

MANAGING YOUR MONEY



Overcoming Misconceptions About Money

by John Addison

(NAPSA)—*Q: Are there common misconceptions that can prevent consumers from becoming financially successful? A:* Perhaps the most important step in achieving



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financial success is the first—believing financial success is possible for anyone willing to make the effort.

There are, however, three common misconceptions that often prevent consumers from understanding how wealth is created and keep them from creating it for themselves. Fortunately, there are ways to overcome each misconception.

The first misconception among many consumers is that they don't have enough or make enough money to worry about managing it. While the amount of money you earn is a factor, it's not as critical as the percentage of each paycheck you learn to keep for yourself.

That's why learning to create a budget—and stick to it—is the antidote to the first misconception.

The second misconception is that learning about money is complicated and takes more time than the average consumer can afford. Just the opposite is true.

Not only is ignorance not bliss, it's expensive. By telling themselves they can't afford to learn about building wealth, consumers

miss opportunities to do just that.

In reality, it is possible to become financially successful by learning a few basic steps and following them consistently.

This brings us to the third common misconception—the belief that it's necessary to understand very complicated theories and investment strategies to make money work for you.

Wrong. The experts at Primerica believe financial success is more a matter of learning how to do the right thing, and doing it repeatedly, than it is a matter of understanding the details of intricate investment strategies.

If you make prudent choices about where to put your money, and you do it faithfully, your money will grow.

That's why it can be useful to call on the services of a financial representative who can help to guide your choices after you have made the most important decision of all—the decision to begin building wealth by doing the right thing.

The financial representatives at Primerica have created a guide that shows you how to take control of your financial life. To get a copy of *How Money Works*, write to Primerica, 3120 Breckenridge Blvd., Duluth, GA 30099, ATT: Corporate Relations, or call 770-564-6329.

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