

END YOUR WAR WITH MONEY

Create Harmony by Finding
Your Financial Voice



Jaimie M. Blackman, M.S.Ed., CWS®

President, BH Wealth Management

Creator of  MoneyCapsules 

www.bhwealth.com

© 2015-2021 MoneyCapsules® is a registered trademark owned by Jaimie Blackman.

All rights reserved. The text and Video of this publication or any part thereof may not be reproduced in any manner whatsoever without written permission from Jaimie Blackman, Creator of MoneyCapsules®.

Registered Representative offering securities through First Allied Securities, Inc. a Registered Broker/Dealer Member FINRA/SIPC. Advisory services offered through First Allied Advisory Services, Inc., a Registered Investment Adviser. First Allied entities are under separate ownership from any other named entity. MoneyCapsules® and The Sound of Money® are educational programs and are outside of and separate from our relationship with First Allied Securities.

TABLE OF CONTENTS

Overture: End Your War With Money	1
Chapter 1: An Artful Way to Speak the Language of Money	2
Chapter 2: The Do-Re-Mi of Money.....	4
Step 1: Organize Your Financial Life: Turn Chaos into Harmony.....	4
Step 2: Understand Your Financial Life: Harmonize your Values	6
Step 3: Decide by Knowing Your Options: Harmonize Your Decisions.....	7
Chapter 3: Becoming a Financial Virtuoso	8
1 - Passion/Values	10
2 - Rhythm/Cash Flow.....	10
3 - Applause/Return.....	10
4 - Practice/Tax.....	11
5 - Performance/Risk.....	11
6 - Tempo/Time.....	11
7 - Audience/Giving.....	12
Chapter 4: Choosing Your Financial Ensemble	13
Chapter 5: Create Harmony by Finding Your Financial Voice with a ValuesMap™	15
Finale: The Hills are Alive with the Sound of Money®.....	18
About Jaimie Blackman	20

OVERTURE: END YOUR WAR WITH MONEY

As an artist by nature, and now a financial advisor by profession, I had always wondered why the language of money was just so much jargon. I saw an opportunity to change that in 2000 when I entered the financial services profession as a senior manager at a regional brokerage firm. I was surrounded by four hundred stockbrokers who had the job of bringing stock ideas to clients and prospects, to make a sale. I learned that jargon and knew there had to be a better way.

These stockbrokers had technical knowledge and would rattle off a range of performance and research data. But I rarely heard conversations about the needs of the client, and how the investments would help them realize their long-term goals. I believe my background in music education, which required strong listening and caring skills, would benefit clients seeking financial advice. I obtained the necessary licenses to transition my profession and became a financial advisor. By 2002 I was recruited by one of the top three wealth management firms.

I learned early in my new profession that many people struggle to communicate their financial self. I saw that financial language creates dissonance, accompanied by a feeling of powerlessness, which often leads to financial paralysis. In other words, when someone is overwhelmed, either a poor decision is made, or the decision is simply delayed indefinitely. [Ask any estate planning attorney how often the process of estate planning, turns into perennial planning].

To stop their war with money, I help my clients in three ways:

1. Organize their financial resources and priorities.
2. Understand the dissonance and harmony in their financial life.
3. Decide by applying their personal values to sound financial practices.

I believe that being an effective financial advisor benefits my clients, their entire families, and society as a whole. With the peace of mind and guidance from a trusted financial professional decision partner, families reduce the risk of poor decisions, which might negatively impact generations to come.

Read *End Your War With Money* with self-compassion and honesty. I have learned what I wrote in the financial trenches. I'm grateful to my clients, to my colleagues, and to my family for being my best teachers. Since money touches every part of your life, when you know the purpose of your money, you'll know the purpose of your life.

CHAPTER 1: AN ARTFUL WAY TO SPEAK THE LANGUAGE OF MONEY

When most people meet with a financial advisor, the conversation is typically centered on bank statements, asset allocation, risk, rate of return, insurance contracts, and still more financial terms. In other words, all the technical components and analytics which go into building a sound financial portfolio. But little or none of your needs.

The financial professional is usually in control of this conversation. He or she is laying out charts, facts, and figures (and using too much jargon); rushing to propose solutions (before even diagnosing your situation), and focusing the conversation on dollar values (instead of your values) – just because that’s what they’ve been trained to do.

While well intentioned, highly educated, and experienced, these advisors struggle to simply and successfully communicate with their clients. Why? I believe the problem is rooted in the language of money itself. In most cases, as the professional talks, the client smiles and politely nods his or her head, but internally the client can’t understand what the advisor is saying, doesn’t hear a connection to his or her life, and may be too embarrassed or intimidated to ask questions.

The language that permeates the financial world, we can call it financial-ese, is often unstructured, unorganized, and wrapped up in too much dense jargon and too many technical terms that work like a fortress to keep the layman out.

Want to feel like a financial virtuoso? Begin by asking better questions. I’ll show you how on [page 5](#).

Whether you’re speaking with your professional decision partner (a financial advisor, accountant, or attorney) or your personal decision partner (spouse, family, or friend) communicating your financial self requires an agreement on financial terms. This agreement will lead to more constructive conversations on matters of money.

The quality of your relationship with money is dependent on the quality of your ability to think and talk about money, as you would about any important component of your life. What do I mean when I say, “your relationship with money?” I mean how you react to it both emotionally and intellectually when the money subject comes up. Do you find that you lose your temper easily when talking about money, or are you eager to engage in a conversation?

Money is the measurement we use to determine what things and people are worth to us. How much are you willing and able to pay for a new suit? How much would you tip the hard-working waitress who provided great service to your large table? How much are you willing to splurge on a shiny red sports car? And once you have a level of financial security, will you help others with charitable donations?

All these questions and many more are interwoven into your fabric of money.

We may make hundreds of financial decisions each day – some small, some large. It's been said that the greatest distance is from the heart to the pocket. And questions about money are fundamental questions about survival. Will I run out of money? Will I have enough to pay for shelter or food? To understand our view on giving, receiving, and owning requires that we look at our life as a whole and all its meanings.

These are questions that have haunted us for a long time. Still, we must ask: What has been our training to interact with money? Too often the answers are, "I had no training in school," or, "my children have had no training in school." So now, what can you do to improve your relationship with money?

In 2002, Daniel Kahneman was awarded the Nobel Prize for his work on the psychology of judgment, decision-making, and behavioral economics. His empirical findings challenge the assumption of human rationality prevailing in modern economic theory.

Bearing that in mind, examine your own financial decisions. Are they based on emotion rather than intellect? This is also why we should never go to the supermarket when we're hungry. Our emotions take over as we meander down the snack aisle.

The risk there is you'll add a few extra calories. But what about big financial decisions?

Wouldn't you rather have the ability to translate emotional financial needs into sound financial strategies?

Money can ignite the full range of human emotions from fear to greed, to everything in between. Many of our negative thoughts are money related — such as worrying about the future — "will I run out of money?" or about past financial decisions you've made. Healthy communication about money — an internal dialogue with ourselves, our loved ones, or with financial professionals — requires an understanding of the language of money.

The purpose of this eBook is to give you a methodology using music metaphors to help you communicate more effectively with your family, friends, and the financial professionals you rely on for money help.

While most of you have not studied the language of money in school, many have learned the language of music. You may remember from school or the movie *The Sound of Music*, the music scale Do-Re-Mi-Fa-So-La-Ti-Do. By knowing these words and re-organizing them you can play or sing an infinite variety of melodies. Wouldn't it be valuable to learn a set of simple words that correspond to the "Sound of Money?"

Improving our relationship with money is an art form, that's why looking at money through the lens of music, can act like a spoon full of sugar to make the medicine go down. Ultimately your relationship with money directly influences your ability to make sound financial decisions.

Music happens when you organize and understand sound. Sound financial decisions happen when you organize and understand your financial life.

CHAPTER 2: THE DO-RE-MI OF MONEY

*“When you know the notes to sing, you can sing most anything.”
“Do-Re-Mi,” The Sound of Music*

It may surprise you that a great deal of music, which sounds very different on the surface, is organized using the 7-note scale, which makes up the building blocks of music. Many of you learned the names of these 7 notes when you were in school: Do Re Mi Fa So La Ti Do.

Instrumentalists and singers who play or sing these 7 notes can create an infinite variety of music which may include all music styles such as Jazz, Rock, Classical, Pop, and even Rap.

These 7 notes reveal the deeper meaning of music, and they exist in a dynamic relationship with each other to create a beautiful melody, a sweet harmony, or a hot, burning rhythm. Knowing these key 7 notes helps us to better engage in musical conversations, which ultimately leads to a greater understanding of music, the ability to share, that understanding, and a refinement of our music-listening choices for greater listening pleasure.

Similarly, whatever type of financial decision you are struggling with, whether it is saving for retirement, planning for a child’s college education, or selecting the right long-term care insurance, it might surprise you that financial decisions which sound very different from each other on the surface, are organized using the same 7 financial notes: Values, Cash, Return, Tax, Risk, Time and Giving.

How do people orchestrate a large number of financial combinations in financial harmony? In three simple steps:

STEP 1: ORGANIZE YOUR FINANCIAL LIFE: TURN CHAOS INTO HARMONY

Music is organized sound. The organization is key because without it music is just noise. A guitarist organizes all the potential sound combinations through a system of scales, arpeggios, and chords, which are used to rearrange the sound pallet. Now think about your financial life. Is it organized? Does it sound like music or more like a cacophony?

To help people organize the many different aspects of their financial lives, I have encapsulated key issues of wealth into what I call **MoneyCapsules®**. You can think of them as the Do-Re-Mi-Fa-So-La-Ti-Do of money, or as I call it, **The Sound of Money®**.

As I previously suggested, you’ll be able to ask better questions after reviewing these **7 MoneyCapsules®**. They’ll help organize your finances the way the scale system helps organize the billions of potential sound combinations into music. The process creates a **MoneyCapsule** for each of these financial notes. Let’s define each one:

MoneyCapsules®

Organize. Understand. Decide.™

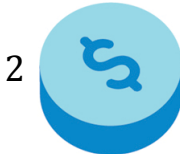


1

Values

Defines what's most important to you. Values-based decisions make for a more meaningful life. What is most important to you now? Why? What do you need clarity on?

Cash



2

Is the lifeblood of your financial health. A healthy financial life requires that cash flow and cash reserves are properly balanced. Consider asking questions on how your specific life theme will affect CASH.

Return



3

It's important to consider the total return on all your investments. Return is where you discover what matters most to you over the short or long-term and how market volatility affects your behavior. Consider asking questions on how your specific life theme will affect the Return on all your investments.

Tax



4

The preservation of family wealth requires an integrated approach to managing taxes. Consider asking questions on how your specific life will impact taxes.

Risk



5

Knowing when to self-manage or transfer unexpected life challenges to an insurance company is essential for good financial health. Consider asking questions on how your specific life theme will affect risk.

Time



6

Time is the one resource that can never be replaced. Managing time-based goals and anticipated events effectively is important. Consider asking how your specific life theme will affect your time horizon.

Giving



7

Giving and receiving are powerful forces in our lives. Transferring wealth and values as part of a legacy is at the heart of Giving. Consider asking questions on how your specific life theme will affect Giving.

Here's how some of these words could become useful during a money conversation.

- What are the things you **value** most?
 - Financial security?
 - Retiring early?
 - Putting your kids through college?
 - Travel?
- Does your **cash flow** match your expenses?
- Do you run a **cash** surplus each month or quarter?
- Do you have enough **cash** set aside for emergency savings?
- What kind of **return** are you looking for on all your investments?

In music, “Do” begins and ends the scale. It is the point against which all other notes are measured. Any music note by itself has no particular meaning until compared to “Do.”

Another way of saying this is, the musical “Do” becomes the metaphor for your personal values that guide your financial life. All other parts of your financial life ought to be organized around your Values. When your Values align with your financial life, you can have harmony, instead of noise.

STEP 2: UNDERSTAND YOUR FINANCIAL LIFE: HARMONIZE YOUR VALUES

The process of organizing all these sounds is mechanical — the musician is learning different scales, arpeggios, and chords. Understanding comes when applying his or her musical preferences to the chords and scales being learned. At that point, the musician’s taste begins to dictate *how* music is organized.

For example, a flamenco guitarist and a rock guitarist use the same guitar fingerboard to play, but approach the instrument in completely different ways, based on their unique musical preference. The sound that emerges is vastly different in each case because it is governed by different musical preferences.

In the same way, your financial life will have a distinct sound based on your unique combination of personal values. Understanding comes when you begin to not only organize your money into distinct financial notes but also start to align them with the things you value most.

STEP 3: **DECIDE BY KNOWING YOUR OPTIONS: HARMONIZE YOUR DECISIONS**

The musical preference of the guitarist will then determine the decisions that are made when performing. Unique musical preference will govern which notes are played and which notes are left out, which strumming techniques are used, and how fingers move along the fingerboard.

Similarly, your unique set of values — like the musician's musical preference — should determine how and why you spend, invest, contribute, and save your money. A healthy financial life emerges when all of your financial decisions flow from the things you value most.

For example, if you have already secured your family wealth and retirement you may want to prioritize giving by sharing your wealth through philanthropic activities. However, someone who hasn't yet secured a comfortable retirement may want to seek to maximize and build their wealth to ensure a financially secure future. An individual's financial decisions should reflect their individual values, just as a musician's musical style will reflect the way he or she plays.

When you listen to music, you react to it emotionally. But supporting that music is structure and knowing that structure increases your listening pleasure. The **7 MoneyCapsules®** takes your financial needs and translates them into a solid structure helping you communicate your financial self with confidence and clarity.

What does your financial life sound like today — music, or haphazard noise? Perhaps it is time to Organize and Understand before you Decide.

CHAPTER 3: BECOMING A FINANCIAL VIRTUOSO

If I were not a physicist, I would probably be a musician. I often think in music. I live my daydreams in music. I see my life in terms of music.

Albert Einstein

Music has more in common with financial numbers than meet the eye. It's no surprise that many mathematicians also are music makers. I have always been intrigued by the relationship between music and math. It's well known that Albert Einstein loved playing his violin. Musical structures are mathematical in nature. Music theory is numeric in nature and its vocabulary can be translated to the language of math. Many musical concepts have mathematical counterparts which Einstein no doubt understood.

1. Music notation is strictly ordered. The major scale is arranged with 5 full tones and 2 semitone intervals.
2. Rhythm requires logic to count bars and longer phrases.
3. Strings vibrate at certain frequencies.
4. Sound waves can be described by mathematical equations.
5. Stringed music instruments require a certain shape to resonate with the strings in a mathematical fashion
6. Mathematics is the language that physicists use to describe the natural world and everything that occurs in the natural world.
7. Music theory provides conceptual categories to organize and understand music.
8. To find a good way of hearing a musical piece means to comprehend the music in such a way as to make it tangible.

I have been a professional financial advisor and financial planner for almost two decades. Long before I entered the profession, I was a music educator and music technology consultant. While working as a music technology consultant, my most famous clients were Emmy and Tony Award winner, singer, and songwriter Barry Manilow and Doris Duke (the heiress to the Reynolds tobacco fortune whose family helped fund Duke University).

I suppose Barry and Doris hired me for the same reason that my clients hire me today: They liked me, trusted me, and thought I was competent.



I bring the same passion I have for music to my financial profession. I have completed the course work for a Financial Planning Certificate, and I am a Certified Wealth Strategist®. I'm a prolific writer, and over the years I have conducted hundreds of financial education talks at NY colleges and cultural institutions. I'm also the creator of **MoneyCapsules®**, a simple visual process designed to help my clients organize and understand all aspects of their financial lives, necessary to make values-based financial decisions.

Still, I have not abandoned my passion for creating music. I practice every day, I regularly lead the music service at my house of worship, play weekly at a jazz workshop, and I have entertained patients at Sloan Kettering as a volunteer with Musicians on Call. While leading a retirement education class at the 92nd St. Y, I used the guitar to perform a music parody and realized that my two personae, Musician and Financial advisor weren't different after all.

The habits that I developed over the years as a guitarist help me enormously as a financial advisor, especially when interacting with my clients. Having the discerning ear of a musician helps me to hear each client's unique voice, imperative when implementing a financial plan. Moreover, I have discovered that using the guitar to explain financial concepts is a great way to make talking about money friendlier and easier to digest.

As a financial advisor who also plays music, I have found 7 parallels between mastering the guitar and becoming a financial virtuoso.

1 - PASSION/VALUES

"To play a wrong note is insignificant; to play without passion is inexcusable."

Ludwig von Beethoven

Before the student of the guitar plays the instrument, he must learn to listen to his voice. The source of his passion is necessary to bring inner harmony to his music.

Before the student of financial harmony can make sound money decisions, she must learn to listen to her personal values. The source of her passion is necessary to bring inner harmony to her financial life.

2 - RHYTHM/CASH FLOW

It don't mean a thing if it ain't got that swing.

Duke Ellington

If the rhythmic flow stops, the guitarist's beat is dead.

If cash flow stops, the seeker of financial harmony ends up in the red.

Jaimie Blackman

To master the rhythm of music, the student of guitar must learn to keep his right strumming hand in play, responsible for creating a steady rhythmic flow, even when the left hand is not quite developed. To master the rhythm of cash flow, the money student must learn to balance income with expenses, necessary for creating a steady cash flow, especially when emotions threaten to overwhelm reason.

3 - APPLAUSE/RETURN

My own thing is in my head. I hear sounds and if I don't get them together nobody else will.

Jimi Hendrix

For the student of guitar, three factors go into performance; the music you select, the level of your technical skills, and most importantly, the reason why you perform. You will underperform if any one of the three is lacking.

For the money student, three factors go into investment performance. The asset manager you choose, your satisfaction with his or her technical skills, and most important, understanding why you invest, driven by the purpose of your money. You will under-perform if any one of the three is lacking, but when all three components are working in unison, the long-term return will be gratifying, just like the roar of the applause the guitarist receives when he's successfully connected with his audience.

4 - PRACTICE/TAX

It takes a lot of devotion and work, or maybe I should say play, because if you love it, that's what it amounts to. I haven't found any shortcuts, and I've been looking for a long time.

Chet Atkins

Practice can be painful, but necessary to improve guitar performance skills. Striking the right balance between practice and performance is key.

Tax can be painful, but necessary to pay for government services. Striking the right balance between sharing the wealth with our family, friends, and Uncle Sam is key.

5 - PERFORMANCE/RISK

Unexpected things happen when the guitarist performs. Strings break, the guitar goes out of tune, chords are forgotten. Stuff happens. Be prepared.

Jaimie Blackman

There are risks inherent in the life of the student of the guitar which, can negatively impact the on-stage performance. Know those risks and either self-manage them or transfer the risk to someone else.

There are risks inherent in the life of the money student, which can negatively impact your financial life. Know the risks that you perceive, and either self-manage them or transfer them to an insurance company.

6 - TEMPO/TIME

A parent of a guitar student once asked me if it would take a long time for her daughter to play the guitar. I said it wouldn't take a long time, but it would take its own time.

Jaimie Blackman

As the student of guitar learns to master his instrument, he must exercise control and patience over the tempo by first playing the song slowly, then increasing the tempo as his muscle memory builds. The patient guitarist is eventually rewarded.

When it comes to investing, the money student must also exercise control and patience over her emotions and continue to stay in the market. It's not about timing the market, but time in the market — the patient investor is eventually rewarded.

7 - AUDIENCE/GIVING

Most of us go to our grave with our music still inside of us.

Unknown Author

*We are meant to serve something greater than ourselves, in that alone consists
our happiness and our well-being on earth and beyond the earth.*

Jacob Needleman.

The student of music must respond to two questions. What can I give? What was I meant to give?

Life requires us to respond to two questions. What can I give? What was I meant to give?
Answering these questions is an important first step in becoming a financial virtuoso.

CHAPTER 4: CHOOSING YOUR FINANCIAL ENSEMBLE

If you pick up a guitar and it says, "Take me, I'm yours, "then that's the one for you.
Frank Zappa



When I was young, my first band member, or in financial terms decision partner, was my twin sister. Our most complicated decision was whether to go swimming in the ocean or the pool.

Today, as adults, we make thousands, possibly even tens of

thousands of decisions every day. Everything from small decisions—whether to sleep 5 more minutes or get up, to wear the white shirt or the grey one, answer that phone call or let it go to voicemail.

And large ones—whom to marry, how much to invest in stocks and bonds, and which nursing home is the best choice for our aging parents. Researches at Cornell found that in a single day, people make an average of 226.7 decisions about food alone, and that's only one category! Even the words on this page are a series of deliberate decisions about word choice and sentence structure.

Decision making is a fundamental part of life. Whether we realize it or not, many of our decisions are made with the help of a decision partner. Hopefully, most of us have at least one person we can go to for advice. I personally need a decision partner to be a “sounding board” as I talk. More often than not, the simple act of voicing my thoughts as someone listens brings clarity. I'm grateful my wife has assumed that role for more than 40 years.

Good decision partners can help keep us stay grounded and objective as we navigate difficult and emotional decisions.

WHAT IS A DECISION PARTNER?

I'm defining a decision partner as anyone who helps you formulate a decision that leads to action, or no action if you decide NOT to do something. Decision partners are people in your life who you depend on to help make important decisions. When you need to bounce ideas off of someone, your decision partner is who you go to.

Many rely on a spouse, partner, family member, or friend who would be considered a personal decision partner. Still, when the decision requires financial expertise a professional decision partner, a financial professional should be sought.

*FINANCIAL PROFESSIONALS AS DECISION PARTNERS:
DO YOU STRUGGLE TO COMMUNICATE YOUR FINANCIAL SELF?*

A financial professional who helps you make decisions becomes your financial decision partner. He or she may be called many different names including financial advisor, financial planner, wealth manager, stockbroker, investment professional, personal advisor, portfolio consultant, or insurance consultant.

The essential attributes to consider before you hire any financial professionals to be your decision partner ought to be trust, competence, likability, and effective communication skills.

Regardless of what your financial decision partner is called, the ability to communicate your financial goals with clarity is key. This is not an easy task because money is unstructured, unorganized, and may be highly emotional.

The challenge is to keep it simple because the financial landscape is complex, and complexity is dangerous to your financial health. What makes it even more difficult is that many individuals struggle to find the right words when communicating their financial self to their financial decision partner and as a result leave their decisions to the financial professional.

This is dangerous and could lead to decisions, which are later regretted. Often the regret stems from the fact that you didn't understand the short or long-term consequences of the financial recommendation. And that's unfortunate because poor financial decisions can have negative consequences which may take a lifetime to recover from, if ever.

WHAT IS THE SOLUTION?

When you are seeking objective advice that's in your best interest, having an honest, open, and impactful conversation is key. The challenge is that many financial professionals have been trained to lead with products. Before anyone asks you to make a product decision, be sure that your values have been clearly communicated. Tell your financial partner what matters to you most, and why.

This is especially important when a decision is laden with emotion, as is often the case with financial decisions. Whether it's giving you a chance to discuss why you want to invest, or when and how you want a will drawn, the financial professional must understand that this is your life represented by your values. You must be able to tell your financial decision partner what matters most to you. While not always easy, it is always critical.

CHAPTER 5: CREATE HARMONY BY FINDING YOUR FINANCIAL VOICE WITH A VALUESMAP™

Not everyone is going to like what I do, and that's something I can accept; if everyone liked what I did, I probably wouldn't be playing anything of depth.
Joshua Redman

Have you ever struggled to find the right words to make yourself understood when talking about money at home or in the workplace? **Send me an email at jblackman@bhwealth.com for access to our MoneyCapsules® portal.**

A **ValuesMap™** helps you discover your relationship with your financial life, by writing your financial theme Values down and then associating them with the rest of your financial life, Cash, Return, Tax, Risk, Time, and Giving. This exercise will give you the space and time for self-reflection, which will enable you to better communicate your financial self to your personal and professional decision partners. It provides a simple way for you to articulate your Values and relate them to the other aspects of your financial life. Giving this information to a financial professional will help you get recommendations that are customized just for you.

Let me give you an example by introducing you to three characters. Jean, John, and Alice. Each represents someone I know and have worked with. Each is moving through a different life theme and wrestling with his or her own unique financial decisions. Each wants to be properly prepared for the next financial meeting. They all want to communicate clearly what their financial goals are. They all want their financial perspective to be heard.

Jean is 35, she is a new single working mother. She is not satisfied with her current employment. She knows that unless her work has significance, she won't be able to bring her full attention to her child's needs.

John is 50, happily married, and climbing up the corporate ladder with two children. His main concern is building a sufficient nest egg for a long happy retirement.

Alice is 70, a widow who lives alone. She has two children and three grandchildren. Alice doesn't want to become a burden to her children and wants to ensure that she will have enough income to support her lifestyle for the rest of her life and help her children and grandchildren.

In the sample **ValuesMap™** below you'll notice that even though Jean, John, and Alice all face different financial concerns, they are all still able to use the same **7 MoneyCapsules®** as a guide for a more meaningful conversation and as a structure for making sound financial decisions.

Jean begins with a work/life balance concern. Under Cash, she is asking her financial professional for help regarding cash flow.



John is concerned about financial risks, and building a retirement nest egg. Under Return the question he is asking is straightforward; to reach his goal of doubling his net worth in 15 years, what type of investment return will be needed? Under Risk John perceives a risk to the family of his premature death, disability, or long-term care. He is looking for choices that could address these needs. Under Time he knows that in approximately 10 years his daughter will be getting married and wants to make sure he can give her a beautiful wedding.

Alice's primary concern is providing for lifetime giving and a legacy for her children and grandchildren. Under Tax, she is looking for tax strategies, and under Time she is concerned about the RMDs, (Required Minimum Distributions,) which begin April 1 of the year after she reaches 72.

Remember, you don't need to have the answers. You only need to ask the right question. If your financial advisor gives you a great answer, but it was the wrong question for you, the information will be of little value to you and may even be harmful.

Try completing your own **ValuesMap™** the next time you're preparing for a conversation with your financial advisor. It works equally well when talking to your personal decision partners, like a spouse, family member, or friend. Once you share your **ValuesMap™** with your Advisor, you may be pleasantly surprised that recommendations will seem to be more customized and personalized. And if they're not, you can always consider giving your **ValuesMap™** to a new financial advisor.

AFTER ALL, YOUR **VALUESMAP™ IS THE FINANCIAL SCORE FOR YOUR FINANCIAL SELF.**

			
	Jane- 35 years old, single working mother	John - 50 years old, happily married and climbing up the corporate ladder with 2 children	Alice - 70 years old, widow and lives alone, has 2 children and 3 grandchildren
Values	Integrity – Meaningful work. Professionally, Jane wants to do work that has a purpose. As a single mom, Jane is struggling with trying to decide how best to strike the right balance between realizing what’s important to herself while saving for her child’s future college education.	Excellence – the highest level of optimal performance. John wrestles assessing the various financial risks he perceives for him and his family and building a substantial nest egg for retirement.	Physical and emotional well-being. Lifetime giving and legacy giving for my children and grandchildren.
Cash	Help me determine what my cash flow needs will be so as I look to change careers, my basic needs are met. Discuss how the recommendations will impact my other MoneyCapsules.		
Return		What rate of return must I achieve to double my net worth in 15 years? Recommend strategies to support this goal.	
Tax			Give me tax strategies for lifetime and legacy giving.
Risk		The risks I perceive are: premature death, disability, and the need for long term care. Give me strategies to address those needs.	
Time		In 10 years I need enough funds to pay for my daughter’s wedding.	Give me choices to fulfill my required minimum distribution obligations.
Giving	Give me strategies for saving for my daughter’s college education.		Give me Trust strategies so the money stays with the grandchildren even if there is a divorce.

FINALE: THE HILLS ARE ALIVE WITH THE SOUND OF MONEY®

The ancient and timeless doctrines tell us that we human beings are meant to serve something greater than ourselves — in that alone consists our happiness and our well-being on earth and beyond the earth.

Jacob Needleman, *Money and The Meaning of Life*

Money is a complex subject. Sometimes we love it. Sometimes we hate it. Money can be joyful, or money can be painful, depending on our relationship with it.

I created **MoneyCapsules®** in 2009 as a communication tool for developing a values-based dialogue between my clients and myself. It promotes happier, more effective money conversations while helping to improve my clients' relationship with money. Today, **MoneyCapsules®** fuels all my work as a financial advisor, educator, and writer which includes:

1. **End Your War With Money™** eBook.
2. The **Sound of Money®** financial wellness videos, which use live music for better engagement.
3. **MoneyCapsules®** for the family. A cloud-based tool for financial life planning.
4. **MoneyCapsules®** for business. A cloud-based portal for value creation and succession planning.

Learning the power of these 7 simple words in the context of a financial conversation; VALUES-CASH-RETURN-TAX-RISK-TIME GIVING can help transform your relationship with money from avoidance to eagerly wanting to participate in financial conversations that reflect your values and help secure your life.

Try applying these three primary principles to the **7 MoneyCapsules®** words, when important financial decisions need to be made.

1. **Organize:** Appreciate all facets of your wealth; physical, spiritual, and financial. Think about organizing your financial life using the **7 MoneyCapsules®** words. This is a great way to create financial harmony, necessary for making sound financial decisions.
2. **Understand:** Articulate your values and what's important to you about your financial life. For example, using the principles in this eBook, try to understand what's important to you about CASH flow, or RETURN on your investments. Communicate your concerns to your financial professional and other trusted family members and friends. Share your financial self with those who you care about, and those who care about you. Bring your financial life into harmony with your personal values.

3. **Decide:** Communicate **your** financial life by learning how to ask your financial professional good questions. Ask how his or her recommendation might affect CASH-RETURN-TAX-RISK-TIME GIVING. Don't abdicate decisions to your financial advisor. By doing so you may be getting cookie-cutter advice instead of advice specific to your needs.

I hope the eBook sparks your curiosity about the language of money and how it can serve as a path to self-discovery. Try to be mindful that money is a great petri dish when exploring our values and understanding what matters most to us. It contains all of the emotional ingredients for discovery and self-knowledge especially when it comes to the limits of material happiness.

Money is not the root of all evil. Money arises from the human desire to give and to ultimately create a better world. For many, money is the final frontier to conquer. It is a process so be patient. It's time to end your war with money.

ABOUT JAIMIE BLACKMAN



Jaimie Blackman's twenty-five years of work experience span the fields of finance, education, and business technology. He graduated cum laude from Hunter College and received his Master's degree in education (with honors) from Queens College School of Education. He has a Financial Planning Certificate, a Certified Wealth Strategist®, and holds Business Advisory Certification. Jaimie is co-founder and President of BH Wealth Management LLC, an advisory firm offering solutions for families and business owners including financial and succession planning, wealth management, company-sponsored retirement plans, and financial wellness education. Jaimie is the creator of MoneyCapsules® and the Sound of Money®, designed to create financial harmony.



Jaimie M. Blackman, M.S.Ed., CWS®
President BH Wealth Management LLC
Creator of MoneyCapsules® The Sound of Money®

1000 South Ave., Suite 103
Staten Island, NY 10314

Telephone: 212-829-0001
Web/Blog: www.bhwealth.com
email: jblackman@bhwealth.com

