

How vs Where

When it comes to making money decisions most everyone asks the same question "Where should I put my money?" The question that is never asked and should be is "How should I use it?" Let me explain.

Think about the WHERE and HOW this way. Tiger Woods in his prime was by far the best golfer in the world. Let's suppose you wanted to become good at playing golf and were given a choice. Either, a) you get Tiger's golf clubs to play with for life or b) lessons with his swing coach for a year. Which one do you think would improve your play? Which would you choose?

I'm assuming you have an innate feeling as to what the answer is, b) lessons with his swing coach. That's learning HOW to swing the club. In fact, I'm sure Tiger could pick up any clubs and play great golf. Tiger's focus was always on his swing, the golf clubs he used were a secondary consideration after perfecting his swing. Where should I put my money is akin to asking which golf clubs should I buy to help me play like Tiger Woods?

In personal finance, the golf clubs are the products and the swing is the strategies. I'm not saying where money should go is not important, it is, but it's a consideration made inside the money strategies (the HOW).

We work with our clients on creating efficient money strategies along with choosing the most effective products available, to maximize their wealth potential.