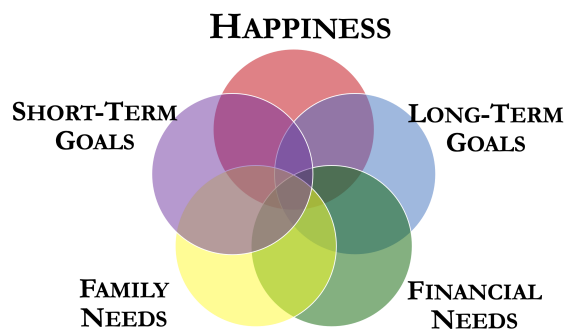


PERSONAL FINANCIAL PLANNING...
FOR MUSICIANS, ARTISTS, WRITERS & ENTREPRENEURS
WORKSHOP #1: FEBRUARY 8, 2023

RESOURCES IF YOU HAVE QUESTIONS OR WANT MORE INFORMATION:

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gradschool@louisiana.edu
<http://business.louisiana.edu/financeispersonal>



TOP 10 GUIDING PRINCIPLES TO OWN YOUR FINANCIAL FUTURE

- (1) Every financial decision you every make has to be about you and your goals. Several times a year, commit to what your personal, career and financial goals are.
- (2) In finance, nothing is free. There are tradeoffs to every decision. Do not expect to ever get free money.
- (3) Finance is the art of balancing short-term and long-term priorities. Be intentional about what your short-term and long-term priorities are and how you pursue them.
- (4) Anytime you borrow and take on debt, have a clear plan for repaying that debt.
- (5) Compound interest can be your best friend if you're investing and earning it. Compound interest can destroy your life if you're borrowing and paying it. Be very careful about letting debt become an anchor on your life.
- (6) Be careful about whom you work with. Nobody alive cares about your goals and your money as much as you do.
- (7) Nothing is more important than your time. Protect it dearly.
- (8) The best financial investment you can ever make is to finish your degree. Until you graduate, that is priority #1.
- (9) Money cannot buy happiness. But it can create options. It's up to you to choose the opportunities that bring you the most happiness.
- (10) Expect to become rich – in time, in friends, in love, and in money. Live your life today to be rich in the future.



1. **Set your goals.** What do you want to achieve in life? What financial goals will make this happen?
2. **Analyze your reality.** What is your situation? What is your income? What are your expenses? When can you achieve your goals?
3. **Create your plan.** Focus on the short-term – the next 3-6 months – and the long-term – the next 1, 2, 5 and 10 years.
4. **Execute your plan.** Work to decrease your expenses. and to pay off debt. Work to increase your income and your savings.
5. **Track your progress.** How are you doing? Are you ahead of your goals? Are you behind your goals?
6. **Adjust your plan** to reflect your progress, your new reality and any new goals.
7. **Repeat. Revise. Enjoy.**

A GOAL WITHOUT A PLAN IS JUST A DREAM. MAKE A PLAN TO ACHIEVE YOUR GOALS.

How Much Will You Have By Saving or Investing Annually for 20 Years?					What is the Full, True Cost of Using a Credit Card						
Savings or Investment Amount per Year					Assume You Pay Off Your Credit Card in: 10 years						
Interest Rate on Savings or Rate of Return on Investments	\$1,000	\$3,000	\$5,000	\$10,000	Annual Interest Rate that the Bank Charges You	Amount You Put on Your Credit Card					
	\$100	\$1,000	\$5,000	\$10,000							
	1%	\$22,019	\$66,057	\$110,095		\$220,190	10%	\$159	\$1,586	\$7,929	\$15,858
	4%	\$29,778	\$89,334	\$148,890		\$297,781	11%	\$165	\$1,653	\$8,265	\$16,530
	5%	\$33,066	\$99,198	\$165,330		\$330,660	12%	\$172	\$1,722	\$8,608	\$17,217
	6%	\$36,786	\$110,357	\$183,928		\$367,856	13%	\$179	\$1,792	\$8,959	\$17,917
	7%	\$40,995	\$122,986	\$204,977		\$409,955	14%	\$186	\$1,863	\$9,316	\$18,632
	8%	\$45,762	\$137,286	\$228,810		\$457,620	15%	\$194	\$1,936	\$9,680	\$19,360
	9%	\$51,160	\$153,480	\$255,801		\$511,601	16%	\$201	\$2,010	\$10,051	\$20,102
	10%	\$57,275	\$171,825	\$286,375		\$572,750	17%	\$209	\$2,086	\$10,428	\$20,856
11%	\$64,205	\$192,608	\$321,014	\$642,028	18%	\$216	\$2,162	\$10,811	\$21,622		
12%	\$72,052	\$216,157	\$360,262	\$720,524	19%	\$224	\$2,240	\$11,200	\$22,401		
15%	\$102,444	\$307,331	\$512,218	\$1,024,436	20%	\$232	\$2,319	\$11,595	\$23,191		

The Moral: See point (5) above. Compound interest (or investment growth) can be the key to creating wealth by earning passive income. However, if you have credit card debt, the bank is the one getting that compound interest – and you are the one paying it. Investing can create wealth, putting impulse purchases on your credit card can destroy your wealth.

10 CHALLENGES & ACTIVITIES FOR YOUR FINANCIAL WELLNESS

- For one month every semester, track every penny that you spend, knowing what you spend and why.
 - Bonus: Keep a “Financial Journal” for each month to really understand your values and behavior.
- Every Sunday, make a plan for the money that you can spend in the coming week. And stick to that plan.
- Whenever you get a paycheck, immediately transfer \$20 into a savings account.
 - Option: If you have credit card debt, use that \$20 to pay down your debt first. Then save.
- Open an investment account (through Robinhood, Fidelity, Schwab or other). Begin investing when you can.
 - Option: Open an Individual Retirement Account as soon as possible. Invest a little when you can.
- Check your credit score. If it's less than 650, make a plan to improve it.
- Go an entire month without going out to eat. Or a week. Or a day. Do what you can to improve your behavior.
- Cancel at least 1 subscription this year.
- Know what you are paying for auto insurance. And then contact 3 companies and ask to pay less. It works.
- Set 5 financial goals for the next 12 months. Then set 5 financial goals for the next 3 years and the next 5 years.
- Create your personal biography. Write the life you want to live. And then make a plan to begin living that life.

Personal Finance is...personal.

**It's about you and not about anyone else.
You have to make it about you and your goals.**

**There is no judgment in personal finance.
There is no ego in personal finance.
There is no shame in personal finance.**

It's about you and not about anyone else.

10 TIPS TO THINK LIKE AN ENTREPRENEUR

- Cash is Queen. Cash drives decisions. Treat your cash flow as if it's precious.
- Save as much as you can. Your cash flow might be unpredictable. You never know how long your cash flow is going to last. Hope for the best and prepared for the worst.
- Separate your personal and business activities. Get business bank accounts and credit cards.
- Track every dollar you spend and every dollar you earn...both for your own goals and for tax planning.
- Set up an Individual Retirement Account as soon as possible. Invest a little when you can – and watch it grow.
- Think about the type of legal entity you run. Sole proprietorships and partnerships are the default – but creating an LLC or corporation might protect you from liability.
- Learn what tax issues are important to you. You have many obligations and responsibilities to pay taxes from your income; but there are also many opportunities to reduce your tax burden as an entrepreneur. Learning a little can save you a lot.
- Be clear about your mission. What are you trying to achieve through your work? Make a plan that clearly communicates your mission to both yourself and to others.
- Develop your team. Who can help you achieve your mission? What advisors can make your life easier?
- Create your personal biography. People want to know who you are and how you can make their life better.

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STUDENT LOANS & FINANCIAL AID – FINANCING YOUR EDUCATION & BEYOND

Financial Aid & Student Loans can be one of the greatest tools to help you invest in your education.

- But never think of that money as “free money.” Always have a plan to repay what you borrow.

There are several different types of student loans. Know the key differences.

- Federal student loans are loans provided by the federal government, to help you invest in yourself as a public good. This means you will probably have a lower interest rate to pay. And most of these are subsidized – that’s good.
- Private student loans are provided by private companies so they can increase profits.

The average student loan borrower graduates with \$30,000 of debt. Current interest rates are about 5% for federal, subsidized loans (and much higher for private loans).

- With a 5% interest rate, if you repay that \$30,000 over 10 years, you will incur \$8,850 of interest charges, making your total repayments equal to \$38,850.
- With a 5% interest rate, if you repay that \$30,000 over 30 years, you will incur \$28,550 of interest charges, making your total repayments equal to \$58,550.
- If you have a private loan with a 10% interest rate and you repay a \$30,000 over 30 years, you will incur \$95,500 of interest charges, making your total repayments equal to \$65,500.

As with most debt, the sooner you repay it the less you will pay in interest. That’s good.

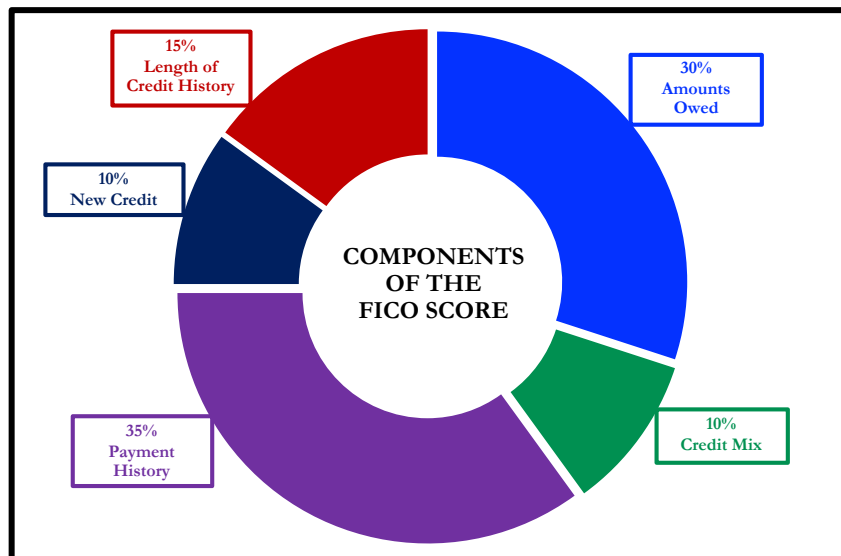
- But student loan debt is one of the better types of debt you can have; it can help your credit score, some of the interest you pay is tax-deductible and there are flexible repayment options.

Federal student loan borrowers have many options as to how to repay their loans.

- Income Contingent and Pay As You Earn repayment plans tie your future payments to your future earnings.
 - If you make regular payments for 25 years, your remaining balance may be forgiven.
- If you choose a career in Public Service or Education, you may be eligible for Public Service Loan Forgiveness; if you make regular payments and stay in a service career for 10 years, your remaining balance may be forgiven.
- For all other borrowers, who do not have income-based plans or public service careers, you will have to repay your debt eventually.

Student Loan debt is one of the best kinds of debt you can have – but it is still debt. Be careful.

- Do not let your dream of a college degree or a better career cloud the fact that borrowing can be very expensive. Do not let student loan debt become an anchor on your future.



Your credit score is – and will be – one of the most important numbers in your financial life. The higher your credit score, the lower your debt payments will be. As a student, your score might be lower than you want it. That will change as you get older, as you get a job and as your financial life becomes more complex and sophisticated.

Until then, focus on making payments on time and keeping your balances as low as possible, check your credit report annually and track your score regularly. And then your creditscore will take care of itself over time.

HOW TO SUCCEED IN COLLEGE: YOUR EDUCATION, YOUR MONEY & YOUR FUTURE

Treat college like a job: Do not treat it like a side-hustle or as something extra

- At work, you know what you have to do to succeed, to get a raise, to avoid getting fired. Identify the same factors that will determine what you need to do to achieve your college goals.

Treat college like the most important thing in your life.

- We know that, in reality, your college work may be the 3rd or 4th priority in your life. But remember that you are being graded and evaluated against thousands of other students who only have one priority.

Time management is often the most difficult aspect of college; create a system to track all of your assignments, to plan ahead, to complete everything on time.

- For most classes, your syllabus will have specific due dates for all major assignments. You should be able to plan out your entire term within the first 1 or 2 weeks.
- Identify the most important dates in each term, then make a plan to get to complete everything

Make sure you complete every single assignment – yes, every single one.

- At the end of the term, when instructors are determining grades, one question they will ask is “did the student do everything in their power?” The answer to this question may determine whether you pass or fail.

Connect with your faculty early in the term: visit office hours, chat before or after class, send an email.

- Some faculty will be robots who do not care about your situation – or the class size or format may make it difficult to do so. But most faculty will be humans who do care about your situation and circumstances.
- It is always better to connect with your faculty before an issue arises than after. Let them help you.

Recognize that you are not alone in this experience.

- Lean on your family and friends to help with both school and non-school issues.
- Connect with other students through clubs, organizations, group projects and other means.
- Many other students will be in a similar situation to you – or have already been through it – and you can learn a lot from them. The University is like a small city, with amazing people and resources – use them all.

Focus on both the forest and the trees. Always keep the big picture in mind and know why you're here.

- Do not let relatively small hurdles and setbacks prevent you from achieving your goals.
- Take care of your personal and mental health first. All other success will follow.

A goal without a plan is just a dream.

Don't wait around for other people to be happy for you. Any happiness you get, You've got to make yourself.
~ Alice Walker, poet & novelist

Wealth is largely the result of habit.

The most difficult thing is the decision to act; the rest is mere tenacity.

It takes as much energy to plan as it does to wish.

You cannot escape the responsibility of tomorrow by avoiding it today.

No one has ever shamed themselves into better mental health.

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CREATING YOUR OWN INVESTING ROADMAP**

Personal Characteristics

Age:

Family – Spouse? Partner? Children? Parents?:

Other:

What are your Top 3 investing goals?

1. _____
2. _____
3. _____

When do you want to begin investing?

- | | |
|--|---|
| <input type="checkbox"/> Immediately | <input type="checkbox"/> Within the next 3 months |
| <input type="checkbox"/> Within the next 12 months | <input type="checkbox"/> Within the next 3 years |

What is your investing timeframe? Select all that apply.

(Your investing timeframe refers to when you will sell your investments to use your cash.)

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 1-3 years |
| <input type="checkbox"/> 3-5 years | <input type="checkbox"/> 5-10 years |
| <input type="checkbox"/> 10-15 years | <input type="checkbox"/> Retirement |

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What is your risk tolerance?

- Very low. I never want to have any investment losses.
- Low. I can have some small, temporary losses if it leads to bigger gains.
- Moderate. I am okay with a mix of different risks in my portfolio.
- High. My goal is long-term capital gains and losses may come with that goal.
- Very high. Life is one big casino and I want my investments to reflect that.

What are your tax preferences or goals?

*(Reminder: Almost all income is taxed in the U.S., so you can only avoid taxes if you avoid income.)
(Another reminder: ordinary income taxes are higher than capital gains taxes for all taxpayers.)*

- I want to avoid ordinary income taxes on my investments.
- I am okay with a balance of ordinary income and capital gains taxes.
- I am okay with ordinary income taxes if it means I have higher income.
- I want to defer all tax payments as long as possible.

What income needs do you have from your investments?

- I rely on my investments to provide some regular income (quarterly or annually).
- I want a balance of regular income and capital gains from my investments.
- I do not want income from my investment. My focus is long-term capital growth.

What liquidity needs do you have from your investments?

(Liquidity refers to how quickly you can turn your investments into cash, without suffering large losses.)

- None. Once I invest, I assume the money is untouchable.
- Some. I do like flexibility, so maybe 20-40% of my portfolio should be liquid.
- Lots. I need at least 50% of my portfolio to be liquid to give me flexibility.

ASSET ALLOCATION

We know that the asset classes or categories you choose are responsible for 90% of portfolio returns, while specific security selection within classes is responsible for 10% of returns.

Which geographic regions do you want to invest in? Select all that apply

- | | |
|--|---|
| <input type="checkbox"/> U.S.A. | <input type="checkbox"/> Other North America |
| <input type="checkbox"/> England | <input type="checkbox"/> Other Europe |
| <input type="checkbox"/> Asia – Large Markets | <input type="checkbox"/> Asia – Smaller Markets |
| <input type="checkbox"/> Africa | <input type="checkbox"/> South America |
| <input type="checkbox"/> Australia & New Zealand | <input type="checkbox"/> Emerging Markets |
| <input type="checkbox"/> Other: _____ | |

Do you want to actively manage your portfolio or do you want to be a passive investor?

- I want to control everything and make every decision myself.
- I want to design my preferences, but I trust others to make my specific investment decisions for me (possibly including robo-advisors)
- I want to turn everything over to an MBA, CFP, CPA, CFA or other professional.
- I want a balance of active and passive involvement. I trust others, but I want to do some of the decision-making and investing myself.

How frequently do you want to review, rebalance or restructure your investment portfolio?

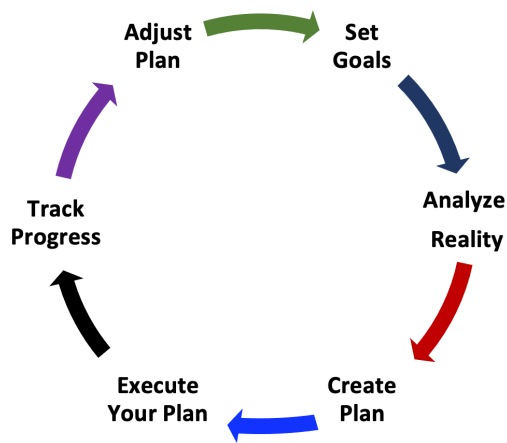
- I am okay reviewing my portfolio every day or every week.
- I think it's most appropriate for me to review my portfolio every 1-2 months.
- I think it's most appropriate for me to review my portfolio every 4-6 months.
- I want to review my portfolio once a year. No more, no less.
- I want to set it and forget it. I want a portfolio that does not need reviewing.

Which asset classes do you want to invest in? Select all that apply?

- | | |
|---|---|
| <input type="checkbox"/> Cash & money market funds | <input type="checkbox"/> Treasury securities |
| <input type="checkbox"/> Corporate bonds | <input type="checkbox"/> International bonds |
| <input type="checkbox"/> Index funds & ETFs | <input type="checkbox"/> Mutual funds |
| <input type="checkbox"/> Large cap stocks | <input type="checkbox"/> Small cap stocks |
| <input type="checkbox"/> Value stocks | <input type="checkbox"/> Growth stocks |
| <input type="checkbox"/> International stocks | <input type="checkbox"/> Real estate funds |
| <input type="checkbox"/> Physical real estate
<i>(other than your primary residence)</i> | <input type="checkbox"/> Shoes, cars & other collectibles |
| <input type="checkbox"/> Cryptocurrency | <input type="checkbox"/> Other: _____ |

Now, for each of the above asset categories that you selected above, indicate approximately what percentage of your investment portfolio you want to invest in each category?

What have we missed? Do you have any unique needs from or are there any special constraints to your investment strategies? Legal issues? Business issues? Estate planning?



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7. **Repeat. Revise. Enjoy.**

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**WHAT ARE YOUR
FINANCIAL &
PERSONAL GOALS FOR
THE NEXT 3-6
MONTHS?**

**WHAT ARE YOUR
FINANCIAL &
PERSONAL GOALS FOR
THE NEXT 1-2
YEARS?**

**WHAT ARE YOUR
FINANCIAL AND
PERSONAL GOALS FOR
THE NEXT 3-5
YEARS?**

TODAY

THE NEXT 6 MONTHS

THE NEXT 12 MONTHS

2 YEARS AFTER GRADUATION

3 YEARS AFTER GRADUATION

**ONCE EVERY SEMESTER:
TRACK EVERY PENNY
THAT YOU SPEND &
TRACK EVERY PENNY
THAT YOU EARN**

**IN THE NEXT 3 MONTHS:
IDENTIFY WAYS TO
DECREASE YOUR
DISCRETIONARY
SPENDING BY 25%**

**IN THE NEXT 6 MONTHS:
MAKE A PLAN TO
MANAGE – AND PAY OFF
– YOUR DEBT**

**IN THE NEXT 6-12
MONTHS:
OPEN MULTIPLE
SAVINGS ACCOUNTS, 1
FOR EACH GOAL**

**IN THE NEXT 12 MONTHS,
OPEN AN IRA OR ROTH IRA**

**WITHIN 2 YEARS OF
GRADUATION:
HAVE AN “EMERGENCY
FUND” ACCOUNT, WITH 3-6
MONTHS OF NON-
DISCRETIONARY EXPENSES**

**WITHIN 3 YEARS OF
GRADUATION:
ELIMINATE ALL OF YOUR BAD
DEBT.**