

THE RECESSION-PROOF
MONEY MAKEOVER

WIRED FOR WEALTH

Change the Money Mindsets
That Keep You Trapped and
Unleash Your Wealth Potential

BRAD KLONTZ, PSY.D., TED KLONTZ, PH.D.,
AND RICK KAHLER, CFP®

SAMPLER

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INTRODUCTION



W*hat's the formula* for achieving wealth?

While we can learn much by studying the methods of people who have achieved wealth, many successful people would have difficulty telling you exactly what they did that made the difference. They just worked long hours, kept trying, didn't give up, and made it big. Everyone is different, and it can be very difficult to replicate someone else's method of achieving success.

Although the "secret" to achieving wealth can't be distilled into a tidy one-size-fits-all formula, the truth is that people who are wealthy think and act differently from those who are not. And in fact, there are discernable patterns of beliefs and behaviors about money that are associated with wealth, and there are patterns that are associated with poverty and financial chaos. These patterns represent your "money mindsets," or the ways you think about money and your resulting actions.

The exciting news is that you *can change* your money mindsets. If your pattern of thinking about money is associated with destructive financial behaviors, financial distress, and poverty,

you can change that pattern to one that is associated with wealth. Regardless of your starting point or your financial situation, you can quite literally *rewire your brain for wealth*. This book shows you how.

Changing your money mindsets is not a gimmick. It is a process, based on psychological principles and research, to help you identify and change your mental and emotional blocks to success. While this process is intended to help you make money, it will also help you achieve authentic wealth. Certainly, having enough money is a fundamental part of authentic wealth. However, studies consistently show what we know in our hearts to be true: money and material possessions alone bring nothing more than the most fleeting happiness. Providing well for your family, being able to have and do the things that matter to you, and enjoying financial security are all important. Following the advice and completing the exercises in this book will help you remove the barriers that keep you from becoming rich.

Equally important, however, is the ability to use financial wealth to support a balanced, fulfilling, passionate life. Financial success is only one of the many benefits that can come from changing your money mindsets. A change in mindsets will also allow you to enjoy the wealth you may already have. Rewiring the money beliefs that block your financial potential can lead to wiser financial choices, more balance in your life concerning money, improved relationships, and increased wealth and financial comfort.

As important as these benefits are, changing your money mindsets can transform your life in even more significant ways. This is due to the incredible consequences of money-related stress. When money is a source of stress, that stress influences every aspect of your life. Recent research has shown that stress about money issues affects not only your mental state but also your physical health. A June 2008 poll conducted by the Associated Press suggests that stress about money matters is an important health factor. People who worried about money reported more migraines, ulcers, anxiety, and incidences of severe depression. You have limited control over many external factors that affect your financial environment (for example, job loss, recession, high-tech bubble burst, subprime mortgage crunch). What you *can* control, however, are your own thoughts and subsequent actions (or inaction) within that environment. In our clinical, professional, and personal experience, these internal factors will be the major determinant of your ultimate success.

Accepting your role—and the fact that you have one—in your financial situation is the first step in ensuring that you don't continue to make the same mistakes. Using the tools in this book, you can examine and learn to change the beliefs you have about money that are not serving you well. You can learn how to rewire your beliefs to set you on a path to financial success and less money stress.

Wired for Wealth is based on a combination of hands-on experience and research. We are pioneers in the practical application

of the psychology of personal finance and wealth. Dr. Brad Klontz is a clinical psychologist, psychotherapist, and researcher. Dr. Ted Klontz has been a psychotherapist and life coach for more than thirty-five years. Rick Kahler has been a fee-only certified financial planner for twenty-five years. We all work with clients on a daily basis, and together we have decades of experience in helping clients to build wealth, change self-limiting patterns of behavior, and create more fulfilling lives.

Much of the work in the emerging field of neuroeconomics, which combines the fields of psychology and finance, focuses on laboratory studies that identify the common mental errors that people make. This research is then applied to helping people make better investing decisions. Much of this research has been expertly reviewed by Jason Zweig in his groundbreaking book *Your Money and Your Mind*.

Wired for Wealth goes far beyond specific investing advice and mental tricks. Our goal is for you to entirely transform your relationship with money so it becomes a generous partner that works to support your goals. Rather than reviewing the common mental errors of investors, our tested transformational exercises give you an intimate opportunity to examine and change your unique limiting money mindsets.

For this book, we also did something quite novel in the field of wealth coaching: we conducted research. Rather than hypothesizing what a wealthy mindset is or just giving you our opinion about what has worked for us and our clients, we

researched the money beliefs and behaviors of those with wealth and those without. Our goal was to learn what, if anything, distinguished their thinking from one another. We found a clear connection between beliefs and wealth, with some surprising results.

Although financial education, positive thinking, and positive visualization are all valuable, these techniques are just the beginning, rather than the end, of the process of rewiring our brains for wealth. For most of us, information is just not enough to change our behaviors. For example, we all know that we should save for the future and not spend more than we make. Nevertheless, in recent years Americans have accumulated a great deal of personal debt and have saved very little. Although we know better, we are obviously not doing what we know we should do.

In many cases, there is a block to putting your knowledge into action. Until you confront this barrier, change is not likely to happen. The barrier consists not only of self-limiting statements and beliefs but also of social, family, and psychological issues. To address this gap, we developed a change process that integrates the fields of financial planning and financial psychology to help people reduce their financial stress and improve their financial health. The integration of expertise in these two fields sets our work apart from the typical financial advice.

Our transformative work was first featured in Jeff Zaslow's "Moving On" column in the *The Wall Street Journal* in 2003.

Since then, it has received a great deal of attention in the fields of finance and psychology, and it has been featured in several media sources, including NBC's *Today* show, National Public Radio, *The New York Times*, *The Washington Post*, *Money* magazine, and *Good Morning America*.

Our process of transformation is more than a theory. We have observed the successful transformation of many clients, including those whose stories have been adapted for this book. We also conducted scientific research on whether people actually change after going through a money makeover process. This clinical outcome study, conducted from 2004 to 2006, was one of the first to involve changing a client's money beliefs and behaviors.

The study evaluated people who participated in financial therapy through a process, similar to the one described in this book, of rewiring their money mindsets by identifying their money beliefs, examining their financial patterns, exploring their past experiences with money, and rewriting their money beliefs. These individuals experienced significant and lasting positive changes, including improvements in mood, decreased anxiety about money, and improvements in overall financial and psychological health. The study was published in the August 2008 edition of *Psychological Services*, a journal of the American Psychological Association.

Our latest research involves a comprehensive study of money beliefs and financial behaviors that we conducted from May to July 2008. We examined the beliefs and behaviors of 422

people from all walks of life, income levels, and levels of net worth. Here are some general statistics about the participants:

- The age range was eighteen to eighty, with 70 percent between the ages of thirty-one and sixty.
- Women made up 65 percent of the group, and men made up 35 percent.
- Most had a bachelor's degree or higher.
- Most were employed full-time by someone else or were self-employed.
- Yearly income ranged from less than \$10,000 to more than \$1 million.
- Net worth ranged from less than zero (owing more money than the total worth of one's assets) to more than \$10 million.
- Credit card debt from the previous month was carried by 40 percent.
- More than \$10,000 in credit card debt from the previous month was carried by 10 percent.
- Bankruptcy had been filed for by 7 percent at some time in the past.
- In terms of socioeconomic status, 40 percent were raised in middle-class families, 32 percent were raised in lower-middle-class or working-class families, 21 percent were raised in upper-middle-class families, 5 percent were raised in poor families, and 2 percent were raised in wealthy families.

- In terms of home ownership, 54 percent owned a home with a mortgage, 18 percent owned a home without a mortgage, and 19 percent were renting.
- In terms of marital status, 56 percent were married, 8 percent were not married but were living with a significant other, 20 percent had never married, and 16 percent were separated, divorced, or widowed.

This survey revealed some striking differences between the beliefs of the wealthy and of those who struggle financially. We also found some major differences in beliefs and behavior between men and women and between younger adults and older adults—some of which might not bode well for either the retiring baby boomers or the up-and-coming boomerang generation. This is hardly surprising, given the recent rapid rise in consumerism, the easy availability of consumer credit, and our current “have to have it now” culture.

Throughout this book, we’ll deconstruct the mindsets of the wealthy and the poor, and we’ll teach you to rewire your way of thinking about money. Using real client examples, we’ll show you how to identify your harmful money patterns, and we’ll offer you tools to give yourself a financial health makeover.

Before you read further, we encourage you to take the money beliefs self-test at the beginning of Chapter 1. Your answers will reveal whether your thinking about money more closely matches the thinking of those who are wealthy or those who are

not. As our study results demonstrate, successful people and unsuccessful people have different patterns of thinking about money. Your thoughts and beliefs about money do have a significant impact on your financial health and your potential for achieving wealth and success. We will show you not only how you formed your money beliefs but also how you can rewire those beliefs and form new patterns that will help you to bring authentic wealth and abundance into your life.

CHAPTER ONE



THE SCIENCE AND PSYCHOLOGY OF MONEY SCRIPTS

	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
7. It is okay to keep secrets from your partner around money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. More money will make you happier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I do not deserve a lot of money when others have less than I do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I will never be able to afford the things I really want in life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Things would get better if I had more money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. If you are good, your financial needs will be taken care of.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. It takes money to make money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. If I had to borrow money to get what I want, I would do it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. You can't trust people around money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now that you have a sense of some of your own beliefs about money, let's explore the concept of money scripts.

MONEY SCRIPTS

Natalie would be the first to tell you, "I'm just not good with money." She manages to pay her rent, utilities, and car payment every month, but the payments are frequently late. She uses her debit card for everything else, running up overdraft charges nearly every month because she has no idea how much money is in her account. One of her dresser drawers is full of unopened bank statements.

As a licensed practical nurse, Natalie earns enough money to live comfortably, yet she always seems to find herself in the middle of another financial crisis. Her car was recently impounded—the consequence of ignoring a year's worth of parking tickets. It made her sick to have to ask her parents to pay the tickets, the impoundment fees, and the hefty fine to get her car back. The total cost was nearly as much as her car was worth. Her parents sent her a check, along with a four-page letter scolding her for being so stupid. She was further humiliated by having to make a court appearance and listen to a lecture from the judge. As soon as it was over, she went to the mall and bought two new pairs of shoes. Shopping always seems to make Natalie feel better.

Like Natalie, many of us aren't managing money well. Americans have record-high debt and record-low savings rates—we are among the worst of all the developed countries. This isn't because we lack the income. On a global basis, we have one of the highest earnings per capita. Nevertheless, with an average savings rate in 2005 of *minus* 0.5 percent—the lowest since the Great Depression—the average American spends more money than he or she makes. According to a report by the Department of Labor, a 2005 study done by Sharon DeVaney and Sophia Chiremba of Perdue University found that 19 percent of the respondents had spent more than their income, and 56 percent of the baby boomers usually spend all of—or more than—what they earn.

Clearly, many Americans are in bad financial shape. However, the basics of financial health are actually quite simple: spend less than you make and invest the difference for the future. Few of us can honestly say that we don't know we should live within our means, save for a rainy day, and fund a retirement plan. Someone like Natalie would be quick to acknowledge that she should have a budget, pay more attention to her finances, spend less, and save more.

Since we know what we should do to manage money more wisely, why are so few of us doing it? If our behavior with money causes us so much stress, why don't we just do what we know we should do? Natalie is a smart woman. Why can't she learn from her expensive mistakes and humiliation and behave

more responsibly with her money? It doesn't make sense to keep making the same destructive financial choices over and over when we know we should stop.

In reality, however, our self-defeating actions do make sense. Even the most self-destructive financial behaviors make perfect sense when we understand what drives those behaviors. All our decisions and actions or inaction concerning money, including those that do not serve us well, are based, with perfect logic, on our beliefs about money. These beliefs are called *money scripts*.

Money scripts are the thoughts, beliefs, and attitudes that we hold about money. Many of our associations with money are hidden deeply in the unconscious mind. The new field of neuroeconomics combines the sciences of psychology and economics to identify how these patterns of thinking and emotions affect financial decisions.

For example, research conducted by Hersh Shefrin and Meir Statman of the University of Santa Clara and published in the *Journal of Finance* (1985) showed that people do not trade stocks in a rational manner. They found that people have a natural disposition to sell winning stocks too early and hold onto losing stocks too long. In this study, only a minority of stock trades occurred in accordance with rational principles, because people tried to avoid feeling regret by not selling losing stocks, sought feelings of pride by selling stocks that were winning, and had difficulty with self-control.

Similar studies show that the average human being suffers

from thinking errors and emotions that affect investing decisions. Psychologists and financial coaches know that each of our brains is individually wired to think certain ways about money based on our personal experiences with money.

Our money scripts affect every decision we make that directly or indirectly involves money. These scripts are formed during childhood and are further developed and shaped through our life experiences. We don't even realize that we believe these "truths" about money—what it is, what it can do, and how it works. We are taught that it is not polite to talk about money. Thus, we keep our beliefs to ourselves and do not open our thinking to new awareness or understanding. Conscious or not, money scripts define our relationship with money and lie at the foundation of all our financial behaviors.

WHERE DO MONEY SCRIPTS COME FROM?

As children, we internalize the messages we receive from our surroundings and integrate that information to help us make sense of the world. We receive messages, both overtly and covertly, from our parents, other significant people in our lives, our life circumstances, and society as a whole. Just as children depend on their parents to provide nourishing food, they also depend on the adults in their lives to provide nourishing, accurate information and messages about the world. Many of those messages are about money.

Many money scripts come from beliefs that are spoken or otherwise directly communicated to us by some authority figure. For example, parents might pay children for chores or require them to save part of their allowances. They might directly tell children such things as “Money can’t buy happiness,” “It’s just as easy to fall in love with a rich man as a poor one,” “Money doesn’t grow on trees,” or “Spend your money on education; nobody can ever take that away from you.” Children may also simply overhear Mom and Dad say those things to others.

Other money scripts are indirect; they come from beliefs that we internalize from listening to other people or watching their behavior, from seeing the way that rich and poor people are regarded and portrayed in the media, and from absorbing thoughts, feelings, and behaviors concerning money from our parents.

Children whose parents worry about money, for example, may grow up to be insecure and fearful about finances. Those whose parents are envious of wealthy people and resentful about their own circumstances may develop money scripts such as “Being rich is the most important thing in life,” “Rich people are shallow,” or “If you’re poor, it’s somebody else’s fault.” If these beliefs are not identified, explored, and modified, the children who are exposed to them will grow up to unconsciously communicate the same messages to their own children.

Because children take in and process messages about money

in individual ways, the money scripts they learn from their situations can vary. Two children from the same family can grow up with different worldviews about money and totally different adaptations.

The deepest and most stubborn money scripts come from circumstances or events that are associated with strong emotional or traumatic experiences. The actual role that money plays in the event is less important than its association. The more primitive part of our brain, whose primary purpose is to help us survive, often misinterprets the significance that money has played in a particularly traumatic situation. To protect us from further emotional harm, the primitive brain's association between money and pain can lead us to unconscious actions that end up hurting our financial health but have no survival value.

For example, a child growing up in a wealthy family in which there is a significant amount of emotional pain might associate money with family dysfunction. In reality, money does not cause dysfunction, but its misuse can be a symptom of an underlying dysfunction (for example, divorce, abuse, alcoholism). However, an unconsciously held negative association involving money can lead to deeply held money scripts and can lead a person to “choosing” a life of avoiding wealth. Conversely, a child who grows up in a poor family in which there is substantial emotional pain might erroneously associate the pain with a lack of money. This child may then engage in a

workaholic life of pursuing money at the expense of relationships, health, or spiritual development, believing that money will bring love, connection, and joy.

Sometimes the significance of money-related traumatic associations and events is readily apparent: the parents losing a business or going through bankruptcy, being evicted from the family home, intense family conflict about money, or a parent being incarcerated for embezzlement. At other times, events might seem unimportant but can still result in deeply embedded money scripts because children attach such strong emotion to them. For example, a child may want something that the family can't afford. The parents' saying no may be done in a way that the child interprets as deeply shaming. To avoid experiencing such shame in the future, the child might develop a money script of "It's wrong to want anything." This could result in a life of unnecessarily denying comforts and pleasures to oneself and perhaps one's family.

Our money scripts may be exact copies of our parents' teachings and actions about money. Thus we may find ourselves, for better or worse, creating the same financial situation our parents created. For example, a boy raised in poverty may incorporate a money script of "No matter what I do, I will always be poor." If left unchallenged, such a belief could lead him to a life of underachievement in which he ignores opportunities to create wealth and interprets financial defeat as a confirmation of his sorry lot in life. On the other hand, a boy raised in a

wealthy family might have the money script “I am meant to be rich,” resulting in a dogged pursuit of wealth. When he experiences a setback, he might shake it off or chalk it up as a learning experience, being convinced that wealth is his birthright. In adulthood, both boys will unconsciously create the destiny they believe is theirs, and those around them will join them in those beliefs and respond to them in kind.

However, it is also common to form money scripts that are the opposite of what our parents do, often as a reaction against our parents’ way of doing things. When strong feelings are involved, we might adopt an opposite and equally unbalanced and destructive belief, even if it is not good for us. For example, Charlie, the son of a workaholic father who still hurts from his father’s absence in his life, decided that “the pursuit of money is bad—look what it cost me.” This money script resulted in an exaggerated desire to avoid work, leading to a life of unnecessary poverty and underachievement for Charlie and his family.

Shelly, the daughter of a single mother on welfare whose choices were limited, decided that “money is the most important thing” and organized her life to maximize her ability to earn. That money script essentially cost her own daughter and son their mother; Shelly was rarely around because she worked so much. History is full of such rags-to-riches stories, illustrating the ability of people like Shelly to step out of their natal family’s financial legacy by adopting money scripts that are more conducive to acquiring and increasing wealth. The family

they create as adults often pays the price for such a single-minded pursuit.

Money scripts that result from traumatic or deeply emotional experiences are formed at a deep, primal level and become part of our worldview. These beliefs, developed for survival and protection in an unpredictable world, are often incredibly strong, resistant to change, and totally unconscious.

Natalie, whom we introduced at the beginning of this chapter, had a money script of “I’m not good with money” that was created when she was a little girl. Her mother was a nurse and her father was the bookkeeper for a large law firm. As the family’s “money expert,” he paid the bills and made the financial decisions. The only discussions Natalie ever heard about money consisted of her father lecturing her mother about not keeping to the budget.

When Natalie and her sister were old enough to receive allowances, they had to account to their father every week for what they spent. If he didn’t approve of their choices, he told them they wouldn’t get any money the next week. By the end of the week, he always relented and gave them the money, with an accompanying lecture. Natalie soon learned to avoid the lecture by lying about her spending. She also learned that in a pinch she could go to her mother, who would give her additional money without her father’s knowledge.

Some of the money scripts Natalie developed were “I’m too stupid to learn to manage money,” “Money matters are the

man's province," "My parents will always lecture me, but they'll always bail me out," and "Money is used to manipulate others." These beliefs were internalized, and Natalie organized her entire financial life around them, as if they were absolute truths. Natalie's money scripts make perfect sense, given where she came from. As long as they go unrecognized and unchallenged, however, they will continue to limit her ability to achieve financial health.

MONEY SCRIPTS ARE PARTIAL TRUTHS

A money script is not necessarily wrong, but neither is it necessarily right. Our scripts are often skewed, exaggerated, or one-dimensional, consisting of incomplete or partial truths. They are usually highly contextual, true in one circumstance but false in many others.

Take, for example, the money script "Money can't buy happiness." Certainly this is true, in the right circumstances. Having wealth doesn't guarantee a satisfying, fulfilling life. So in that circumstance, money can't buy happiness. The money script is also false—but again, it depends on the circumstance. For example, being in poverty, struggling to provide necessities, and having no financial security, can be a stressful and an unhappy way to live. Research shows that in that situation, having more money could indeed provide an increased level of happiness.

Many money scripts make sense and are appropriate for the original circumstances that shape them. For example, Natalie's money script, "My parents will always lecture me, but they'll always bail me out," would be a valid belief as long as her parents are alive, their financial circumstances allow them to help her, and they are willing to continue to rescue her from her financial predicaments. However, suppose that after the parking-ticket fiasco, her parents decide that it's time she learned to be more responsible. The next time she asks for help, they say no. Suppose her parents retire or need money for unexpected medical expenses and no longer have enough money to help her.

The reason they stop helping Natalie isn't important. What matters is that if she has learned to count on getting money from them and that money is no longer there, her money script no longer works. Yet since the belief lies on an unconscious level, the chances are that she will continue to follow it long after it is accurate. She will get into trouble, appeal to her parents for help, and not know what to do when that help is not forthcoming. She and her parents may have a huge fight that damages their relationship. Her parents could give in, putting their own financial security at risk. Maybe Natalie will find someone else, perhaps a boyfriend, to take care of her financially. Perhaps in an unconscious way Natalie finds a new parent, "Mom Master Card" or "Dad Visa," who plays the financial role her parents once filled. No matter what the

outcome, it will almost certainly result in stress and pain, both financially and emotionally.

Since most of us have scores of money scripts, some of them might contradict one another. For example, Allen was raised to believe that “Rich people are greedy and selfish.” At the same time, he got the message loud and clear from the culture around him that “Success is measured by how much you earn.” Such conflicting money scripts can contribute to one’s stress about money and lead to immobility. As Allen put it, “I’m damned if I do and damned if I don’t.” Conflicting money scripts can also keep someone like Allen on a financial roller coaster of making lots of money only to find ways to financially sabotage himself when he is successful.

Since our money scripts are mostly unconscious, we don’t question their accuracy or examine the degree to which they are true and work for us, yet we continue to act on them as if they were entirely true. We follow them blindly, even when they no longer fit our circumstances and even when they cause pain in our lives. Because we have no idea of the beliefs behind our money choices, we might blame our financial difficulties and pain on other people and external circumstances, locking ourselves into a cycle of financial stress and self-destructive behaviors, feeling victimized and powerless. Because we don’t talk to others about money, we have little opportunity to have these beliefs challenged.

RECESSION-PROOF AND REWIRE YOUR BRAIN FOR WEALTH

Wired for Wealth shows you that the biggest threat to your financial health is not the economy; it's your brain. Markets go up and down, but one fact holds true: Your money scripts—the unconscious core beliefs you hold about money—will determine whether you win or lose. But there is hope. Drawing on the results of a landmark survey of money habits, as well as decades of work improving clients' financial lives, renowned financial psychologists Drs. Brad Klontz and Ted Klontz and financial planner Rick Kahler, CFP®, show you how you can rewire your brain for wealth. Their unexpected insights show you how to free yourself from debt, financial stress, and a lack of savings. You'll discover:

The top 10 money scripts that mess up people's financial lives—
and how to change them

How to identify your "financial comfort zone"—and how to break through it

How to resolve family money issues, including financial infidelity
and financially dependent children

What to do if money scripts are keeping you poor by overspending,
underspending, and lack of retirement planning

How to release guilt and fear to be at peace with what you have.

Entertaining and enlightening, *Wired for Wealth* will put you in control of your finances and enable you to enjoy new levels of wealth and security.

The authors are nationally known pioneers in blending psychotherapy and financial planning. Their work has been featured in *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *USA Today*, *Los Angeles Times*, *Today*, and *Good Morning America*. **Brad Klontz, Psy.D.**, is a clinical psychologist, columnist, and CEO of Klontz Coaching & Consulting (www.klontzcoaching.com). **Ted Klontz, Ph.D.**, president of Klontz Coaching & Consulting, is a noted speaker and workshop leader. **Rick Kahler, CFP®**, is president of Kahler Financial Group (www.KahlerFinancial.com), past chairman of the South Dakota Investment Council, and a columnist and speaker.

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