

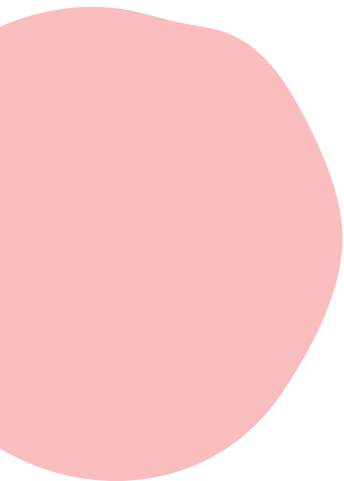


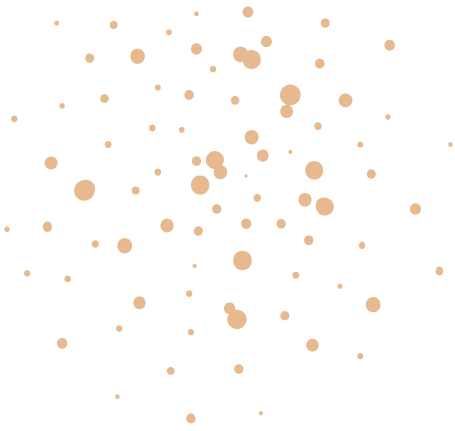
HERVestTM

DESIGNING LIFESTYLE GOALS FOR STRONG WOMEN

JOURNAL

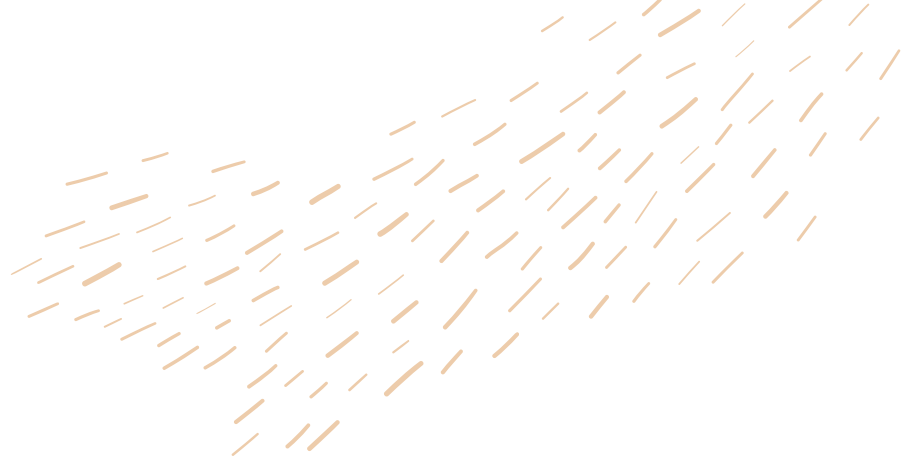






*A ten-day, self-reflective journal to discover the meaning of
HER financial fulfillment.*

Created by Tennille Hicks, founder of HerVest



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Preface

The HerVest Journal is a self-reflective guide written for women to help them uncover financial empowerment and remove limiting beliefs on how they may perceive themselves financially. My name is Tennille Hicks and I am the lead visionary, author, and designer of HerVest – designing financial goals for HER. This journal was created to help women recognize limitations in their financial world, learn how to push past them, and continue toward living a life of financial abundance. This will not be a journal on the “how to” of investing in stocks, bonds, and mutual funds, but a reflection and perspective on what financial freedom means for women and their financial dreams. Many of us may have been given a cluttered vision from experiences in our lives that have left us feeling powerless or with low self-worth when it comes to finances. These experiences also evolve from childhood and how our parents dealt with money, or from a previous personal relationship and how our partner viewed money. Either way, we most likely all have cloudiness when it comes to feeling powerful with money and seeing our self-worth. Whatever it may be, this journal is designed to move you from a cluttered state of mind to a state of focus and clarity on what is important to you.

This journal is for you if you relate to any of the following:

- You fear financial catastrophe. You fear running out of money and being left without anything to call your own and no way to care for yourself.
- You are in an unhealthy relationship because you are afraid you cannot support yourself.
- You have accumulated debt, and you fear that you will never be able to pay it off.
- You are afraid to spend money, and you never feel like you have enough to do things you would really enjoy.

Are you ready to get started? I will be here with you every step of the way.



Women and Power

Today's women control more money than ever before! In fact, women control about 51% of personal wealth in the United States, according to New York Life Investment Management.¹ This number is also expected to continue growing. It sounds like good news, right? Unfortunately, good news can be deceiving.

Many women are not protecting themselves financially. Research continues to show that women are resistant to dealing with money and often leave money decisions up to a spouse even when they are the breadwinner. Whatever the reason, women and men view power over financial situations from different lenses. Losing ourselves in trusting decisions to others and allowing them to control our financial destiny can be troublesome. We often feel powerless in making financial decisions. We are not alone in this. This reflection will walk us through identifying the areas where we may have lost control of our financial destiny.

¹ https://www.wilmingtontrust.com/repositories/wtc_sitecontent/PDF/Women-Investors.pdf



The Right Mindset

Many of our unconscious beliefs such as “I am not good enough,” “I won’t have a chance,” “I am not loveable,” or “this doesn’t apply to me” began in early childhood. These beliefs prevent us from living the financial life we want and deserve. We must start to uncover and get out of our dysfunctional relationship with money and our own personal decisions of how we manage money.

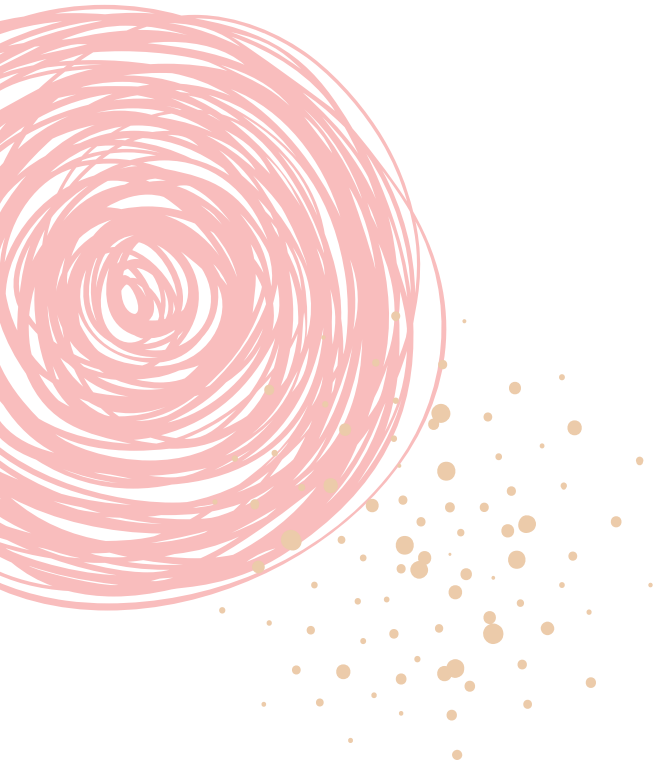
A key component of accomplishing your financial goals is believing you can. Let’s work toward removing any doubt or insecurity you have and make room for positive thinking. While it may seem daunting, you can accomplish whatever you set your mind to, so don’t let fear hold you back.



Creating Your Path

*There is such amazing beauty and heroism in a woman's journey of creating her financial legacy within her life. Unfortunately, financial instructions often focus on what to do with our money, such as **how to** invest in small or large cap funds, **how to** get out of credit card debt, or **how to** know the difference between stocks, bonds, and mutual funds. The list goes on. This method does not always work for a female on her path of financial abundance. You see, the beautiful thing about females is that we often have a financial path dazzling with complexity.*

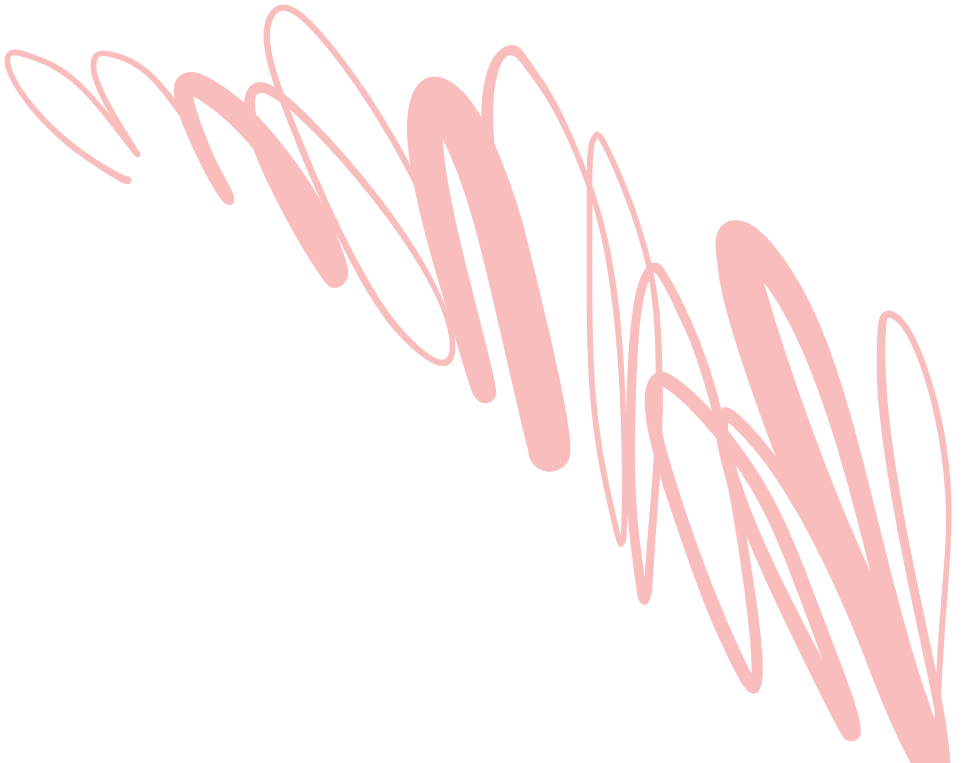
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Decisions, Decisions

Being a woman is not easy. We juggle and carry many roles throughout our life. We are nurturers, breadwinners, stay-at-home moms, caregivers for loved ones, survivors or strugglers with divorces, or even widows. Perhaps we have gone through several or all of these phases.

When it comes to money, we either love it, hate it, or cringe at the thought. All these phases can create beliefs that drive our behaviors of self-worth and our relationship with money. Money has the power to make a situation easier or more difficult. It's important to remember not to react hastily when it comes to matters involving money. Take time to process your options and the potential outcomes and don't be afraid to ask for help.





The More You Know

We often carry misconceptions of how we define net worth and wealth. Our definitions of these two terms can hold us back on our path of feeling good about our retirement journey.

Before you read on, write out your definition of financial freedom and wealth.

Define:

Financial Freedom

Wealth

Most likely in your definitions above, you included something that has to do with monetary means. A feeling of infinite dollar amounts or an abundance of financial means. These words often give us disappointment within ourselves because we are often comparing ourselves to unrealistic expectations. When you think of wealth, do you often think of Oprah Winfrey or Martha Stewart?

Let's explore a new way to view **financial freedom** and **wealth** in a way that is more realistic for our own financial goals.

When it comes to how we internalize wealth, disassociate this with how much you have in your stock portfolio or how much you have saved. Try to envision this as the degree of richness and fulfillment you have in areas of your life, not just your financial portfolio. Do you have healthy relationships and activities you enjoy?

Financial freedom is the feeling of peacefulness and freedom that comes from creating a life that makes you happy. This is a personal feeling. It is not so much about having lots of money, but rather having options and freedom to do what makes you feel fulfilled and whole. Being financially free means you are no longer stuck in old belief systems that keep you struggling to pay bills or get out of debt. Financial freedom means being at peace with the amount of money you have saved.



Embrace Your Emotions

Have you thought about the potential additional expenses you may incur during your retirement or perhaps while assuming care of a loved one? Have you considered the thought of taking on financial responsibilities if you lose a spouse or significant partner? What about possibly going through a divorce and deciding how to divide assets and possessions and having to take on additional expenses alone without the support of another?

Dealing with any of the circumstances listed above can make you feel angry, scared, ashamed, or uncertain. Don't be afraid of these feelings and turn away from them. Embrace them. It's in these moments that we allow greatness to come to us and see through blinders that have been limiting our beliefs. Answers start to come to us when we consider these possibilities and start to explore how we might maintain ourselves financially when we are faced with these struggles.



Reflect: Stop for a moment and reflect on your current fears of money. What potential financial burden could come from your lack of proper planning. This is your place to express your anger, frustration, or fears. You see, as women, we have been nurtured to believe that we should not complain or express ourselves negatively. It's unattractive to be a complainer. I promise that it is not. Friends may tell us they do not like to hear negativity. That is not the case here. I respect and honor your concerns and fears. It is time to get them all out on the table.

Write this now: **My new life of financial freedom and net worth starts here!**

Take Off Your Blinders

We live our lives on automatic and perpetuate the same behaviors day after day. We are comforted by the familiar and often turn a blind eye. What are you avoiding or hiding from? Do you know if your spouse has life insurance and where the documents are? Are you ready to take control of your finances if you lose a spouse?



Reflect: Come face-to-face with the money decisions you have to make in your life. What decisions do you ignore? What are your current beliefs about how you spend money?

Review this list and answer the following statements that apply to your situation.

Do you need to consult anyone about making a big purchase? _____

Does this same person need to consult YOU about making a big purchase? _____

Who controls your bank account? _____

Who pays your household bills? _____

Does anyone besides you have a direct stake in your finances? _____

Does anyone try to control or manipulate you with money? _____

If answer above was yes, how does it feel to have someone else control your finances?

Do you feel safe or out of control? _____

How would it feel to have 100% control of your money? Would you feel elated, lost, scared, etc. or all the above? _____

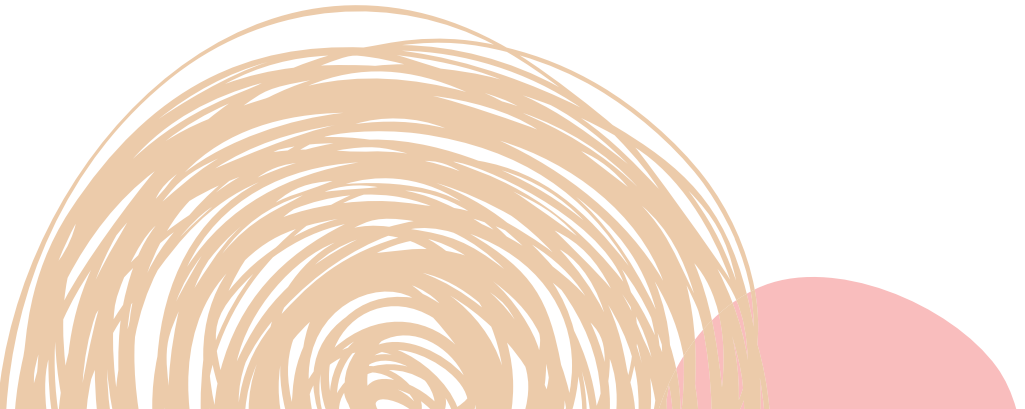
What If?

Imagine waking up in the middle of the night and playing out every possible fear you have about money or trying to brainstorm how to plan your retirement. Typically, the first thing you do when you are in worry mode is go into “what if” statements.

You know these statements.

What if I lose my spouse? What if I lose my job? What if I have to file bankruptcy?
What if the stock market drops? What if I incur costly medical expenses?

What happens after you cycle through these “what if” statements in your brain?
How do you feel? Is there sadness and disappointment?

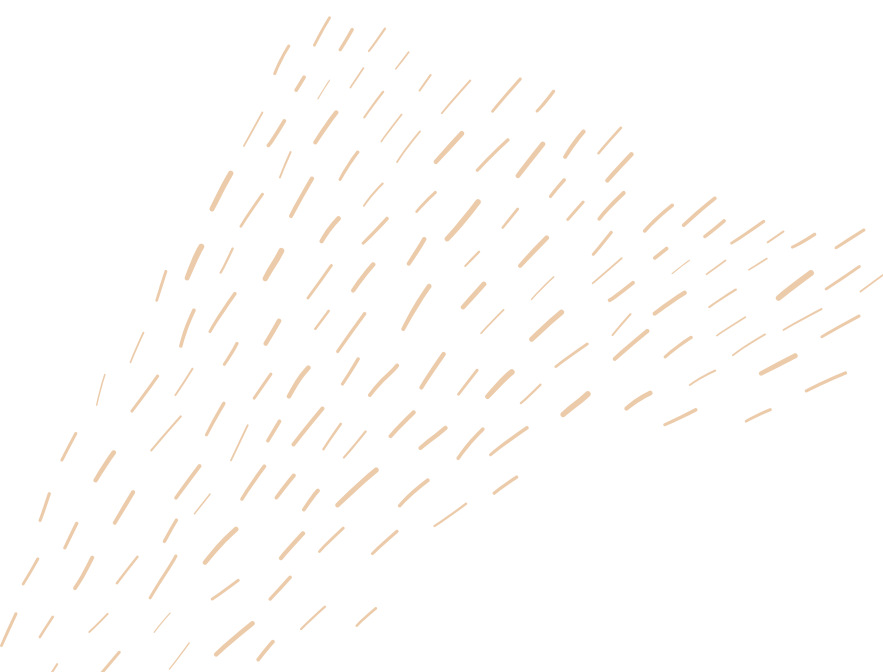




Get Rid of Guilt

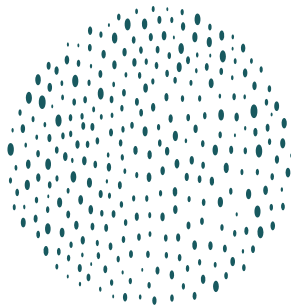
Today is about the guilt we feel. This is a big one for women. Studies show that women are less likely to negotiate a raise or promotion. If we are told that there is no money in the budget or given another reason, we are less likely to push back. Studies also show that women are more likely to neglect their own needs to care for a loved one. We feel guilty if we spend money on ourselves. No one likes a guilty feeling, so we turn a blind eye and neglect our own wants and needs. While it feels good to give, giving and receiving must be kept in a healthy balance so we can take care of ourselves and maintain our own self-worth.

Many of us feel guilty for having more as we feel others will have less. Remember, physicists like Einstein taught us that everything has energy, including money. What this means is the energy of money is always available and never lost; it just changes form. Let go of those guilty feelings you feel toward others who have less. They have a different form of abundance.



It's Your Time

There has never been a better time to be a financially-empowered woman. Women are on the move and expanding their influence on power and self-worth. We are on the cusp of a major power shift of economic control. These qualities are rooted in relationship-building, collaboration, and nurturing. Women are writing new rules of power and transforming historical norms, which is becoming a preferred leadership style, according to Harvard professor David Gergen in his introduction of **Enlightened Power: How Women are Transforming the Practice of Leadership**. As you reflect on your responses throughout this study, decide what phase you are in as it comes to recognizing your financial freedom. Once you recognize your phase, you can start building your net worth and living your life of financial abundance.



Reflect: Below are the phases we travel through to recognize we are living a life of financial freedom. Look over the phases and see where you are on your journey. Once we know where we are, we can start to initiate actionable steps to move us along the pendulum to truly living a life that make us feel abundant and free.

Stages:

Calling – We recognize a need and feel a pull to gain more power and influence over our financial future, yet are still unsure about what to do next.

Clarity – We have clarification on the next steps we need to take to make us feel more financially free.

Action – We have started to take action to become powerful with our financial limitations, block out old beliefs, start a new path of control of how we value and see ourselves, and have a plan that we see as conceivable on our path to financial freedom.

Purpose – You are ready to begin your legacy. You have found an unwavering conviction about your financial legacy and the life you want to create. You have a clear vision of financial freedom and are living your life of abundance.

What stage of living your financial legacy do you feel you have come to?

Which area do you feel you need to work on to gain momentum on your path to financial freedom?

If you are still feeling unsure of your financial future and would like a second opinion on your financial endeavors, schedule a call with HerVest. We are women who have traveled this path to financial freedom and would like an opportunity to see if we can help you uncover your legacy.

About HerVest



At last, a financial service founded for HER wealth planning needs and the purpose of designing lifestyle goals for strong women. The belief behind HerVest is women can create financial meaning within themselves and build a world they can financially thrive in at any stage of their life journey. Within this guided approach, women are given the opportunity to learn and practice financial ideas that are personalized for them.

The founder, Tennille Hicks, is a mother, wife, entrepreneur, and visionary of change. Tennille had a desire to transform traditional financial planning and remove the mechanics and complexities traditionally upheld in the male-dominated profession. At the heart of HerVest is a desire to help women become mindful and comfortable with their finances and design a life of financial purpose.

The HerVest process is designed to encourage women to:

- Let go of their financial blunders to reveal that nothing is beyond correction
- Understand where their attitudes and habits about finances come from and inspire them to become more assertive
- Recognize what motivates them to spend and save money
- Evaluate financial choices and see how they want their financial future to look
- Learn to consider details of their personal situation and how this might affect their financial planning now and in the future.

To speak with a female financial professional from HerVest, please call 502-690-5635 or visit us online at www.jhagancapital.com