I realized I didn't know where I was going and I didn't know what was important to me. I didn't know how to invest in my future self.

What is your dream?

Take a few minutes to think about your ideal life 5 years from now and complete the exercises below.

In ____ years, I will...

Be living in

And I will have

Be able to support my family by

Be able to donate at least \$ _____ to

(insert personal goal)

(insert personal goal)

What is more important than other dreams?

What do you need to change or start doing to get your dream?

The process of thinking and writing your dreams provides clarity for the path you would like to take. When you take the time to understand your heart's desires and you don't bury your dreams, you can tap into your changing needs and desires.

2 Design

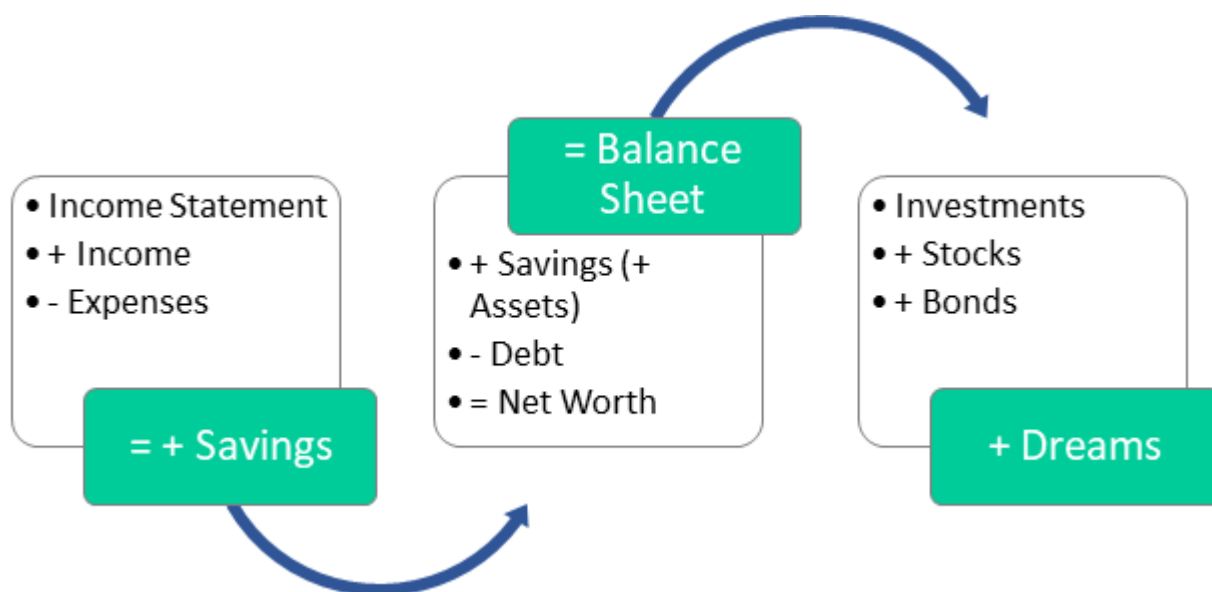
A DREAM WITHOUT A FINANCIAL PLAN IS JUST A WISH

A financial plan boils down to where you are, where you want to be, when you want to get there, and how to plan to make that dream into a reality.

When you build a dream house, you find a good contractor and architect by asking for referrals from friends. You put together a budget, commit to a construction team and schedule, and then you break ground and start to build. If you skip any of these steps, you run the risk of building a house that isn't structurally sound or doesn't fit with what you really want.

Have you ever come across a house that was built solely from the perspective of a male contractor? There is no mom's desk in the kitchen because he doesn't think about a busy mom toggling between watching kids, making dinner and paying bills. A financial and investment plan designed without the woman involved means there might be something missing and therefore the plan is not a good fit.

Use the income and expense table and balance sheet below to find out where you are now, so you can better understand what actions you need to make to be where you want to be.



Income & Expenses

INCOME (AFTER TAXES)		
SAVINGS (DREAMS) GOAL: 20%	ESSENTIAL EXPENSES GOAL: 50%	FLEXIBLE EXPENSES GOAL: 30%

BALANCE SHEET

ASSETS

=

LIABILITIES

+

NET WORTH

3

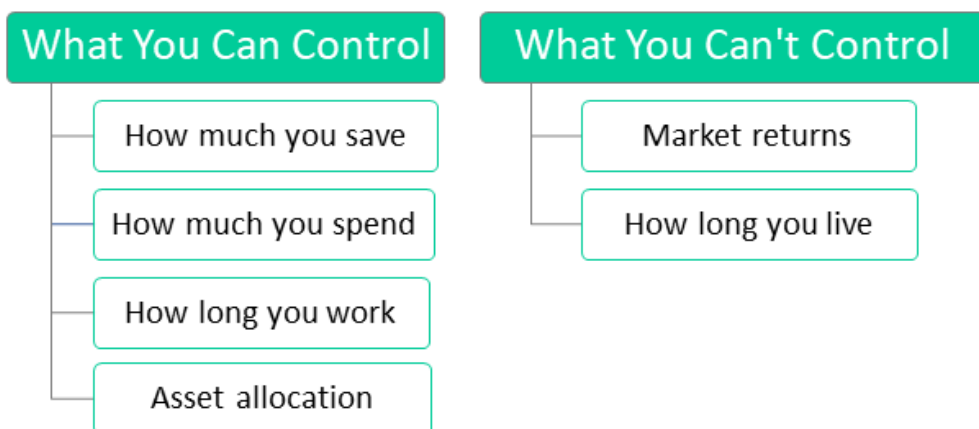
Hire

IF YOU THINK IT'S EXPENSIVE TO HIRE A PROFESSIONAL,
WAIT UNTIL YOU HIRE AN AMATEUR.

— RED ADAIR

But if you aren't an expert financial planner and investor, your first step might be to work with a professional.

Financial advisors help you navigate making major financial decisions, asset allocation and when the stock market gets volatile and helps adjust your plan when life changes. Most importantly, they are there to help you when you are under stress and prone to making mistakes and bad decisions and to make sure you understand what you can control and what you cannot control.



Once a client came to me excited about wanting to use her cash she had on the sidelines to purchase a 2nd home on a lake so she and her kids could enjoy the water, boating, and the beautiful fresh clean air outside busy Atlanta. Sounds like a dream!! But in asking more detailed questions, she is about to be an empty nester and wasn't comfortable going out to the lake house alone. That doesn't sound like a good dream for a single woman! As we peeled back the layers, what she really wants is a house on the beach when she retires where the kids can come visit and she can live the dream lifestyle.

What to look for when hiring a financial advisor:

- ☐ They are a CERTIFIED FINANCIAL PLANNER™, or CFP® professional.
- ☐ Your interests are aligned in the initial meeting.
- ☐ They are up front with their fees and how they will receive payment.
- ☐ They call their clients in both up and down markets. You should hear from them at least once a year.

- ☐ If they operate in another business that is a conflict of interest and needs to be properly disclosed, such as investment banking, insurance, or lending.
- ☐ They ask what is important to you, not just how much liquid investable assets you have.

Ask for referrals from your friends, your CPA, and your trust and estates lawyer for recommendations. Meet with as many advisors as you need to until you find a good fit.

4 Invest

“AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST.”

—BENJAMIN FRANKLIN

So then what is the most direct pipeline to getting your dream life in the long run?

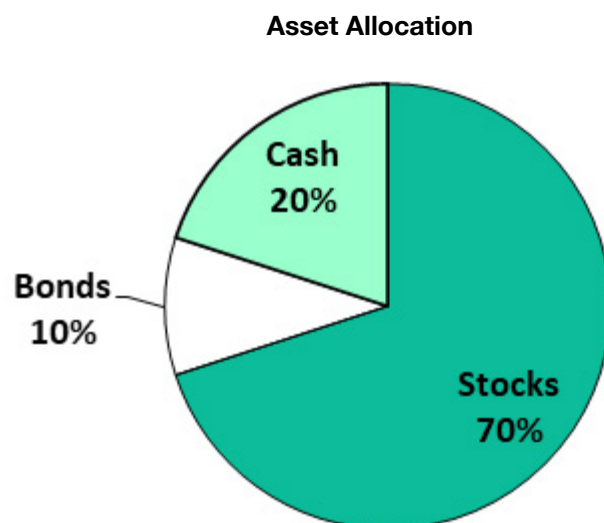
It happens to be understanding personal and financial investing because investing is one of the best wealth generators. The simple process of saving and investing in growth generates more wealth than if you just avoid your dream and not take the time to think about your future.

So while we all know how important it is to invest, here is a secret most sophisticated women know (but Wall Street won't tell you): Over the past 15 years, only about 37% of active stock fund managers have outperformed their designated benchmarks (like the S&P 500) and just 29% of active US stock fund managers beat their benchmark after fees in 2019.

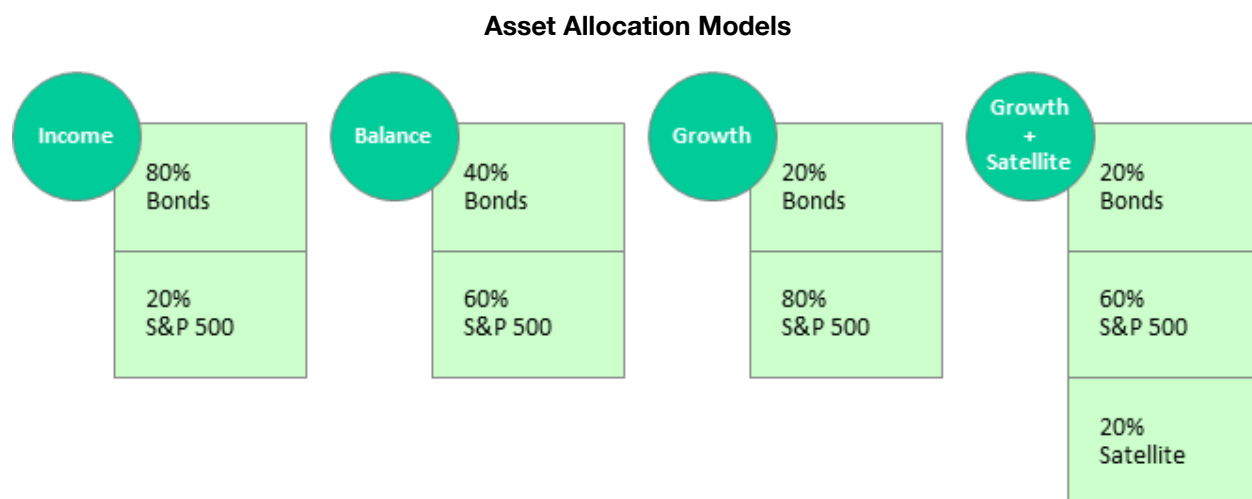
This is similar to me paying a high membership fee to gain access to Costco Wholesale to find out I was paying higher prices than the price at our local grocery store! I will never go to Costco again! Don't pay high investment management fees to Wall Street!

As the CFO of your own portfolio, you also have to manage risk. Think back to the biggest financial loss you have ever experienced. What fears or concerns does that bring up for you? Whatever this concern is, it's important to address it. If your dream is to make sure you can sustain your lifestyle into retirement, you need to know the withdrawal rate, which is the estimated percentage of your investment portfolio you're able to withdraw each year from your portfolio throughout retirement without running out of money. Here is the rule of thumb: For a high degree of confidence that you can cover a consistent amount of expenses in retirement (i.e., it should work 90% of the time), aim to withdraw no more than 4% of your investment portfolio.

In the chapter on hiring, we talk about how advisors can put everything together and model out your financial future based on various asset allocations. Asset allocation is fundamental to the success of a financial plan as it helps you manage volatility. Based on this analysis, we show clients they can withstand fairly significant volatility (risk and reward) and still reach their goals. Asset allocation among the different asset classes such as stocks, bonds, alternatives, and each piece of the pie is usually expressed as a percentage of the whole.



For long-term retirement investors, a growth portfolio is generally recommended. If you are seeking greater growth over a long-time horizon, you may want to add more aggressive growth stocks with the fourth option: a satellite portfolio. Satellite investments are based on geography (international stocks) or company characteristics (high-growth tech companies). If you already have significant risk exposure to your own business, executive compensation plans, or large illiquid holdings, you may want to use core strategies to balance the satellite risk exposures in your overall portfolio.



Some ideas for satellite investments are everywhere. Just look around. From the supermarket to the workplace, we encounter and buy products and services all day long. By paying attention, we can find companies in which to invest before the professional analysts discover them.

Peter Lynch, the author of the book *One Up on Wall Street*, coined some of the best-known mantras of modern individual investing strategies. His most famous investment principle is simply, “Invest in what you know.”

While research analysts and portfolio managers are glued to their Bloomberg terminals and chained to their desks, you might be out shopping and discover the next Lululemon or maybe when you are setting up your new e-commerce site on Shopify and maybe you think it is a stock to buy. Common wisdom tells us that we should diversify our investment portfolios because it's foolish to put all our money into one stock.

Make a list of your favorite products and products and services you are excited about:

Products I use daily

Products I can't stop talking about

Services I can't live without

The newest innovation that caught my attention

Once you know where you are going in your life and put together a plan, you can call yourself an investor.

Next time you find yourself uncertain and anxious focus on shifting your thinking, focus on your dream and your plan. Do that and your life will never be stifled by your fear of running out of money again because now you know what you want and how to get there.