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Smart Women Love Money: 5 Simple, Life-Changing Rules Of Investing



Synopsis

Do you: Feel you're too busy to invest your money? Rely on someone else to deal? Get bored by financial talk? Think that investing is something only men do? Worry you're not smart enough? Think again. Women who have advanced in so many areas still have a blind spot when it comes to managing their own money, even though as many as nine out of ten of them, at some point in their lives, will have to independently manage their finances and those of their family. Whether they're starting a career, home raising children, or heading up a major corporation, women need to know how to invest wisely and make their money work for them. Yet studies show that most women have little or no confidence in their abilities, or even any interest in developing them. Alice Finn plans to change that. In *Smart Women Love Money*, Finn shows you can have it all and pay for it yourself, too--you just have to shake your fears and learn how. Drawing on more than 20 years of experience as a successful wealth management adviser, Finn will show you how to invest in your financial future with 5 simple rules that cut through the unnecessarily complex jargon of Wall Street. You don't need to know how to structure intricate equations - you just need some basic common sense. With *Smart Women Love Money*, you can learn how to talk about and manage your own investing so that you're in better control of your money and future. The 5 life-changing rules will: motivate you to invest, focus you on strategy that really matters, simplify your investing, keep you on track, and ensure your fees are low so you don't lose half your wealth to Wall Street (yes, many people do that and don't even know it's happening). Whether you have \$10, \$10,000, or more, it's time to get smart about your money.

Book Information

Hardcover: 240 pages

Publisher: Regan Arts. (April 11, 2017)

Language: English

ISBN-10: 1682450031

ISBN-13: 978-1682450031

Product Dimensions: 5.5 x 1 x 8.2 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 24 customer reviews

Best Sellers Rank: #212,751 in Books (See Top 100 in Books) #93 in Books > Business & Money > Finance > Wealth Management #224 in Books > Business & Money > Women &

Customer Reviews

"In this essential book, Alice Finn shows that women have the power to rewrite the rules when it comes to managing their money. As a leader in financial planning, Alice knows better than anyone the core tenets of smart investing. *Smart Women Love Money* is a manual for how women can use five simple rules to achieve their financial goals." —Andrea Jung, President and CEO of Grameen America and Former Chairman and CEO, Avon Products

Alice Finn is a wealth management expert. She was featured as "The Giant" by Barron's in its inaugural list of the Top 100 Independent Financial Advisers, and she has appeared as a top financial adviser on CNBC. Alice has also been named repeatedly by Worth Magazine as one of the Top 100 Wealth Advisers in the United States. She is the CEO of PowerHouse Assets LLC, a firm she founded to help women become more engaged in their important financial futures. Prior to that, Finn was cofounder, CEO and Chief Investment Officer of Ballentine, Finn, and Company Inc., ranked #1 Wealth Manager by Bloomberg, where she grew the firm's assets under advisement to \$5 billion. Under her leadership the firm was consistently named by Charles Schwab as among the industry's best-managed firms. Alice Finn, CFP®, has an AB from Harvard, a MALD from The Fletcher School at Tufts and a JD from Harvard Law School.

When I heard about this book, I decided immediately that I needed to buy it. Alice Finn makes the simple and clear point that women can and must take an active role in managing their money. She strips away the idea that investing is too complicated with her 5 simple rules. This book is important and empowering for women of all ages who have shied away taking charge of financial future. It is, as she says, "the new frontier of feminism" and who better to be the role model than a woman who is a recognized leader in the financial planning industry. I highly recommend this book for anyone who wants to invest their money wisely!

Finn's "5 Simple Rules" provide a clear road map for all investors to taking better control of their financial destiny; it's not just for women. Focused on five simple rules, Finn's message is surprisingly sophisticated: (Rule #3) "Implement Using Index Funds" and (Rule #5) "Keep Fees Low" naturally go hand and hand (since one of the inherent benefits of index funds is low fees), but this strategy

requires other intelligent / active decisions to maximize results, such as (Rule #2) "Allocate Your Assets" and (Rule #4) "Rebalance Regularly." That's the genius behind Finn's framework and message: it's a very holistic approach. The book is also written in a clear and refreshing manner which doesn't talk down to its audience, unlike so many articles and books on investment strategy. A must read if you are getting tired of investment managers trying to justify high fees by proclaiming that active management will outperform, despite so many studies that show the opposite.

Good, practical advice! Easy to read--would definitely recommend!

Empowering women to take charge of their investment strategy, is as the book's expert investment strategist, Alice Finn, says "the new frontier of feminism". She makes a clear and compelling case for how women can develop their own financial freedom, in five practical steps! A must read for professional women, mothers and daughters alike!

Alice Finn is an extremely knowledgeable finance professional with more than 20 years of Wealth Management experience who shares her insight in this compelling book. Her book offers accessible advice for the lay person regardless of one's wealth. Finn recommends women take an active role in their financial future and she discusses the strategy and tools to do so. Finn writes about the steps one can take to implement a plan to get their money working for them. This book offers compelling advice for women on how to be in control of one's financial future. A must read for all women!

Alice Finn's book "Smart Women Love Money" is just what women need. Finn is one of the country's top Wealth Managers. She believes more women should get their money working for them, so Finn explains with 5 simple rules how to do that without wasting money on high fees -- the price of the book is worth many times over just for that! Buy this book for yourself and the women in your life so you and they can benefit from the power of investing starting now.

A friend of mine recommended this book, so I bought it. Alice Finn is a compelling author and money manager. She has made me realize that even though I am retirement age it is never too late to take charge of my financial future and invest my money immediately. Ms. Finn's writing and examples clearly explain how to go about investing my money so that it will work for me, vs. leaving it in the bank where I am actually losing money due to inflation. She puts it very succinctly stating

that women should invest and "the sooner the better because money that is not invested has an opportunity cost, and will lead to opportunities lost." If you want to learn and feel empowered to invest in your future, I highly recommend that you buy this book now!

I highly recommend this book for anyone who wants to begin investing or take control of your existing investments--especially if phrases like "asset allocation" and "index funds" sound daunting. Although the book is geared toward women, anyone will benefit from heeding Alice Finn's advice. As a self-employed person in a creative field, my income varies widely from one year to the next. While I've been saving for retirement my entire adult life, I've long felt that I needed to pay closer attention to how and where my money was invested. I just wasn't exactly sure how to do that or what questions to ask. Finn takes the fear away by showing you that it's not as complicated as it seems. In *Smart Women Love Money*, Finn lays out in a clear, easily understandable way five principles for investing. The most important take-aways for me had to do with asset allocation, index funds, and fees. If you're nervous or unsure about investing, you'll be happy to hear that your best bet is to do some thinking up front (asset allocation) and then just let your money work for you. Aside from annual rebalancing and contributions, you don't have to try to game the market or figure out when to buy and sell (Finn, in fact, advises against following the stock market too closely--read the book and you'll understand why.) This book taught me to ask questions I didn't know I needed to ask about my SEP-IRA and showed me how to allocate my assets more wisely. After reading the book, I reached out to Finn through her firm, PowerHouse Assets, and was thrilled when she offered to talk to me at no charge. On the phone, she answered my questions succinctly, compassionately, and thoughtfully. It was clear from our conversation, as well as the book itself, that Finn is in it to help women get smart about their money and be better off in the long run. If you want to make sure your money is working for you, read this book today.

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