

FROM THE BEST SELLING AUTHOR OF THE \$1000 PROJECT  
& MINDFUL MONEY

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# YOUR INNER FINANCIAL FRIEND...



AN E-BOOK DESIGNED TO GET YOU BACK ON TRACK  
WITH YOUR FINANCES QUICKLY & EASILY

## General Advice Warning in my own words:

Please note that this ebook is not advice in anyway, but purely for educational purposes only. Nothing in this ebook is personal advice, investment advice or product advice.

With any major financial decision, you must always do your own research, consider all the pros and cons, risks, fees, caps, limits, costs, taxes etc.

Always proactively educate yourself before making any major financial decisions, consider your own financial goals, deadlines and of course, know your risk profile. So please bear all of this in mind when reading through this free ebook and obviously, speak to a Financial Planner for personal financial advice when wondering what you should do to achieve your own financial goals and dreams.

### **GENERAL ADVICE WARNING & FINANCIAL PLANNING LICENSE DETAILS in legal and compliance terms:**

The information in this ebook is general in nature and does not take into account your personal circumstances, financial needs or objectives. Before acting on any information, you should consider the appropriateness of it and the relevant product having regard to your objectives, financial situation and needs. In particular, you should seek independent financial advice and read the relevant Product Disclosure Statement or other offer document prior to acquiring any financial product.

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Okay, with the formalities out of the way, let's get straight into this...

## Kick Start Your Inner Financial Friend

This e-book is designed to help you get back on track with your finances quickly and easily. I am going to show you some simple but effective changes that you can make in the way that you think, use and manage money, so that you become long lasting friends, that support, encourage and value each other.

“ You see, when you are friends with your finances, you want to take care of your cashflow, follow your budget and uphold your financial responsibilities and chase your goals and dreams. ”



This is simply because you fall in love with the emotional benefits that respecting your money, gives back to you. Emotional benefits such as a sense of clarity, dignity, self-control, awareness and best of all, empowerment. Empowerment as to what you really can achieve when you put your head, heart and mind to it.



But before we launch into working on your personal finances, I need to let you know that I am a Financial Planner, with over 20 years of experience. I practise what I preach and I truly believe in everyone to make powerful immediate and long term changes in the way that they use money in their life when they combine financial literacy with financial inspiration.

Also, should you ever need or want to know, I am licensed through Wealthstream Financial Services, I have a Bachelor of Commerce, (majoring in Marketing & Economics) and an Advanced Diploma of Financial Planning.

So not only do I have a huge amount of experience, I am also highly educated when it comes to the facts, the laws, the rules, the regulations and the compliance of money...

## Why Financial Wellness is so important

Financial stress can have a profound impact on us and can infiltrate into so many other aspects of our lives. It affects our physical, emotional and mental health. Often leaving us feeling anxious, overwhelmed, tired and sometimes even guilty, remorseful or even worse, helpless.

It can also have a negative impact on our relationships with our family friends and our children. Where we can feel impatient, frustrated, distracted or not to be our usual selves.

It can even have an effect on our careers, especially if we are in a position where we have to “put up” with a job that we don’t like because it pays bills and keeps food on the table.

Well, I say life is too short for this type of stress, especially as it is so much more manageable than we realise.



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In fact, the smallest and simplest new habits can have an incredible, immediate and long-term effect in improving your personal finances. So that your finances become your friend. ””

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It doesn't matter if you are drowning in debt or swimming in savings. The goal of this ebook is to raise your bar with your personal finances, so you know how to go from strength to strength financially and become more secure and eventually financially independent.

I have coached 1000s of people out of six-figure credit card debts, people who grew up in poverty, shopping addicts, people who have been made bankrupt, and people who have literally started with nothing. However all these people whom I have helped, each had a **desire for change**, which is the starting point of all achievement and success.



As you work through this ebook, you should become more comfortable with money, know more about what you need to do with your money and where to go for the next steps so that you can continue on feeling and seeing the benefits with your own friendship with money.

## Step 1 – Know Your Numbers

Often when I am running a Financial Wellness Keynote Event or workshop, I ask the room what their cost of living is, or how much do they need to live, and they look at me blankly.



It is so important to know how much money you need to survive. When we know this number, we can start setting some important financial goals and strategies with a central point of focus or even vision. ”

If you don't know your cost of living is, and you spend everything you earn, you can, for the time being, (before we do a budget) work on the assumption that your cost of living is your annual net income after tax.



For example, if you earn \$2,200 per fortnight, and you find that you have nothing left over at the end of most pay cycles, well then your cost of living is \$57,200 p.a. (26 fortnights x \$2,200). Knowing this number gives you a sense of understanding of your situation and priorities, i.e. you must generate a minimum income of \$58,000 p.a. after tax to live without borrowing money.

Whilst this quick cheat method gets you started, you do actually need to write a budget.



A budget isn't about depriving yourself of fun, but instead allowing you to safely enjoy your money, guilt free, because you play and pay within spending boundaries.



However most people don't realise that your budget can help you see faster progress in your life when you include your financial goals into your budget





If you would like to know how to do a budget and manage your cashflow properly, you are welcome to enrol in my SugarMamma Budget & Cashflow Academy course where i show you all the hacks, habits, tricks and traps to set your budget and manage your cashflow correctly the first time... with immediate results following.

Otherwise you can use a SugarMamma Budget Template which is attached in The \$ugar Hit weekly newsletter for free.



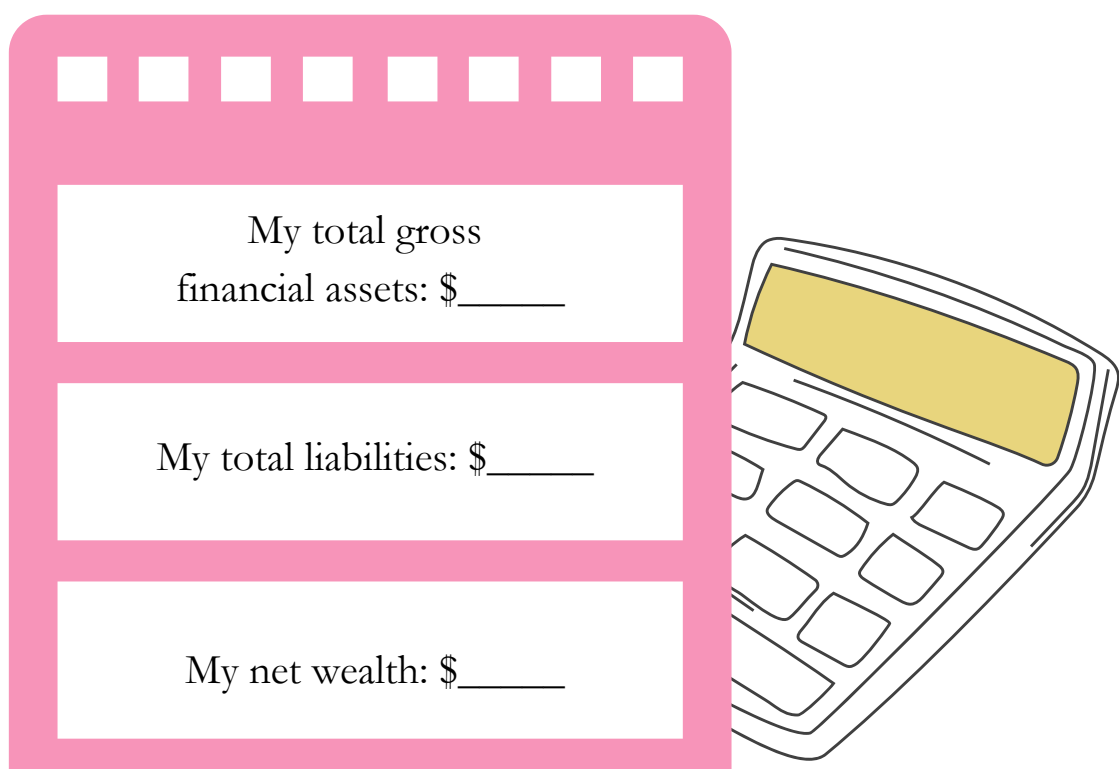
The next step is to understand where you are financially. How much are you worth? what retirement assets do you have already? Who do you owe money to? How much do you owe them? What savings have you got? What passive income might you already be earning, so that we can build further from.

Write down all your financial assets with the value next to each one. Remembering that these are financial assets, such as any cash savings, retirement accounts ( superannuation, 401k, RSA, pension account, Kiwi Saver etc), investments, shares, bonds, property.

Then write down any loans, such as credit cards, mortgages, margin loans, personal loans, student debt etc. Again, including the amounts!

When you have finished both assets and liabilities lists, add up all your assets, writing the figure down and add up all your total liabilities, writing the figure down.

Then we can calculate your net wealth figure. This is the number we are going to build on right now.



My total gross  
financial assets: \$ \_\_\_\_\_

My total liabilities: \$ \_\_\_\_\_

My net wealth: \$ \_\_\_\_\_

The image shows a pink notepad with three sections for calculations. To the right of the notepad is a calculator with a yellow display screen.

Once you have written down these three simple questions, how do you feel? Do you feel a little clearer about your finances? Do you feel like you have a better understanding of what you need to improve? Or what you want to focus on changing? Do you feel good about knowing that now you are going to be building up from this net figure figure to become wealthier and more financially secure?



Kind of like deciding to improve your health or lose some weight, once you know how many pounds or kilos that you need to lose, or how many burpees, lunges and sit-ups you need to do or want to achieve, it gives you a sense of purpose and direction. Well knowing these two numbers is the same thing.

## Step 2 – Where to start?

Most people want to get ahead financially, they just get stuck as to where they should start. And when they get stuck, they don't progress forward as they get lost in the confusion, the feeling of being overwhelmed or even sometimes scared.

Well in this ebook I am going to stop that from happening to you.

Building financial security is a lot like building a house, if you are going to go to the effort of building a house, you want it to be strong and secure, so that when a storm comes through, (and it certainly will) the house is still standing strong, with no damage, or as little damage as possible, which can be quickly and easily fixed.

Building a rock-solid house requires it to be built on a solid foundation. And so does financial security, which means having no toxic debt.

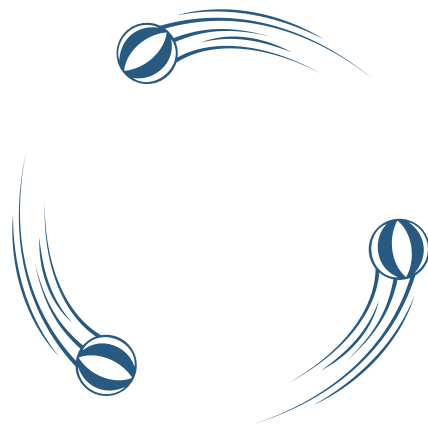
If you have credit card debt, personal loans, car loans, or for some, even student debt, it is worth considering paying this debt off first. And as quickly as possible.



If you have a few different types of debt, the general advice is to base your debt repayment strategy based around prioritising the debt with the highest interest rate first, whilst the remaining debts are on a minimum payment plan.

However I have slightly different approach. My approach may cost you more money in interest, however I prefer to prioritise the smallest debt first, with minimum repayment plans in place for the other debts.

The reason why I believe this works more effectively, is that it plays into the psychology of money. You see juggling multiple debts to different people or institutions is a lot like juggling lots of balls. With each ball representing a different responsibility. So the fastest way to make life easier for you, is to reduce as many balls as quickly as possible.



And one of the ways that we can achieve this ball reduction is by

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👉 focusing on the smallest debt first, so that it is quick and easy to reduce the overall number of balls. In turn, freeing up some of your cashflow to then redirect to the second smallest debt. 🗨️

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This way I find (from huge amounts of experience coaching people and clients to kick debt to the curb for good), creates a sense of progress and breakthrough, seeing the number of debtors reduce. Which finally feels nice, then fuels the necessary continued focus to drive you all the way home to finally be debt free.

It makes sense from a mindset point of view. Would you prefer to own 10 different people various different amounts of money or would you prefer to owe just one person the same amount? Most would take the latter as it is easier to juggle mentally and feels less overwhelming.

I call this Debt Strategy, “The Hit List” strategy and you can learn more about it in my book, *Mindful Money*, or watch a few of my videos on YouTube. However you must be aware that because you may not be prioritising the highest debt first (rather the smallest debt first), you will be paying more in interest and you must have minimum repayments in place for all your other debts and financial responsibilities in the meantime.

If you only have a mortgage or no other debt, that is brilliant. Building financial security will be a lot easier and faster for you.

If you have a mortgage, check the term remaining on your loan (you can quickly and easily do this on your internet banking or call your bank and ask them). The home loan which you're living in should be coming down at a reasonable speed.

 My general word of wisdom is work to increase your mortgage repayments, or make lump sums when and where possible so that your mortgage is due to be paid in 20 years or less, 

but obviously taking into consideration your age, fees and penalties, particularly if your mortgage is fixed and having funds available to withdraw for emergencies.

Avoiding having a mortgage as you approach retirement and not having enough funds stored away in time is what we are trying to avoid. So if you can achieve this or even just give it a good go, it could save you as much as \$100,000s in interest and many many years off your home loan.

To help you work out how pay off your home fast, I recommend watching my YouTube video here, which gives you lots of different ideas and strategies to get that debt down fast.

The reason why paying as much of your mortgage off as possible helps is because it can free up those fortnightly or monthly mortgage repayments. Which then can be used to build and diversify your financial wealth in other areas which can grow over the long run with capital growth and income. Assets that we can now afford to buy with your new found surplus cash flow.

Once you understand that debt is your number 1 starting strategy, the next is to start emergency savings. So if you have no debt, you can get stuck straight into this.



Everyone should have some emergency savings. Things in life happen, both big and small. We get flat tyres, parking fines, have unexpected medical or dental bills. Things get lost, break, fall apart and sometimes stolen. We have to be honest with ourselves and plan and prepare so that if or when something happens and we get knocked off our path to success, we can quickly pick ourselves up again and get back on the path.



So how much savings should we have?



Well there is no straightforward answer. Everyone is different, everyone has different situations, fears, responsibilities and goals. So sit down and ask yourself, what would the financial cost of a realistic situation or realistic risk that could happen to me?

Look to your own personal situation. Consider these things...

- ⇒ What would happen if I lost my job?
- ⇒ What would happen if I needed to take a break?
- ⇒ What would happen if a loved one was in an accident or sick?
- ⇒ What would happen if my car broke down and needed to be replaced?
- ⇒ What would happen if something important to me was damaged, that wasn't covered under insurance?
- ⇒ What would happen if three "bad" things happened at the same time or one after another?

Think about rent or mortgage repayments, existing savings, sick leave, annual leave, items you would be comfortable selling suddenly to raise quick cash...these questions should help you land on a number that is not too low but not too high where it risks becoming inefficient for your other goals.

Once you know that emergency money number and have cleared toxic debt, look to save up that money and keep it set aside. If you have a mortgage, you could speak to your bank about keeping it in an offset account or redraw facility.



Once you have your emergency saving goal achieved, or even on its way to being achieved, you should start to feel proud, responsible and wise. Don't stop there...we have more relationship building to do!

## Step 3 – Financial Goals

If you want to get places in life, you need goals. Goals around your personal growth, intellectual growth, financial growth, relationship growth and health and fitness growth.

Growth is what makes us feel alive and passionate again. And when we set meaningful goals, goals that we believe we might actually achieve if we work hard enough, we spring out of bed with energy and enthusiasm.

Whilst it is sometimes necessary to take a break from setting goals, to reflect on our progress, review our results and recharge our batteries, this time is equally valuable, but should not drift on for too long. After an appropriate time, we need to set new goals and get back on the bandwagon.



Most of us have weight goals, fitness goals, but sometimes we don't even think about setting financial goals. Well, these are just as important.

“ If we want to create financial freedom in our life, we need a game plan, but to create that game plan, we need to know what we really want out of life financially, so that we can set those goals.

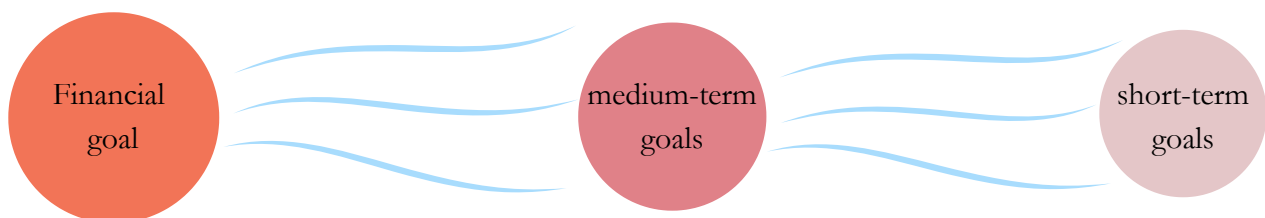
To help you work out your financial goals, I actually recommend working backwards. Start with asking yourself, where you want to end up? For example, you might say retired by age 55, earning \$80,000 p.a. Or to buy a \$1,000,000 house, or to pay off your home loan, it is completely up to you what you want to achieve.



Then from that, we can work out what we need to set your short and medium term goals around so that they are all pointing in the same direction of your big long-term goal so that all those mini and more manageable goals are the right stepping stones to success for you.

Let's take the example of wanting to retire by age 55 on \$80,000 p.a.

From this, we understand that this will require having enough money in savings, investments and even some retirement savings accounts, (such as super, 401K plan, kiwi saver accounts and other pension accounts).



That means that our short and medium-term goals all need to be based around regularly putting money aside for the successful achievement of that goal. It also includes educating ourselves around money in the short and medium term, it includes regularly reviewing our strategy and investments so that we can see what is working and what isn't and continue to build on our strengths.

So in this example, our short-term financial goals may be:

\$ Pay off credit card debt

\$ Start building up emergency savings

\$ Open up a separate savings account or investing and start adding a regular amount every time I get paid

\$ Read 3 books on investing and financial freedom

\$ Understand how my retirement account works & make sure that it is investing in line with my long-term “big picture” goal

term  
goals

short-term  
goals

Then our medium-term goals could look like this:

**\$** Have my investment passive income at \$X p.a. and superannuation passive income at \$X p.a

**\$** Be reading 10 financial books a year, with a sound knowledge of different financial strategies.

**\$** Have \$x invested in my retirement savings account.

financial goals

medium-term goals

All your financial goals should have a defined number and a deadline. Never say or set your financial goals to be achieved “in 3 months time” or “4 years time”. Because you are pushing the achievement of that goal always into the future and it will never be in your clasp.

Always put a clear deadline, 30th of March 2025, 1st of January 2026, that way you will get moving and be more proactive as you see time is ticking and the reality of what you need to do to achieve this goal is so much more real.

My long term “big picture” financial goal is (and include the date you want to have achieved this by)

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Therefore, my medium and short term goals that I need to achieve for my big picture financial goal to be successfully achieved in time is:

Medium term goals:

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Short term goals:

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## Step 4 – Your Comforts

Once you understand where you are right now financially, what your financial priorities are, and what you want to achieve financially through discovering your big picture goals, you need to work out what is the right wealth creation strategy for you.

Some people dream of having a string of investment properties paying them lots of monthly rental income, whilst some people would prefer to have lots of savings in their bank accounts.

For me personally, I dream of having a large share portfolio with large dividends being paid into my bank account every 6 months.

But what is right for me or the person sitting next to you is not necessarily the right thing for you. It is important that you understand this.

You need to know what your risk profile is so that you can work out the right type of assets or investments you should be buying to help achieve your financial goals.

I recommend using the [Vanguard Investor Questionnaire risk profiling tool](#), to work out how you should be investing. It is one of the best profiling tools that I have come across and it will help guide you as to where you should invest your money and as well as your retirement money.



And remember, your retirement money will most likely be one of the biggest financial assets that you may ever earn, so you want to pay attention to it and take care of it, ensuring that you take the right risks for you.

1. Take the questionnaire and see your results.

2. Take your results (say for example you come out as a growth investor) to check against where your retirement savings are invested

3. If they don't match, consider changing your retirement investment to match what your risk profile is **AFTER** getting financial advice. This is because taxes, fees and risks will be triggered.

4. Start research different managed funds, Exchange Traded Funds, Listed Investment Companies and other investment options that match your risk profile.

5. Start buying these types of assets as this is your new investment portfolio **AFTER** you have educated yourself or gotten financial advice.

6. Reinvest any income and add money if and when you can, taking into account tax.

7. Update your net wealth figure but more importantly your passive income and watch it grow.

## Step 5: Long-Term Gains

Just like achieving any big goal in life, it takes consistent habits and most often a lot of time. Persistence and patience. Your wealth journey may experience growth spurts, but it may also experience plateaus or setbacks. This is natural and happens to everyone, no one is immune.

What is helpful to know is when pullbacks happen or you feel like you aren't getting anywhere, that you keep going. You do not stop. You keep chipping away at that debt, you keep adding money to that emergency savings account, even if it is only \$1 that you can afford to put in the savings account.

Because what you are doing, is creating habits, and just like cleaning our teeth twice a day, we don't think about cleaning our teeth, we just simply do it, that habit of religiously putting money away for your future financial benefit will evolve with you.

And when you are investing, buying investments that add to your financial security, over the long run, you will be amazed as to what you have actually contributed, but you also allow the power of compounding interest to give you a massive helping hand along the way.

To understand what types of investment ingredients I suggest reading these books to help you find your way and financial enlightenment.

1. Peter Thornhill - Motivated Money
2. The Dividend Investor - Rodney Hobson
3. Ordinary People, Extraordinary Wealth
4. - Ric Edelman
5. Think and Grow Rich - Napoleon Hill
6. Happy Money - Ken Honda
7. Dividends Still Don't Lie - Kelley Wright



However, in the meantime, I recommend that you regularly update your net wealth figures, and watch it grow over time. Even keep a spreadsheet of your old financial wealth figures, so that you can see how far you have come.



Also regularly check in with your budget, I am always catching new expenses slide into my budget, but by cross-referencing my budget against my bank statement, I can quickly catch these new costs and decide if they can stay or not. Always keeping me in control and aware of what is going on.

Then as you progress through your priorities, from paying off toxic debt to personal debt and then on to savings, see how you are evolving. At times you may need to adjust your goals as your situation changes, the idea of starting a share portfolio may be replaced with the desire to buy a family home. That is absolutely fine, as long as you understand what you are doing and that your strategy works for you.

Which brings me to my financial point and that is education. With laws, taxes and products changing all the time, it is important that you always stay informed as to what is going on around you. That way you know when you need to make a change in your strategy, how and why.

Some of the best resources are listed below for your easy reference:

✦ The Weekend Financial Review – explains different investment strategies, risks to be aware of.

✦ Shane Oliver Report – Shane Oliver is one of Australia's most respected economists – you can subscribe to his newsletter where he explains what is happening in our economy and how it impacts our investments, and remember, our retirement accounts are our investments. Cost - \$0

## ✦ **The SugarMamma Budget & Cashflow**

**Academy** - If you need help doing a budget and want to learn how to manage your cashflow, to achieve your goals and dreams. I recommend this course. It is online, self paced, video and podcast format and is my own personal blueprint for how I manage my mortgage, rising costs and planning a realistic retirement filled with lots of meaningful moments. You can attend my free Masterclass to find out more.



✦ **Money Mindset and Manifestation** - this is another online, self paced course. All based on my personal hacks, habits and insights as to how I build wealth, see abundance and opportunity and stay focused and resilience. Part of the course includes working with me on a one on one basis to ensure you are inspired, driven and really to rise to your true potential. However this not financial advice. You can also attend my free Masterclass to learn more.

As we conclude this ebook, I really hope that you find some new momentum in your now growing financial life. You can see that money isn't really that scary after all and that a few simple changes are already having a positive impact in your life.

If this is the case, I encourage you to keep going. You will be amazed as to what you can achieve, and become increasingly empowered as you go from strength to strength, never looking back.

Please stay in touch, continue to learn more and then remember to inspire others along the way with your new insights, awarenesses and love for your inner financial friend.

xCC

*Canna Campbell* AKA *SugarMamma*