



GUIDE
**THE 48-HOUR
PERSONAL
FINANCE
MAKEOVER**

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Start Somewhere

Organizing your **personal finances**. There are few tasks **more daunting**, especially if you're currently juggling **personal debt, student loans**, and making ends meet while also **building savings**. (So...most of us.)

Regardless of where you are in your career and life, you're capable of **taking charge of your money**. You can **set goals. Build savings. Plan big trips. Buy a house.**

How? The first step is letting go of your **fear, shame, and doubt**. Step two: **starting somewhere**.

Our favorite financial expert, **Ashley Feinstein** of **The Fiscal Femme** is here to help us **organize our personal finances** in a manageable way. We asked: what if we wanted to **spend one weekend**—and one weekend only—getting our acts together? The result is this **48-hour finance overhaul guide**, which will help you get your accounts sorted, but also **change how you approach and handle money** once and for all.

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ABOUT THE AUTHOR

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She has dedicated her life to transforming the way people feel and think about their money.

30 MINUTES-1 HOUR

Start with Why

Our financial goals are the motivation for **organizing our financial lives** in the first place. And it's not just the goal that's important, it's **how we'll feel** and **what we'll experience** when we achieve them. Let's kick this off by getting very clear on what we want.

What are your **top three goals**? **Be specific** and include the **amount of money** you need to achieve them. Then, write down what you will **experience** once you reach them.

STEP 1: SET GOALS

Here are a few examples of goals:

Goal 1 Pay off credit card debt **Amount** \$3,720

Experience Freedom from financial stress and the ability to funnel money into other fun stuff.

Goal 2 Save up for a summer vacation **Amount:** \$725

Experience A sense of adventure while exploring a new place. Rest and rejuvenation.

Goal 3 Create a rainy day fund **Amount:** \$5,000

Experience Peace of mind knowing I'm covered in the case of the unexpected. Confidence at work and ability to negotiate knowing I can support my lifestyle in the case of a transition.

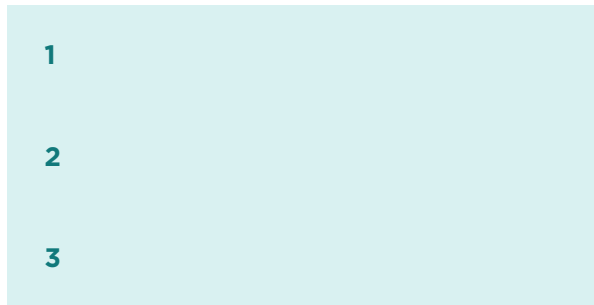
It's your turn to set your financial goals:

GOAL 1	GOAL 2	GOAL 3
AMOUNT	AMOUNT	AMOUNT
EXPERIENCE	EXPERIENCE	EXPERIENCE



STEP 2: ASSEMBLE YOUR ACCOUNTABILITY TEAM

Now you'll want to **share your goals** with your **financial dream team**. These are the people who you love and spend the most time with! When we share what we are out to accomplish we give them **the opportunity to support us!** Who's on your dream team?



STEP 3: COMMIT (BY SHARING YOUR GOALS WITH YOUR TEAM)

As you can imagine, **accountability** is one of most important pieces of the **financial puzzle**. Your dream team will help hold you accountable. Once you've determined who they are, **email, text, or call them**. Explain **what your goal** is, **how much you need** to save, and **what you hope to achieve** (i.e. the goals you laid out in step 1).

If you are looking to take your accountability to the **next level** with a **community of people** out to **improve their financial wellness**, check out the **30 Day Money Cleanse!**



TAKEAWAY

These goals and experiences will be your motivation for taking action in your financial life. Refer to them often!

1-2 HOURS

Put the Personal Back in Personal Finance

Our lives aren't **one-size-fits-all** and neither are our finances. What's important, even a non-negotiable to me, might not even be on your radar. There's **no right or wrong way to spend our money**. It's about **aligning your spending and saving** with what is most important *to you*. Spend some time brainstorming the following:

Imagine you're much, *much* older (let's say AARP discount rates apply). Looking back on your life, what will have made it meaningful? To you, what constitutes a good life?

Think back on the last week. What things or experiences did you spend money on that were in line with what's most important to you?

And vice versa. What are some things or experiences that you spent money on that were not in line with what's most important or weren't worth it?



TAKEAWAY

We get more joy from our spending if we focus on the things that are aligned with our values and let go of the rest! This will also help us reallocate our spending so we reach our goals more quickly!



1-2 HOURS

Create a Powerful Money Mantra

We all say things to ourselves about money, and a lot of the time what we tell ourselves is **pretty darn negative**. Negative thoughts about money are **self-fulfilling prophecies**, so we want to replace any that don't serve us with **powerful mantras**.

First, try to determine **what you tell yourself around money**. Thoughts like: *"I'll never get out of debt?" "Why does everyone seem to have more money than me?" "I'm just terrible with money."*

Write them down so they're out of your head:

What's a new powerful replacement money mantra? For example, *"I have everything I need to deal with my finances in a powerful way."* *"I'm debt free."* *"I'm savvy with money."* *"I have more than enough."*

What are three ways you will you incorporate it into your everyday life?

1

2

3



TAKEAWAY

We take action (or don't take action) as a result of what we are telling ourselves about money. Make it something powerful!

2-4 HOURS

Take Inventory

One of the most often avoided parts of our personal finances is **taking inventory of what we have** and where. But it's impossible to know how we are going to **reach our goals** without **knowing where we stand**. Taking the time to do this will be a huge weight off your shoulders!

What are your assets? Assets are **things we own** like checking and savings accounts, retirement and brokerage accounts, our homes, and our furniture. List out each of your assets and how much each is worth.

Example: *Chase Savings Account \$1,000*

What are your liabilities? Liabilities are **things we owe** including credit card balances, student loans, and our mortgages. List out each of your liabilities and how much you owe for each.

Example: *American Express Credit Card \$500*

Calculate your net worth. Remember, your net worth has nothing to do with your self worth. **Total assets** minus **total liabilities** equals **net worth**:

-=



TAKEAWAY

A very important part of your financial health (and achieving your goals) is knowing what you have and where.

3-4 HOURS

Simplify and Declutter

Here's where you'll turn into the **Marie Kondo of finance**. Take a look at your **inventory** and see where you can **eliminate certain accounts**. Do you have multiple 401(k)s you've been meaning to roll over? How about checking accounts at multiple banks for no reason?

STEP 1: WRITE DOWN PLACES YOU CAN IMPROVE

How can you simplify your financial footprint?

Thinking back to the values exercise and what's important, look through your most recent bank and credit card statements. Any non-useful charges that you can let go of? Any charges that don't spark joy? This is where we get to declutter our spending!

STEP 2: TAKE ACTION

Set aside time to **head to the bank** and/or **call financial institutions** to start simplifying the areas you outlined above. It might mean **closing accounts** or **transferring banks**. Spending a Saturday doing this is a great way to **tackle it all at once**—you'll be done before you know it!



TAKEAWAY

Simplify wherever possible. This makes everything easier!

LET'S GET FABULOUSLY FRUGAL.

I coined the term *fabulously frugal* because I found that we often think of our lives as either fabulous or frugal, not both. With clarity around what's important to us and some creativity, I believe we can have both in every area of our lives—from what we eat to our physical fitness.

30 MINUTES OR LESS

Pay Yourself

The way we typically view saving is pretty ironic. We **earn money**, live our lives, and **pay our bills** and **then we wait** to see if there is any money left over to go toward savings. The funny thing (or not so funny thing) is that when we do it this way, **there will never be any money left** over to save.

We have to **flip the equation** and **pay ourselves first**. When we do this we end up saving just like we always end up paying all of our bills. We make paying ourselves and saving a priority. You can become a saver right here, right now.

STEP 1: START SMALL, BUT START NOW

How much will you pay yourself?
It could be as little as \$5 per week.

STEP 2: PLAN SOME WAYS TO MAKE MORE ROOM FOR SAVING

What changes in your life will you make to create room for that saving?

What account will you use for your savings? Bonus points if it earns some interest!

Now **set it up to transfer automatically** and voilà, you're a saver!



TAKEAWAY

Make the decision to become someone who saves by paying yourself first.



30 MINUTES-1 HOUR

Make Your Money Work for You

Again, we want to make our financial lives **as easy as possible**. Who says this financial wellness thing has to be hard? **Create a system** and **automate wherever possible**. It takes tasks off your plate, and you can also rest assured that what you plan to do will actually happen!

Where can you set up automatic bill payments?

How can you automate your retirement and brokerage accounts?



TAKEAWAY

Automate your financial life wherever possible. It not only makes our lives easier, but insures that what we plan to do will actually happen.

20-30 MINUTES, EVERY OTHER WEEK

Throw Money Parties

Now that your financial life is set up and ready to go, we want to **create time to check in** and handle any new financial to-dos that come up going forward. We can also use this time to **check in on the progress we've made** toward our goals. I call these **money parties** for a reason, we want to make them fun!

When will you have your money parties? Choose an exact day and time each week. I recommend having them every other week.

Set up a recurring calendar reminder for your money party. With a running agenda attached. What will you cover? Some ideas: check in on your spending for the past two weeks, negotiate fees, or set up a high yield savings account.

How will you make your money parties fun? (Pour yourself a drink or put on music!)

Looking To Take The Extra Step Toward Financial Freedom?

Join my [30 Day Money Cleanse](#)—an online course where you will learn how to put together a financial plan that fits with your lifestyle. Join us to take advantage of the awesome and supportive Money Cleanse community—people just like you that are motivated and ready to tackle their financial goals. Have questions about the Money Cleanse?

-Ashley

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