

A Woman's Guide to Financial Planning

Syllabus

Course Description

Real-life stories, examples, and reflections will help you understand the sometimes tricky and always complicated topics of financial planning. You are about to discover the answers to all of your financial questions in a clear and fun way.

We are going to talk about:

- The announcement you will never hear from the U.S. Postal Service.
- Your life expectancy and risk tolerance.
- The differences between a dream and a goal, and reflections on the 1990s.

You are going to see:

- A pyramid that you can invest in, learn what the vast middle is, and figure out why a super highway can help you stick to your financial plan.
- A clock that doesn't tell time, and learn six ways to say, "I love you" as you create your legacy.
- In addition to all of this, we will remember the Ringling Brothers, Barnum & Bailey Circus and why building your team will help you achieve your goals.

Learning Objectives

Students will:

- enjoy the many stories and analogies that will help break away the mystique of money and finances and finally be able to say, "I get it!"
- learn the importance of creating a legacy, determining their goals and recognizing the need for a financial plan
- be able to identify the three key threats to a successful retirement and be able to determine their risk tolerance, while discovering investment truths.
- understand the different asset classes, learn about the Wayshak Pyramid® and the two key questions that all must answer prior to creating a long-term plan.
- have confidence as they hire their management team
- graduate with a clear path forward with confidence, knowledge and understanding

Attendance

This class is a comprehensive class with over three hours of instruction, and an additional two hours of bonus materials. Although taught in a fun and easy to understand format, the instructor recommends studying one class per day, including completing the corresponding Member eWorkbook pages.

Introduction Video

Time: 4:33

Homework Member eWorkbook: Pages 1-8

Part ONE:

The 7 Essential Ingredients for Your Best Financial Recipe

Class 1

A Desire to Leave a Legacy

Time: 34:51

Understanding who you are, and what you made of
When you leave, what are you going to leave behind?
Write Out Your Wishes in Plain English
You Will Never Be 100 Percent Certain
Protect Yourself, Get It in Writing
Probate Does Not Need to Be Feared
Set Up a System of Distribution
Second Marriage
Be Careful if You Overweight One Child Over Another
Your Husband's Authority at Your Death
Location of Your Important Papers
Family Harmony
Your Family's Guiding Light

Homework Member eWorkbook: Pages 9-22

Class 2

Recognizing the Need for a Plan

Time: 16:19

Unique Challenges for Women
Inflation
Real Rates of Return
Case Study, Current CD Rates
Life Expectancy
Plan vs Live

Homework Member eWorkbook: Pages 23-32

Class 3

Evaluating Your Wants, Needs, Goals, and Dreams

Time: 16:39

What Are Your Life Goals?
How Much Emergency Cash Do You Need in Order to Feel Comfortable?
In the Next Four Years or So, what expenses do you know are coming up?
Case Study, Mary
Reflections of the 1990s

Homework Member eWorkbook: Pages 33-40

Guiding Light University

- Class 4 **Courage For the Journey** Time: 24:25
Controlled Risk
Crazy Risk
Risk Tolerance of Your Ingredients
Case Study, Risk Analysis Questionnaire
Time Horizon
Accept Fluctuations and Start Investing Today
Market Timing
Homework Member eWorkbook: Pages 41-51
- Class 5 **Investments** Time: 27:51
Part One: Building the Foundation
Stocks
Bonds
Mutual Funds
Understanding the Five Asset Classes
Homework Member eWorkbook: Pages 52-59
- Class 6 **Investments** Time: 39:02
Part Two: Putting the Ingredients Together
Traditional Investment Pyramid
Wayshak Pyramid®
Vast Middle
Investing Truths
 Discover the 19 Basic Truths
Stock Market Clock
Homework Member eWorkbook: Pages 60-76
- Class 7 **Professional Management Team** Time: 41:43
Looking for the Light
Attorney
Financial Advisor
Making Your Selection
Introduce Each to the Other
Life Boat Drill
Homework Member eWorkbook: Pages 77-90

Class 8 **Estate Documents You Must Have** Time: 24:36
Overview of Why You Should Do Estate Planning
Learn the Six ways to say, "I love you."
The 3 Essential Estate Planning Documents
Last Will and Testament
 Minor Children

Health Care Directive, Advance Directive, Living Will
Durable Power of Attorney

Homework Member eWorkbook: Pages 91-101

Part TWO:
Bonus Tracks

Class 9 **Annuities, The Veil Removed** Time: 13:01
What Are They?
Upside
Downside
Golden Gate Bridge

Homework Member eWorkbook: Pages 102-107

Class 10 **ETHICAL Process** Time: 7:48
Expectation of Income
Tolerance for Risk
Horizon for Time
Income and Capital Gain Tax
Concerns in Life
Attitude Towards communication
Liquidity

Homework Member eWorkbook: Pages 108-113

Class 11 **How Assets Transition to Heirs** Time: 17:10
Ringling Brothers, Barnum & Bailey Circus
 Trapeze performers
Titling
Case Study, Joan
Case Study, Bill and Crystal
Common Mistakes You Need to Avoid

Homework Member eWorkbook: Pages 114-123

Class 11 **Important Insurance Discussion** Time: 31:24

Life Insurance

Term

Cash Value

Group

Case Study, Richard

Long Term Care

Disability

Property and Casualty

Auto

Home

Homework Member eWorkbook: Pages 124-140

Class 12 **Trusts Made Easy** Time: 31:33

Important Definitions

Six Purposes of Trusts

Funding the Trust

Homework Member eWorkbook: Pages 141-152

Class 13 **Understanding Professional Designations** Time: 11:43

In-Depth discussion of the most popular financial planning designations

Homework Member eWorkbook: Pages 153-157

Class 14 **Understanding Your Retirement Accounts** Time: 23:50

Traditional IRA and those you have at work, like the 401(k) and 403(b)

How they work

Roth IRA

How it works

Beneficiary Review

Homework Member eWorkbook: Pages 158-169

Conclusion Video Time: 5:07