



MADE FOR MONEY

4-WEEK COURSE WORKBOOK

By
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WEEK 1:

FINANCIAL AWARENESS & GOAL SETTING

Objective:

- Manage your finances through natural habits
- Control your financial direction
- Gain momentum with frequent, small wins



Reflect on your current financial behavior:

Do you look at your bank balance to make some, most or all of your financial decisions?

How many bank accounts do you have? If more than one, do they have designated purposes?

How often do you check your bank account/accounts?

How do you track your expenses?

Do you have a budget? If so, how easy/hard is it to stick with it?

Do you have savings mechanisms in place? Are they automatic (the savings occurs without you making an effort) or manual (you need to take an action each time to initiate the savings)? How frequently does it occur?

WEEK 1:

FINANCIAL AWARENESS & GOAL SETTING

Activity 1: Setup the “Starting Six” accounts at your Bank

INCOME: Total earnings received, such as salary deposits, interest, and savings transfers to fund your income account.

NEEDS: Essential expenses necessary for daily living, like rent, car insurance, and utilities.

WANTS: Discretionary spending for quality-of-life enhancements, which can be reduced or eliminated if necessary.

DREAMS: Aspirational spending for major life goals tied to personal fulfillment, such as vacations, investments, or achievements.

FIX/FUTURE: Funds for paying off debt to achieve financial freedom. Once debt-free, the FIX account is renamed FUTURE and used to build savings for permanent financial freedom.

EMERGENCY: Savings for unforeseen expenses, such as medical emergencies or urgent home repairs.

Activity 2: Complete your MADE FOR MONEY analysis

Review Your Last Month's Bank Statement/s

For each of your active bank accounts, either list out the line items below or just print out your statements and make notes. Alternatively, you can scan the QR code to enter the info in a [Google sheet](#) to help calculate everything.



WEEK 1

FINANCIAL AWARENESS & GOAL SETTING

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*If you actively use credit cards, print out the last months statement(s) and do the same analysis

WEEK 1:

FINANCIAL AWARENESS & GOAL SETTING

- Create a chart/grid of Starting Six accounts.
 - Column 1 put your historic income. Then complete what historical spending or savings is for each category NEEDS, WANTS, DREAMS, FIX/FUTURE.
 - Next in Column 2 put your targeted allocation percentage to each category.

	What will I put in this category? ▼	Historic Allocation ▼	Targeted Allocation ▼
INCOME			
NEEDS			
WANTS			

WEEK 1:

FINANCIAL AWARENESS & GOAL SETTING

	Why is this category important? ▼	Historic Allocation ▼	Targeted Allocation ▼
 DREAMS			
 FIX or FUTURE			
 EMERGENCY			

TIP: If your expenses are greater than your Made For Money allocations, this is a call to reduce expenses. Use the 10% rule, and cut costs by that amount (the rule is that anyone should be able to immediately reduce spend by 10% without compromising lifestyle. Then allocate that with 100% going to FIX if you have debt, and to FUTURE once you are debt free.

WEEK 1:

FINANCIAL AWARENESS & GOAL SETTING

Set Your Financial Start for Each Account:

Determine percentage allocations (and/or fixed dollar amount) allocations to each account.

INCOME

NEEDS

WANTS

DREAMS

FIX/FUTURE

EMERGENCY

Set Your Financial Start for Each Account:

Determine percentage allocations (and/or fixed dollar amount) allocations to each account.

	Percentage	or	Fixed Amount
INCOME			
NEEDS			
WANTS			
DREAMS			
FIX/FUTURE			
EMERGENCY			

WEEK 1:

FINANCIAL AWARENESS & GOAL SETTING

Set Financial Rhythm:

Pick the allocation date frequency, for example, every Friday (Finance Friday). Or do it in sync with your paychecks or a different frequency. Write it down below:

Journal Prompts:

Every week you'll be asked the same questions. It may seem redundant, but it's a good exercise to check in with yourself and reinforce the changes you're working towards.

1. Reflect on Your Financial Journey

Prompt: Take some time to reflect on your financial journey so far. What are your most significant financial decisions, and how have they impacted your current situation? Identify one positive financial habit you have developed and one area where you feel you need improvement. How can you build on the positive habit and address the area of improvement?

2. Understanding Triggers and Reactions

Prompt: Think about a recent slip-up or setback you experienced in your financial habits. What were the circumstances that led to it? How did you feel at the time, and what was your immediate reaction? What can you learn from this experience to prevent similar setbacks in the future OR change your reaction to a positive response?

WEEK 1:

FINANCIAL AWARENESS & GOAL SETTING

3. Visualizing Future Success

Prompt: Imagine your ideal financial future five years from now. Write a detailed description of what it looks like, including your financial goals, lifestyle, and how you feel about money. What steps can you take today to move closer to this vision?

The Made For Money Rules:

1. Your natural habit of logging into bank accounts is your best habit. Keep logging in at least once a week, and you will have your thumb on the pulse of your finances.
2. When you don't have enough money to pay your bills, you can't afford your bills. You must adjust your spend (or increase your income), but you may not move money around from the accounts.
3. We are designed to accumulate, partition and consume - just like the caveman gathered food (accumulate), divided it up and preserved it (partition) and fed themselves (consume).



WEEK 2:

SETTING YOUR SEASON & MAKING IT YOURS

Objective:

- Understand the concept of financial seasons
- Tailor accounts to your current season
- Create a system that balances specificity with simplicity.

The Financial Seasons:



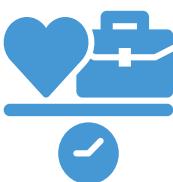
Recover—This season is a rebuilding story. Maybe you had a big financial loss, such as a layoff, or a natural disaster. Maybe you're starting over after a divorce or bankruptcy. Or maybe your debt simply got out of hand over time. You'll know you're in the Recover season if you have ongoing debt that is over and above your mortgage for your primary residence. Or if your overall debt, including your mortgage, is growing. If your "rainy day" fund is bone dry, that's another indicator that you're in the Recover season. Without a system that works with you to control your finances, the recovery system can be fraught with the emotions of stress and worry.



Fund—This season is a dream fulfillment story. You're saving for something you want in the future, either something just a few years out, perhaps a new car, or something further out, like retirement or a vacation home. An indicator that you're in the Fund season is if you are adjusting your NEEDS and WANTS accounts to temporarily pour more money into saving for something big. You are delaying short-term gratification for long-term happiness in the future.



Activate—This season is a live-it-up story. You're reducing your cash position to extract more joy out of life now. Maybe you're going on that Disney family vacation, or using your cash to buy more time to relax and take care of yourself, pay for college. Or maybe you need the cash to support an aging family member. An indicator that you are in the Activate season is that every minute is more valuable than every dollar.



Balance—This season is a "best of both worlds" story. You're leaning into the now (Activate) while also saving for something cool in the future (Fund). You want the eight-dollar coffee, and you want to save for a down payment on a house. An indicator that you are in a Balance season is you have one eye on today and one eye on tomorrow. You don't feel 100 percent comfortable extracting a lot of cash for fun stuff, but you do feel comfortable enough to stop squirreling it all away.

WEEK 2: SETTING YOUR SEASON & MAKING IT YOURS

Season Identification:

Write down your current season and why you are in it. What emotions around money do you feel right now? How do you want to feel?

What are your primary financial priorities right now?



WEEK 2:

SETTING YOUR SEASON & MAKING IT YOURS

Based on your current season, choose which breakdown of percentages works best for your income level.

Choose Your Money Map

TIER 1 INCOME - Up to \$50,000

	RECOVER	FUND	ACTIVATE	BALANCE
NEEDS	85%	85%	85%	85%
WANTS	3%	2%	10%	5%
DREAMS	1%	3%	1%	3%
FIX/FUTURE	10%*	8%*	3%*	5%*
EMERGENCY	1%	2%	1%	2%

*Once all debt (except for mortgage) is removed and emergency savings are at 6 months of income, the percentage allocation remains the same and the account is renamed from FIX to FUTURE.

TIER 2 INCOME - \$50,000 to \$150,000

	RECOVER	FUND	ACTIVATE	BALANCE
NEEDS	60%	60%	60%	60%
WANTS	15%	10%	25%	15%
DREAMS	3%	15%	8%	12%
FIX/FUTURE	20%*	10%*	5%*	10%*
EMERGENCY	2%	5%	2%	3%

*Once all debt (except for mortgage) is removed and emergency savings are at 6 months of income, the percentage allocation remains the same and the account is renamed from FIX to FUTURE.

TIER 3 INCOME - \$150,000 to \$500,000

	RECOVER	FUND	ACTIVATE	BALANCE
NEEDS	40%	40%	40%	40%
WANTS	20%	15%	35%	20%
DREAMS	6%	20%	10%	20%
FIX/FUTURE	30%*	15%*	10%*	10%*
EMERGENCY	4%	10%	5%	10%

*Once all debt (except for mortgage) is removed and emergency savings are at 6 months of income, the percentage allocation remains the same and the account is renamed from FIX to FUTURE.

WEEK 2:

SETTING YOUR SEASON & MAKING IT YOURS

TIER 4 INCOME - \$500,000 to \$1,000,000

	RECOVER	FUND	ACTIVATE	BALANCE
NEEDS	30%	30%	30%	30%
WANTS	20%	15%	40%	26%
DREAMS	10%	30%	15%	26%
FIX/FUTURE	35%*	15%*	10%*	10%*
EMERGENCY	5%	10%	5%	8%

*Once all debt (except for mortgage) is removed and emergency savings are at 6 months of income, the percentage allocation remains the same and the account is renamed from FIX to FUTURE.

TIER 5 INCOME - Over \$1,000,000

	RECOVER	FUND	ACTIVATE	BALANCE
NEEDS	20%	20%	20%	20%
WANTS	25%	20%	40%	30%
DREAMS	10%	30%	22%	25%
FIX/FUTURE	40%*	20%*	10%*	20%*
EMERGENCY	5%	10%	8%	5%

*Once all debt (except for mortgage) is removed and emergency savings are at 6 months of income, the percentage allocation remains the same and the account is renamed from FIX to FUTURE.

- **RECOVER** stages prioritize essential needs and debt reduction, scaling down as income increases.

- **ACTIVATE** stages emphasize spending on wants while still maintaining needs.

- **FUND** stages focus on saving more for the future with a balanced approach to needs and wants.

- **BALANCE** stages mix savings and active spending to ensure a well-rounded financial plan.

FIX/FUTURE - Debt Resolution (When debt has been fully addressed, this account is renamed to FUTURE and is used for retirement savings and/or financial independence)

EMERGENCY - Savings for unexpected emergencies (e.g. medical emergency) or to offset sustained financial decline (e.g. layoffs)

NEEDS - Groceries, Clothing, Home, Utilities, Transportation, Communication, Health (Insurance)

WANTS - Needs+, Dining, Entertainment

DREAMS - Extravagances

This approach ensures that financial allocations are tailored to the income level, allowing for flexibility and a focus on financial health across all stages.

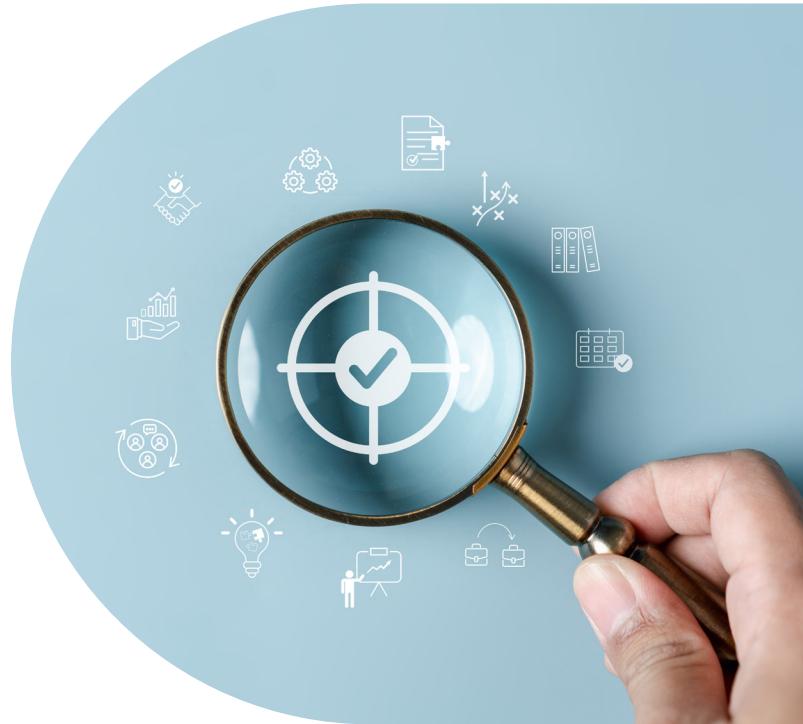
WEEK 2:

SETTING YOUR SEASON & MAKING IT YOURS

Activity 1: Set Up Season-Specific Accounts

When in a season, we benefit from more clarity about what our money is doing for that season. For example, if you are in the FUND season you may want a KIDS COLLEGE account and a BEACH VACATION account to see where the money is going. If you are in RECOVER, you may want a RENT account, a GROCERIES account, and a UTILITIES account so you don't miss a beat. You want to create some focus and clarity on the bank accounts so they specifically reflect which season you're in.

- If in **RECOVER**, focus on **NEEDS** and **FIXES**.
 - Review your list of transactions in week one and create specific accounts for the things you've labeled as needs and fixes.
 - Examples: Create accounts for RENT, GROCERIES, UTILITIES (NEEDS) and CHASE VISA-CC, WELLSFARGO MC-CC (FIXES).
- If in **FUND**, focus on **DREAMS** and **FUTURE**.
 - Based on your transactions list, create additional accounts to allocate towards specific dreams and predictable future expenses.
 - Examples: Create accounts for HOME MAINTENANCE, COLLEGE FUND, RETIREMENT.
- If in **ACTIVATE**, focus on **WANTS** and **DREAMS**.
 - Based on your transaction list, create additional accounts to allocate towards your specific wants and dreams.
 - Examples: Create accounts for VACATIONS, EATING OUT, NEW CAR.
- If in **BALANCE**, focus on **WANTS, DREAMS**, and **FUTURE**.
 - Based on your transaction list, create additional accounts to allocate towards your wants, dreams, and future.



WEEK 2:

SETTING YOUR SEASON & MAKING IT YOURS

Journal Prompts:

1. Reflect on Your Financial Journey

Prompt: Take some time to reflect on your financial journey this week. What are your most significant financial decisions, and how have they impacted your current situation? Identify one positive financial habit you have developed and one area where you feel you need improvement. How can you build on the positive habit and address the area of improvement?

2. Understanding Triggers and Reactions

Prompt: Did you experience any slip-ups or setbacks in your financial habits this week? What were the circumstances that led to it? How did you feel at the time, and what was your immediate reaction? What can you learn from this experience to prevent similar setbacks in the future OR change your reaction to a positive response?

3. Visualizing Future Success

Prompt: Imagine your ideal financial future five years from now. Write a detailed description of what it looks like, including your financial goals, lifestyle, and how you feel about money. What steps can you take today to move closer to this vision?

WEEK 3:

THE FIRST ALLOCATION

Objective:

Experience the process of allocating money and the emotion/awareness that comes with it.

Experience and understand how Parkinson's Law works.

Parkinson's Law for Your Money:

Parkinson's Law explains how the more money you have available, the more you tend to spend, regardless of whether the spending is necessary. Similarly, if you constrain the resources (like money), you naturally become more efficient and innovative in using them.

Income and Spending:

As your income increases, your expenses tend to rise to match it unless you have a system to control your spending.

Without deliberate effort, most people don't save more as they earn more—they simply spend more.



Portion Control:

When financial resources are allocated into smaller portions (e.g., multiple bank accounts for specific purposes), it naturally limits how much is spent in any one area.

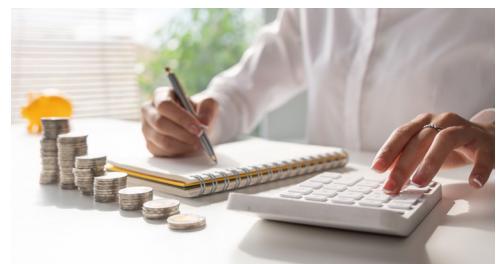
Smaller "plates" (budget constraints) reduce consumption without feeling overly restrictive.



Behavioral Adaptation:

When resources (like money or time) are limited, people often find creative and efficient ways to accomplish their goals.

For example, with a smaller grocery budget, people might meal plan more effectively or buy in bulk.



WEEK 3:

THE FIRST ALLOCATION

Activity 1: Make the allocations

Log in to your bank account and allocate in sequence from NEEDS then WANTS all the way to EMERGENCY.

Journal Prompts:

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WEEK 4:

BEHAVIORAL MOMENTUM & TEMPORARY INCOME INCREASES

Objective:

Use accountability and behavioral intercepts to reinforce positive financial habits.

Determine what additional income is needed to reduce the time needed to FIX debt, save for DREAM or secure the FUTURE.

The Psychology of Money and Behavior Change:

Take time to answer the prompts and commit to actions you know will move the needle forward. Completing this worksheet is also a great way to uncover some challenges you may want to bring to a call for coaching support.

1. Our attitudes, beliefs, and emotions about money often stem from our upbringing and experiences. These subconscious beliefs can significantly impact our financial decisions.

Insight Prompt: Reflect on your earliest memories of money. Write down any recurring thoughts or feelings you have about money. Identify any negative beliefs that might be holding you back, especially if you consciously do not agree with them. Ie. "Money is the root of all evil" vs "Money is a tool that creates choices and opens doors".

2. Resistance is a natural part of any significant change, including financial growth and management. It's important to understand that resistance is not a sign of failure but a sign that you're stepping out of your comfort zone.

Insight Prompt: Identify areas where you feel resistance in managing your money. Is it budgeting, saving, or dealing with debt? Acknowledge these feelings without judgment and create a small, actionable step to move forward in that area.

3. Often, we're already engaging in behaviors that can be beneficial to our financial health; we just need to recognize and optimize them.

Action Step: List all your current positive financial habits, no matter how small. It could be anything from tracking expenses to saving loose change. Celebrate these actions and think of some simple steps that could enhance them.

WEEK 4:

BEHAVIORAL MOMENTUM & TEMPORARY INCOME INCREASES

4. Managing money with a partner can sometimes feel like you're in a parent/child dynamic. It's crucial to approach this as a team effort. Here are several things you can test to shift that dynamic from parent/child to teammate/teammate.

Action Steps:

- **Schedule a Financial Date Night:** Set aside a regular time to discuss your financial situation and goals. Make it enjoyable by incorporating a meal or activity you both like.
- **Open Communication:** Ensure that both partners have a say in financial decisions. This means actively listening to each other's concerns and ideas.
- **Set Joint Goals:** Work together to establish short-term and long-term financial goals. Having common objectives helps in aligning your efforts and staying motivated.
- **Divide Responsibilities:** Share the financial tasks based on each other's strengths. One might be better at budgeting, while the other excels at researching investments.
- **Education and Empowerment:** If one partner traditionally handles all financial matters, educate the other partner about financial management. This can be done through books, courses, or financial advisors.
- **Regular Check-ins:** Have regular financial check-ins where both partners review the budget, track expenses, and adjust plans as needed. This ensures ongoing collaboration and accountability.
- **Celebrate Milestones:** Recognize and celebrate your financial achievements together, no matter how small. This reinforces positive behavior and keeps you both motivated.



WEEK 4:

BEHAVIORAL MOMENTUM & TEMPORARY INCOME INCREASES

5. Debt shame is a powerful emotion that can hinder our financial progress. It's essential to tackle this shame head-on and replace it with constructive action.

Action Steps/Insight Prompts:

- **Acknowledge Your Feelings:** Write down any shame or guilt you feel about your debt. Understanding these emotions is the first step in overcoming them.
- **Seek Support:** showing up to the coaching calls and asking for strategies to move through shame is a critical part of the change process.
- **Practice Self-Compassion:** Remember that many people have been in your shoes and have successfully overcome debt. Be kind to yourself and recognize that you are taking steps to improve your situation.
- **Choose Curiosity over Judgment:** This is a practice over time but learning to catch your judgmental thoughts and shift into a mindset of curiosity will activate your brain and your mind to problem solve more creatively and with less criticism.
- **Monitor Your Progress:** Regularly review your progress in this program and track it. Our brains need evidence in order to change the way we think about ourselves and money. In addition, celebrating small victories along the way will help you to stay motivated.



WEEK 4:

BEHAVIORAL MOMENTUM & TEMPORARY INCOME INCREASES

Activity 1: Find and meet with an accountability partner. Schedule weekly check-ins.

Use a worksheet to identify an accountability partner and set up weekly 10-minute meetings.

ACCOUNTABILITY WORKSHEET

STEP 1: Choose an accountability partner to work with for the entirety of the program

TIPS:

Pick someone you feel comfortable with

Choosing someone with similar program goals can be helpful

Make sure you can find a time and day that works for both of you for scheduling calls **before** you commit to the partnership

STEP 2: Start having weekly accountability calls

TIPS:

Schedule the same day and time for meetings from the outset

Take 5 minutes prior to the meeting to prepare your answers to the script

Meetings should be 10-12 minutes in duration (5-6 minutes per partner)

Use a timer and the script to stay on track

Record your responses so you can track progress and identify obstacles that require more support

Use the first meeting to set SMART goals for the program outcomes with your partner

SMART (Specific, measurable, achievable, realistic, timebound)

Then identify your tasks for the upcoming week

The script for the remaining calls is as follows:

Share at least one win from the last week (size does not matter)

Did you accomplish all/some of your tasks from last week?

What challenges or obstacles prevented you from completing all/some of your tasks? (mindset/ emotions count!)

What support/resources/information do you need to move past those challenges to complete your tasks?

Notes:

WEEK 4:

BEHAVIORAL MOMENTUM & TEMPORARY INCOME INCREASES

Write down the day and time you will meet each week:

Activity 2: Implement Behavioral Intercepts

Implement habits like placing reminders to manage finances (for example: putting sneakers near the bathroom for exercise).

Activity 3: Determine what additional income is needed to reduce the time needed to FIX debt, save for DREAM or secure the FUTURE.

Once you've analyzed your finances and you cannot decrease expenses enough to be able to pay off your debt and save in a reasonable amount of time, consider finding ways to earn additional income. Potential options include:

- Start a business on the side.
- If you are hourly, see if it's possible to work more hours.
- Get a second job.

WEEK 4:

BEHAVIORAL MOMENTUM & TEMPORARY INCOME INCREASES

Journal Prompts:

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BONUS:

INVESTING IN YOURSELF

Savings: Planning for Financial Freedom

To achieve financial freedom, the key is living off 4% of your savings. This rule ensures your investment balance can generate enough interest to support your lifestyle without depleting the principal, allowing your savings to last indefinitely. But how do you determine the amount you need to save?

Using the **4% Rule**, calculate how much annual income you need in retirement. For example, suppose you currently live comfortably on \$100,000 per year. In that case, the **75% Rule** suggests you'll likely need only \$75,000 annually in later stages of life due to reduced expenses like loans, kids' education, and big-ticket events. This future amount helps you determine your total investment goal, which can be found in the chart below:

INVESTMENT GOAL CHART

Desired Annual Interest Yield (4%)	Investment Balance Required
\$25,000	\$625,000
\$50,000	\$1,250,000
\$75,000	\$1,875,000
\$100,000	\$2,500,000
\$250,000	\$6,250,000
\$500,000	\$12,500,000
\$1M	\$25,000,000
\$5M	\$125,000,000

BONUS:

INVESTING IN YOURSELF

For example, to withdraw \$75,000 annually, you'd need \$1,875,000 in investments. Now that you know your target, let's calculate how much to save weekly to reach this goal over 25 years.

WEEKLY SAVINGS TO REACH INVESTMENT GOAL IN 25 YEARS

Investment Goal	Weekly Savings Required
\$625,000	\$266.53
\$1,250,000	\$533.06
\$1,875,000	\$799.58
\$2,500,000	\$1,066.13

To reach \$1,875,000 in 25 years, you'd need to save approximately \$800 per week. While this is a significant commitment, it's a clear pathway to securing your financial future.