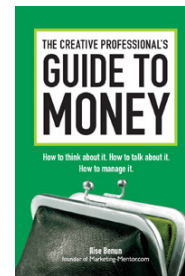


Preview...

The Creative Professional's Guide to Money: How to think about it. How to talk about it. How to manage it.

By Ilise Benun, founder of Marketing-Mentor.com



What Are Your Money Issues?

How much do you know about yourself and your money issues? Often, when we have trouble with an area of our lives, like handling money, we avoid thinking about it, and end up perpetuating behaviors and situations that keep us from learning what can help us.

Unless we understand why we do what we do and where our behaviors and attitudes and beliefs about money come from, we are very likely to keep making the same mistakes. The way you first saw money handled at home may be the way you handle money now. Do you think your money issues benefit or hurt your business? If you can answer this question seriously you will learn to better assess your money issues and get one step closer to taking your business seriously.

So, here's our first step: take some time to get to know yourself and money. For Parts 1 and 2 take out a blank sheet of paper and write one paragraph for each story by answering as many of the questions as possible. Write the stories as memories you are recording in a journal entry. Spend 15 minutes on each story. Think quick, write fast, and focus on describing how you felt in each situation you write about.

Part 1: The Past: Your personal money history

1. Tell the story of how money was handled in your home.

What did you observe and experience about money? How was money talked about? With tension or with ease? Was it discussed out in the open or was it never discussed? What family member was responsible for paying bills, going to the bank, balancing the checkbook? Did that person's behavior affect your money habits now? What was the attitude in your home around money? Do you remember feeling anxious about bills being paid, or not paid? While growing up did you perceive your financial situation at home as calm or chaotic?

Likert scale: Money issues handled calmly at home

Strongly disagree	Disagree	Not Sure	Agree	Strongly agree
1	2	3	4	5

2. Tell the story of how you felt about math in school

Did you excel in math? If not, why not? Did you excel in another subject, such as art, and try to avoid math classes? Can you pinpoint a time when learning math became easy or more difficult? Were you better at one type of math than another—algebra, geometry, trigonometry, or calculus? Did you ever experience math taught as a creative subject?

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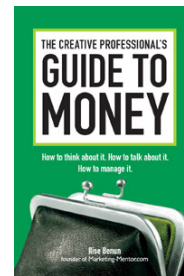
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Likert scale: Math was an easy subject to learn

Strongly disagree	Disagree	Not Sure	Agree	Strongly agree
1	2	3	4	5

3. Tell the story of when you began earning money.

When did you start working for money? Did you get an allowance? What did you do with the money you earned or received? Did a member of your family teach you to save money? Did you save your money in the bank and not spend it? Or did you save it to have enough to buy something you wanted?

Likert scale: I was taught good habits for handling money

Strongly disagree	Disagree	Not Sure	Agree	Strongly agree
1	2	3	4	5

Part 2: The Present: Your current money story

1. Tell the story of how you handle your money issues now.

Do you manage the money issues for your business? Do you manage your personal money issues? If not, are you confident in the person who does? Why or why not? What skills have you recently learned for handling money? What skills do you think are necessary for handling money issues? Do you have an accounting program for your business or do you only know what your income is when you get your taxes done?

Likert scale: My money issues are handled calmly and confidently

Strongly disagree	Disagree	Not Sure	Agree	Strongly agree
1	2	3	4	5

2. Tell the story of how it feels to handle your money now

When unexpected money issues come up do you feel anxious or confident? If you are handling the money issues do you believe you are organized, prepared, and up to date? If you avoid money issues why do you think this is the best plan? What are five emotions you feel most often when confronted with stressful money situations? How do your money issues now compare with the way you as a child saw money issues handled in your home?

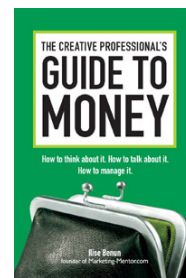
Likert scale: My money issues are easy to handle

Strongly disagree	Disagree	Not Sure	Agree	Strongly agree
1	2	3	4	5

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3. Tell the story of how you plan and organize your money issues
What is your plan for the best way to handle money issues for your business? What are five things you think you are doing right in handling your money issues? What are five things you want to improve about your money issues? How were you influenced when you developed your skills to handle money issues? Were you curious to learn or something you struggled to do?

Likert scale: I am organized and confident about handling money issues

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Your Assessment Scores

Assess your level of skill and commitment to your money issues by totaling your score from each story in Parts 1 and 2. What level is your result? Do you agree with your result?

Score total:	6-19	20-29	30-36
Level:	Find help now	Learn more skills	Move to the next level

Fill in the blanks below regarding your business income:

Last year, I earned \$_____.

This amount is: (A) the absolute truth (B) pretty close/in the ball park (C) made it up

To cover business and personal expenses this year, I need to earn a minimum of \$_____ each month.

This amount is: (A) realistic/within grasp (B) possible/not likely (C) get real /no way

As of the most recent end of quarter, I have assets totaling \$_____ (includes property, stocks and bonds/investments, liquid cash, etc.)

Right now, I owe \$_____.

This amount is: (A) a smart investment (B) not bad/could be better (C) keeping me awake at night

Your Assessment Scores

Assess your awareness of your earning, saving, and investing ability. Are you confident? Are you wondering what is missing? Do you need to ask for help?

Your total score from the Likert scale answers in Part 1 and 2: _____

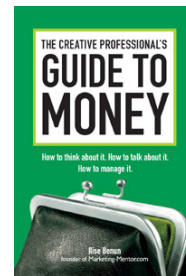
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If your score was below 20 and you answered C to the three income questions, now is the time to get some help. You need to get the foundation of your business in place, do it right, then build from there.

If your score was between 20 and 30 and you answered B to the three income questions you get it but you need to get organized and work more at polishing your skills.

If your score was over 30 and you answered A to the three income questions, you have more potential and possibilities than you know.

This book will give you the help you need.

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