



Proven Strategies For Taking Control of Your Money

**BONUS
SECTION
FROM FIVE
SPECIALIST
ADVISORS**

becoming money wise

PHIL STRONG
with Josh Moore

**"Becoming Money Wise helps set the foundation for you to get out of the
payday-to-payday mentality and on the path to financial freedom"**

Anton Nadilo, Author - Budget Wise Dollar Rich

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**"... A WISE MAN LEAVES A LEGACY FOR HIS
CHILDREN'S CHILDREN..."**

*This book is dedicated to the everyday families
who choose to improve things now for the
positive benefit of those to come.*

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Prologue

By Josh Moore

As I browsed through a community newsletter a small notice caught my eye. Someone by the name of Phil Strong was running a financial seminar, spread over four weeks. I was interested. I had recently finished university, got married, and started my first full-time job. I loved learning about money and the brief description of the seminar sounded interesting.

Heading along to the first-ever WiseMoney seminar there were just ten people in the room including Phil, the presenter. We sat around a large table and with whiteboard scribbling, large hand-drawn posters, and a few worksheets, Phil shared with us the foundational principles of financial success.

The principles were life-changing. Even though I considered myself to be excellent with money, and we had paid cash for our recent gorgeous wedding, it revolutionised our planning and our focus. We applied all we could, yet I knew there was more good content than I could remember. A year later I attended a second WiseMoney seminar and was once again immensely inspired. I wish I had remembered more the first time. We could have achieved so much more!

From witnessing the smallness of the first-ever seminar I have seen the influence and demand for Phil's message increase exponentially. It started with a local community organisation asking Phil to run the seminar on a regular basis throughout the year. Demand started

to increase, so I joined Phil to systemise and package the seminar to take it bigger. And bigger it grew. We started to receive phone calls from other cities asking: 'Please bring your seminar to us!' Businesses came on board sponsoring the events, paying for all the costs and re-booking us immediately after the seminar to come back to their city.

Most importantly, lives were being changed. I have seen hundreds, no, thousands of people – singles, couples, and families – be inspired by Phil's teaching and then go on to make huge transformation in their lives.

People like Nicki, who sent an email saying: "*Going to a WiseMoney seminar was the best financial decision that my partner and I have ever made.*" Or Waituhi, who raves: "*Applying your teaching has given me total control of my money and I LOVE THAT!*"

I have watched Phil's influence grow as requests have come in for seminars, articles, radio interviews, TV appearances and now, due to constant demands, the principles he teaches are set forth in this book.

I expect this will be a book you'll want to read more than once. If you're anything like I was learning these principles for the first time, you'll absorb and apply all you can and then still find valuable gems a second and third time through. It has been a pleasure working with Phil to write this book, but the real pleasure will come in hearing your story of financial success. That's when we will know we have really succeeded.

Josh Moore

Introduction

I remember the day I left home. I had somehow managed to get a job in another city, hundreds of miles from my parents and siblings. My parents gave me \$100 cash and shed a tear as they dropped me off at the bus station. I was leaving home for good and I cried like a baby.

Give me a break though - it wasn't like I was twenty-one. I was only seventeen and must have had something in my eye that day.

But that was how I bravely left the safety of my family home and stepped out into the real world as an adult. I was tired of school and had no real goals as such. But I was free to grow up and make mistakes. I found the mistakes were easy, but that it would take me years to grow up!

I was seventeen, green as grass, and thought I was able to handle myself in the big outside world. Life was heaps of fun and involved one long party. The only time the party seemed to stop was when the money ran out. I lived from one payday to the next, and as the saying goes, I often ran out of money before I ran out of week.

My Mum had been very careful to give me as much advice as she could before I left. As if I was going to listen! One of her worries was how I was going to handle my money. This was my first real, full-time job. Sure, I'd had a few holiday jobs while I was at school, but they were really just a way to gather some spending money which I

could then waste on things to make me feel good. So Mum helped me make a budget for my measly wages. Unfortunately Mum hadn't factored in beer and cigarettes, so it didn't take long for me to stuff it up!

It wasn't really a great existence, but I couldn't see it.

My money was in control of me. Those times were fun while they lasted, but things started to get familiar. One sore head reminded me of the last one. My money wasn't my friend because it didn't hang around for long. And when the car blew a head gasket, it was Dad who quietly rescued me by paying the bill. Being a bit embarrassed, I was too proud to say 'thanks'. What a prize idiot I was – sorry Dad. Unfortunately the repeated mistakes didn't wake me up to the fact that things were spiraling downwards.

Where did all my money go? I have no idea, but it was spent on the most important thing in my life at the time. ME!

Sometime later a very important lady walked across the room. She smiled at me with a tantalising look that made me feel like Goofy. Then she cleaned my ashtray and walked away. *Who was this goddess?*

All that was important to me changed forever. Kathy entered my world and she was all I could think about. Life would *never* be the same again.

Our wedding was fantastic. Somehow we managed to save up for the big day and, with some generous help from our parents, paid cash for the whole thing. We went to the USA for three weeks on our honeymoon, and again, our savings had somehow accumulated nicely and covered it – almost. I wondered at the time at our diligence and commitment; where the money came from I still don't quite know. But the \$15,000 holiday was a blast, and only \$3,000 of debt went on the credit card. Suddenly I was a financial genius. Not.

That \$3,000 credit card bill took us years to pay off. Why had we been fantastic savers before the wedding, and such fiscal baboons after it?

Over the next few years, our lives settled down into a routine fairly typical of most young couples. We bought a nicer house, a newer car, and ended up with a much bigger mortgage. We wanted a family and then a few health issues set us back and cost a lot of money. Our home was a beautiful old villa by the beach, but the wiring was dangerous and needed to be replaced - an unexpected inheritance managed to (just) cover the bill. Our friends loved to eat out and so did we. We went from café to restaurant, club to café, and home for a nightcap. Suddenly the expectation was that we would eat out all the time. We were spending a fortune on food!

The truth is that we were headed nowhere, and really fast too. Life was happening to us, not for us. It was like we were just getting by, living and working for a day-to-day existence. There wasn't an exciting 'big picture' to keep us motivated. The mortgage wasn't going down, we couldn't afford any major holidays, unless they went on the credit card, and as for savings? Well, we had none. How can life get so out of hand when you're in a comfortable routine?

Something had to change!

There was no bolt of lightning. I didn't end up living on the streets while my wife washed dishes or danced in a club, we just got really annoyed. We were so frustrated at our lack of progress and spare money, which in turn just created friction at home. We were headed for a pathetic 'same old, same old' future; knew it, and we definitely weren't happy about it.

One day the frustration levels got so high that we decided to take control. We agreed there would be no more wasted money. We agreed we would stop the leaks, control the impulse spending and that it was time to clear debts.

No longer would our money be our master. We would make it our servant.

So that's what we started to do - we *managed* our money. It took a bit of effort. No. That's not quite honest; it took a lot of effort, especially at first. I discovered the Golden Rule of Budgeting, and

boy did we need it! I'll share this rule with you on page 62.

I'm proud to say that what we did started to work. Suddenly we were in control. We achieved goals and we weren't fighting about money issues (well, hardly ever!). We paid off debts, even our entire mortgage by the time we were 30. That allowed me to become self-employed and get into business, and we bought and developed some property.

Over time, people began to ask how we did it. So I showed them. I helped a few people, followed by a few more, and then a group asked. Soon I was teaching people how to take control of their day-to-day finances. And that was the birth of **WiseMoney**.

Where are *you* at financially? You might be someone who gets a cold shiver every time you think about your finances. I've met people who are too scared to open their bank statements, so they throw them away with the envelope still sealed! You may chuckle, but then you may be quietly confident that you have your money under tight control. But have you really? Do you realise that the more money you have the bigger your potential problems?

The challenge I still have is: Am I achieving as much as I could be?

Over the years I have coached thousands of families with their money struggles. The **WiseMoney** systems I have designed have been fine-tuned to equip people with powerful mindsets to enable them to take control of their finances and build a better future for their families.

And you know what? It's very likely that these money mindsets are different to what you're doing now. I have studied many families and always found a common theme of problems. In my quest to learn how to be financially successful I went and studied people who I considered to be successful. I discovered that they were doing things quite differently to the average family. So, I now teach others about what the successful people do.

The path you are about to embark on by reading this book is one that many have travelled before. In this book you'll find countless stories

of people and their struggles, and how they overcame those struggles. I can guarantee you'll find some stories easy to relate to, almost as if I've been sitting on your couch listening to your grumbling agitation or annoyance at your own personal frustrations.

You can expect to be challenged to think differently. You can expect to be challenged to broaden your horizons. When I ask if you're like an elephant, you may even get offended. But you'll have to trust me. The pathway you're about to enter has worked for thousands of people including students, managers, truck drivers, beneficiaries, CEO's, accountants, and self-employed people from all sorts of industries.

Nothing gives me more joy than receiving an email from another **WiseMoney** 'graduate' who has finally worked out what's going on inside their bank account, has moved out of the rut of their own creation, and has worked hard to achieve some big goals that are really important to them.

They have become the Master and made money their servant. And you can too.

Phil Strong

