

The impossible sometimes happens; the inevitable sometimes does not.

What is the relationship between the use of your money and the achievement of your personal goals?

Predicting rain doesn't count; building arks does.

We ought to begin with the risks we can bear and back into what we can afford to spend.

Our lives should follow our wallets without mortgaging the future.

No plan survives contact with the enemy. And in the words of the comic strip character, Pogo, the enemy is us.

Being smart does not immunize one from "herding" behavior.

Goals are the reason we invest.

If you don't know who you are, the stock market is an expensive place to find out.

S**t happens. Make sure you have a shovel handy.

Many people struggle to acquire more and more material possessions, with an ever increasing sense of hopelessness and financial despair.

You were not born to shop.

Money is a tool meant to help transform your life in more meaningful ways. As a tool, it will facilitate the path of true fulfillment that comes from living your life intentionally and with purpose.

Money is both spiritual and material, creative and destructive, loving and cruel.

Money can help us to fulfill our greatest dreams or it can lead us to be defeated by our worst nightmares.

The whole premise of money is emotionally based in essence. Removing emotion from investment decision making simply isn't possible.

There is no word in the English language that describes the relationship between human beings and money.

Money is value laden.

A purpose of financial planning is to confront one's personal relationship with money and the fearsome forces that it generates.

Man must choose whether to be rich in things or in the freedom to use them.

When it comes to money, most people lead imagined as opposed to real lives.

Three rules of financial planning: Save more, spend less, and don't do anything stupid.

Money plays far too great a role in our lives for us to remain unconscious of what it means to us as individuals.

Several years from now, what does your life have to look like in order for you to feel a sense of well-being, that you're making progress, and that you have the freedom to live life the way you want?

The real journey is not about money; it is about you.

What is the difference between the weather and financial security? You can do something about one of them.

Genuine financial planning changes lives.

People seem to be stuck in a world where they want financial planning advice, yet what they buy is primarily investment advice.

There is more to financial planning than investment advice.

We need to keep focused on what matters most in our lives. At the end of the day, market volatility seems so insignificant when we are forced to face life's largest hurdles.

The growth of your net worth is much more valuable than the performance of a single investment.

Disagreements over money contribute to relationship dissatisfaction and conflict in marriage. But these arguments are less related to the amount of family income and more related to conflict about how decisions regarding the allocation of that family income are made.

Financial planning is a fluid process that requires continual change and review through the journey toward the client's goals.

A financial plan serves as a guide to a path with frequent detours along the way.

A financial plan is only the initial attempt at aligning your goals and objectives with the resources that exist in your life.

Financial planning is so much more than investment or wealth management.

Keep your eyes focused on your goals and away from the minutia.

Stay focused on the big prize – the successful achievement of your life's goals and objectives.

The achievement of long term financial security requires an aptitude for both saving and investing, but few people have they attributes or seek professional help in acquiring them.

Genuine financial planning will deliver peace of mind.

A financial planner is like the heart of the human body.

If we lived our lives in a vacuum, every analysis and projection would have a high probability of coming true. Fortunately, life happens. That's what makes financial planning so vibrant and interesting.

A financial planner is the leader you are seeking in your journey for financial peace of mind.

The financial planning process brings clarity to your life, and a perspective on how you can achieve your goals.

Create an accumulation strategy that aligns your assets with your hopes and dreams.

There is a tremendous distinction between FINANCIAL PLANNING and INVESTMENT SERVICES.
(See related essay.)

It's the job of the financial services industry to make and sell; it's the job of the financial planning profession to recommend and counsel. These are very different missions.

A financial planner deals with the essence of somebody's ability to live her life comfortably and completely for the duration of her life. What a huge and awesome responsibility!

A man is not a plan (See related essay.)

No one can predict the future, but everyone can prepare for uncertainty.

Financial planning looks at the last page of the book first.

Are you using your money in a way that is improving your life?

Your job is to keep yourself going; a financial planner's job is to keep your money going.

A rising tide lifts all boats. It's not until the tide goes out that you realize who's swimming naked.

Don't measure long distances with a ruler.

Some people can do financial planning on their own. And some people can fly a 747 as long as they have internet access so that they can get information on how to fly the plane, right?

The value of information is rapidly approaching zero. The value of wisdom is priceless.

No one plans to fail. But many people fail to plan.

Living life on purpose is much less stressful than living life by chance.

Rich people plan for three generations. Poor people plan for Saturday night.

Which of these brings a smile to your face, the things you have bought in your life or the things you have done and the people you have done them with?

Making sure that money in motion stops when it gets to you.

Making sure that money in motion flows to you rather than past you.

For far too many people, their sole purpose in life is to serve as a warning to others.

Good judgment comes from experience; experience comes from bad judgment.

A financial planner's job isn't to make you wealthy; you are already wealthy. His job is to keep you from getting poor.

A financial planner doesn't have a "get rich" process. She has a "don't get poor" process.

One moment of patience may ward off great disaster. One moment of impatience may ruin a whole life.

It's not how many birdies you make; it's how many bogeys you avoid.

The future isn't what it used to be.

Money brings opportunities and challenges; planning brings clarity and confidence.

If your financial advisor didn't give you a plan, she's not a financial planner.

Whose financial security are you working for, yours or your advisor's?

Financial planners improve the lives of those they serve.

Financial planning adds clarity to one's life.

Retirement is a process, not an event.

Do you practice consumption smoothing?

Sometimes income and expenses don't flow in the same rhythm.

Which do you have, a plan or a hope?

Investing is buying money for future delivery.

Are you prepared for the certainty of uncertainty?

We can't always control events. But we can control our response to events.

A vision without a plan is a day dream.

Which do you prefer, financial certainty or financial uncertainty?

Researchers have proven that humans did not evolve to be great long-term investors.

Do you know what you don't know?

Financial Planning –The profession that helps people make good decisions.

Financial Planning – The profession that helps people avoid doing really stupid things.

Are you moving money from good times to bad times? Or from bad times to good times?

Time happens. Do you have a plan for dealing with it?

Are you buying a product or enjoying a service?

You can plan for yourself, or you can let others plan for you. It's one or the other.

If you don't have an estate plan, the state will be happy to provide you with one. But you might not like it. Ask Prince how his lack of an estate plan is working out. Or Chris Benoit. Or Steve McNair

Are you paying for good advice? Or for good-sounding advice?

A good plan plans for the derailment of the plan.

The person who starts out simply with the idea of getting rich won't succeed; you must have a larger ambition.

The first step to reprogramming our brains is to get in touch with the values we would like our financial decisions to reflect.

When we make decisions that are disconnected from our values, we usually come to regret them.

Money can buy happiness if we use it to help us be the person we are meant to be.

A financial planner will help you stop giving your money away.

Would you like to know if/when/how you can retire?

What does "retirement" mean to you? Don't worry about what it means to other people.

Financial security does not come from having money; it comes from making wise decisions.

Retiree nest eggs come in only two sizes: More than enough and less than enough.

Many are predicting that the future is coming. Will you be ready for it?

We make money matter when we use it to make our lives matter.

Money can buy happiness if you use it to create positive experiences for yourself and for others.

The purpose of money is to help us accomplish whatever is most important in our lives.

The real purpose of money is to meet our basic personal needs and provide meaningful experiences for ourselves and others

The mind is a battlefield.

The best time to start financial planning is 20 years ago. The second best time is now.

Your values; Your life; Your plan.

Financial planning is for those seeking confidence and clarity in their financial lives.

Money matters only when money helps you live a life that matters.

You need to think about what you want in your life because that is the foundation for making your money matter.

The more all your life choices are in alignment with your values, the more fulfilled you'll feel as a whole.

If he sees you living out of alignment with your values, a true financial planner will call you out on it.

Understanding the big picture of your life creates a context in which you can make better financial decisions.

Reminding yourself of your goals increases the likelihood that you'll make financial decisions in alignment with your goals.

Past performance is a great predictor of future expectations, not future performance.

There are few, if any, values-neutral decisions.

A true financial planner provides little guy service with big guy resources.

A financial planner can do great and wondrous thing for you, but only if you want her to.

Too few people know the difference between investing and speculating?

The future cannot be predicted, but it can be invented.

Success is getting what you want; happiness is wanting what you get.

The first rule of investing is not to lose money; the second rule is not to forget the first rule.

Financial planning is the only profession that can deliver happiness.

A financial planner solves problems no one else can solve.

Financial planning is a philosophy of living.

Don't stay in Hell because you are familiar with the roads.

Financial planning is a flu shot for your financial well-being.

Financial peace of mind doesn't come from dealing with issues as if they are disconnected. The moving parts of one's life must be orchestrated and cared for in a way that takes into consideration the impact on the whole.

The primary focus of wealth management should be on how to fund the vision, not how it competes against benchmarks. Wealth management views money as a means to realizing a vision.

The pessimist complains about the wind; the optimist expects the wind to change; the realist adjusts the sails.

Nobody can go back and start a new beginning, but anyone can start today and make a new ending.

Are you chasing success or happiness?

Financial decisions aren't about getting rich; they are about getting what you want – happiness.

Behavior gap is the gap between investor returns and investment returns. (For more on this, buy Carl Richards' book "Behavior Gap.")

You would never spend time researching and debating whether to travel by plane, train, or car until you figured out where you were going.

We don't know what the market is doing; we know only what it has done.

Planning for your financial future is about making trade-offs. It's about dealing with the constant tension between living for today and saving for some future event.

When you meet your future self at age 70, how do you envision the conversation will go?

The odds of achieving financial success are much higher if we simply work, save, and build an investment portfolio based on reality.

Sometimes folly is rewarded and good sense and prudence are punished – at least in the short run. Investment advice should not be judged by its outcome but by the validity of the principle it's based upon.

Personal finance is more personal than finance.

A good plan will be unique to your situation. What is right for your situation may be a disaster for your neighbor.

Our task is getting to know ourselves and our goals, making choices aligned with those goals, and adapting to the surprises that are bound to come along.

The purpose of focusing on financial security is to make us and the people we love happy.

We have to decide what will make us happy and then make financial decisions that support those goals.

Financial decisions are almost always life decisions. Before you decide on your financial goals, you need to choose your life goals.

Find out who you are and what you want. Then you can stop wasting your life energy and your money on stuff that doesn't matter to you and start making financial decisions that will get you to your true goals.

Focus on and address tasks that are important before they become urgent. By the time they become urgent, it might be too late.

Focus on your goals, build a plan that has the best shot of getting you there, and then turn your attention to living now.

Financial plans are worthless; the process of financial planning is priceless.

You plan; God laughs.

The ongoing process of planning – not the plan – will keep you headed toward your goals and out of the behavior gap.

Investing is a tool to protect the money you've earned.

You have no control over what the market does and at least some control over what you do.

It's important to make financial decisions that will free us from anxiety and confusion.

Limit your attention to things that meet two criteria – they matter to you AND you can control them.

Retirement is the most expensive purchase faced by most individuals.

A goal without a plan is just a wish.

Being slow and steady means that you are willing to exchange the opportunity of making a killing for the assurance of never getting killed.

What's more important to you, ROI or ROL (return on investment or return on life)?

The past is the past. What matters now is making the correct decision today.

The great conversations about money are really great conversations about life.

Are you prepared for when time is no longer your friend?

Social Security: Should you focus on the break-even date or on the broke date?

The only thing more expensive than good professional advice is no advice at all. Or bad advice.

Statistically, men are married in retirement and women are single in retirement.

Do you want to retire or retime?

Individuals who cannot master their emotions are ill-suited to profit from the investment process.

You can make money as a bear or as a bull, but not as a pig.

Las Vegas is busy every day. So we know that not everyone is rational.

People who think that they know everything are a great annoyance to those of us who do.

Financial planning helps put a person's financial life together and includes issues like cash flow, income planning, tax planning, investment planning, retirement planning, insurance planning, and estate planning. It isn't just that a person's whole financial life is composed of these parts; the most critical thing is to understand that we must have insight as to how these parts interact with each other to make someone's life more successful and more meaningful.

Retirement is when you can be who you want to be instead of who you were.

Financial planning is about creating an orderly framework for evaluating trade-offs in a world of limited resources – time being first and money being second.

A financial planner improves the lives of those she serves.

A financial planner adds clarity to his clients' lives.

Retirement is a process, not an event.

Clients who focus solely on the numbers drive an obsession that some magical return, account balance, and income stream will improve a client's quality of life.

Courts have linked the fiduciary duty of loyalty to the biblical principle that no person can serve two masters.

A product distributor and a financial life planner are two distinct occupations – not two different business models within one occupation, just as pharmacist and a physician are in the same field but not in the same occupation. Unfortunately, regulators do not maintain a separation between product distribution and advice. As a result, clients don't always know whether they are entering into a counterparty transaction or a professional advisory relationship. (See related essay.)

If financial planning is done correctly, it's practiced the same way medicine is.

If you don't change your direction, you are likely to end up where you are going.

It's far more critical that clients know the consequences of the path they are on than that they know their quarterly or annual portfolio return.

Financial planning forces us to live in the squishy world of irrational feelings, fears, and mistakes that come with being human.

Financial planning is not an event or project; it is a messy and ongoing process.

Consumers are generally unable to distinguish between investment advisors whose primary purpose is to provide investment advice and registered representatives whose advice is considered incidental to the sale of financial products.

The nature of the sales function is fundamentally different than the nature of the advisory function.

“As Seen On TV” is not a good criterion for choosing a financial advisor.

We sell outcomes, not products.

When you enter retirement, there are three important unknowns:

- Investment returns

- Life span

- How much you will spend

It's better to prepare than to repair.

Return On Life Index: Am I getting my money's worth out of life?

What is my money for?

People don't have goals; they have possibilities.

Return on Life (ROL) is getting the best life possible with the money I have.

No one builds a pile of money just to have a pile of money; they want it to pay off in their life.

Traditional retirement is a really bad idea. So we have an entire industry built around helping people fund their way to a really bad idea.

You should always have enough purpose to wake up in the morning and enough money to sleep at night.

Prepare ahead of every major life transition so that you don't get caught by surprise and don't get sabotaged financially.

As people live longer, the economy continues to fluctuate, and healthcare and other costs increase, navigating retirement planning becomes more complex and overwhelming.

Working with a financial planner is like having an experienced guide map out an itinerary for your retirement journey that's tailored to your unique lifestyle, goals, and circumstances.

Your life is made of two dates and a dash. Make the most of the dash.

THE DRAWINGS ARE REPRINTED WITH PERMISSION FROM CARL RICHARDS. CARL IS A WRITER AND LECTURER ON FINANCIAL LIFE PLANNING WHO USED TO LIVE IN PARK CITY, UT. I RECOMMEND HIS BOOKS: "THE BEHAVIOUR GAP" AND "THE ONE-PAGE FINANCIAL PLAN."

Retirement is an unnatural condition. Humans are not designed for lives of leisure. Total ease leads to disease.

Retirement is an illusion because those who can afford the illusion are disillusioned by it, and those who cannot afford the illusion are haunted by it.

Retirement is not a cliff to jump from. It is an uncharted road where you will need to advance carefully and map out what you like and don't like.

Chances are if you attempt full retirement, you won't get it right the first time.

Many people are so occupied with getting out of a career trap that they seem to care little about what happens after they leave their jobs. Despite the fact that they have planned other aspects of their lives, they seem to feel retirement will take care of itself. The opposite is often true.

What difference will all of our financial planning for the future make if we have no idea what kind of life we want to purchase with those finances?

A ticket to ride is nothing without a road map.

Money has no value in and of itself. Money is useful only in terms of what you can do with it.

Mortality rates improve with an older retirement age; every extra year of early retirement reduces life expectancy by two months.

Gray divorce spikes in the 18 months after a husband retires. Said a woman in Texas, "I've got twice the husband, half the space -and he's getting bigger."

Said another woman, "I married him for better or for worse, in sickness and in health, but not for lunch!"

No age is too old to do what you love, especially if you are serving others in the process.

If your work brings value to others and meaning to yourself, don't let society tell you when to walk away from it.

Retirement is no longer an event; it is a segue into an altered definition of life as we know it.

Don't die with your music still in you.

To which group of retirees will you belong?

The "I'm done" crowd.

The "I have to" crowd.

The "I'm inspired" crowd.

Make retirement a midlife crisis that goes horribly right.

Fundamental questions:

1. How are you going to spend your time and how are you going to pay for it?
2. What are you retiring from and what are you retiring to?
3. Will you have enough purpose to get up in the morning and enough money to sleep at night?
4. Are you ready to go from "Who's Who" to "Who's She?"?

What is happiness? Is it having more than you have now? Or is it wanting what you already have?

Money won't make you happy. But neither will poverty.

It's never too late to have a happy childhood. Make retirement a happy childhood – without adult supervision!

You can't impose a retirement age on a heart full of purpose and meaningful engagement.

For you, is retirement an ending point or a launching point?

The true key to happiness is not getting what you want; it's wanting what you get.

Happiness is a state of mind, not a state of material ownership.

The only two things that can make you truly happy in this world are people that love you and being healthy. Money can't buy either one of those.

Living rich is about aligning your life and your money.

Millions feel that life is about little more than getting ahead. Getting ahead of what?

Who and what really makes you happy? Arrange your finances to keep those people and experiences front and center in your life.

Although one's age is a matter of chronology, aging itself is largely a matter of attitude.

