

You've Come a Long Way, Baby... Or Have You?
By Katherine Newton, Certified Financial Planner™, ChFC

When I entered the business world in 1979, one of the hottest business books on the shelves was “Dress for Success for Women.” Upon reflection, I realize it embodied for me much of what women, and I, thought at the time about being successful in the then-still-very-much-a-man’s-world of business: Watch what men do, copy them, then wait for success to happen. And while I have no doubt that the book helped many women (including myself) *appear* more successful and gain confidence in the doing, I believe the book got it backwards: It suggested that by looking at what others (men) were doing (and how they were dressing), we could replicate their success.

Inarguably, in business and in the world of money, women have “come a long way, Baby.” Our earnings are growing, and more and more women own their own companies. Everyone on Wall Street who wants your business has bombarded you with statistics about how you will live longer, control more wealth, and die with the most money.

And with the growing freedom we enjoy, women have also learned that successful living begins with living by the principles we know to be true and then creatively manifesting our uniqueness, whether we are full time mothers, doctors or lawyers, or owners of multi-million-dollar firms.

But when it comes to money and investing, I still believe we sometimes get it backwards: While we long to have lives of prosperity, success, and freedom to pursue our most heartfelt dreams, we hesitate to define the “how” in terms of having the money or the financial plan to do these things. We get ahead of ourselves if we go directly to P/E ratios, 401-k plans, and stock, bond, and commodity markets. Simply put, we are asking the wrong questions. We are starting by trying to learn about the *means* to our dreams while losing sight of the *ends* we have in our minds, or more aptly, in our *hearts*.

Women can learn much about investing and growing wealthy by doing the same things they’ve learned to do in their own lives and to a large extent in the world of business: By looking inside themselves and learning to apply the same principles that work so well in living successfully, they can grow wealthy and become financially independent.

So we start at the beginning. Here are some examples of the questions I have women pose of themselves:

What life would I most want to create if I could? What are my most cherished dreams?
What are my fears surrounding money matters and investing?
How can I create a supportive environment so that I can get into action?
How can I learn to use my innate abilities to know when to make financial decisions?
How can I live a life of prosperity, joy, and peace?

These are the questions that need to be asked. This is where we start. We start with the heart.

The views are those of Katherine Newton and should not be considered as investment advice and also are not intended to be tax advice. All information is believed to be from reliable sources; however, we make no representations as to its completeness or accuracy. Discuss all information with your individual advisor prior to implementation.

Katherine Newton, a 29-year veteran of the financial services industry and Certified Financial Planner™, helps clients nationwide enrich their retirements by working to create reliable streams of income, freeing them to do what’s most important in their lives.

You can reach Katherine at her company Waite Financial, LLC in Hickory at 828.322.9595 or by email at katherine@waitefinancial.com.

Her registered branch address is 428 4th Avenue, NW, P.O. Box 1177, Hickory, NC 28603.

Securities and Investment Advisory Services are offered through Financial Network Investment Corporation, member SIPC.

FNIC and Waite Financial are unaffiliated.