



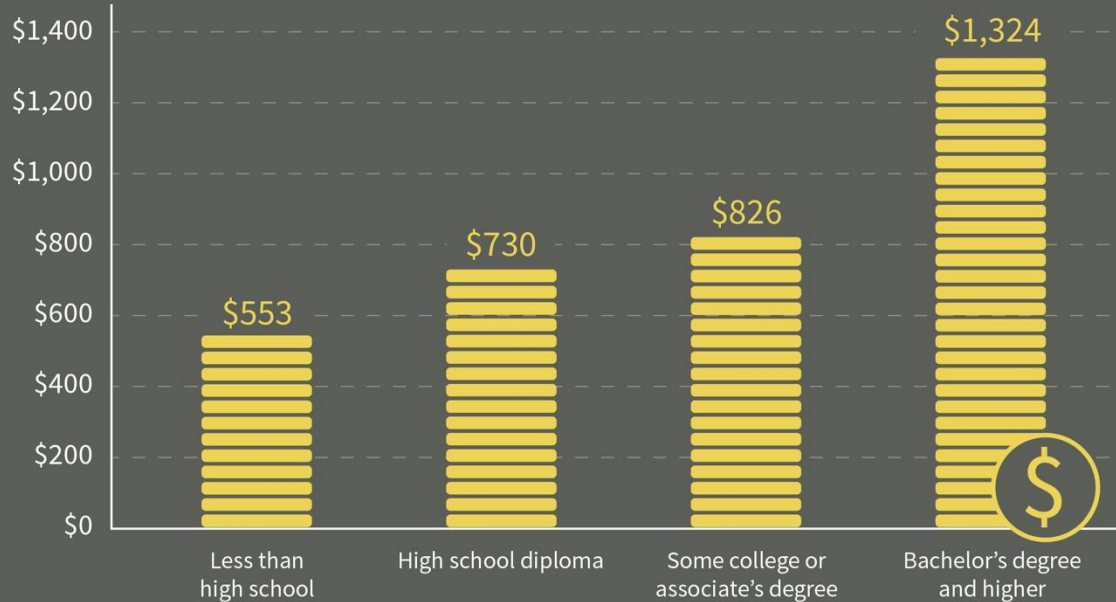
# 7 HABITS OF FINANCIALLY SUCCESSFUL PEOPLE

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## HABIT 1: They invest in themselves

### Cashing in on college

Median weekly earnings by educational attainment in 2018



### Major matters

The top-paying college majors earn **\$3.4 million** more than the lowest-paying majors over a lifetime. You might not be surprised to learn that STEM, business and health majors dominate here.

Source: Georgetown University  
2015 research

## HABIT 1: They invest in themselves ... without taking on a ton of student loans



“The most important criteria when choosing a college is **affordability**.”

– MARK CUBAN  
Self-made billionaire

**\$37,000**

The average student loan debt for 2016 college graduates



**\$382**

Estimated monthly student loan payment\*



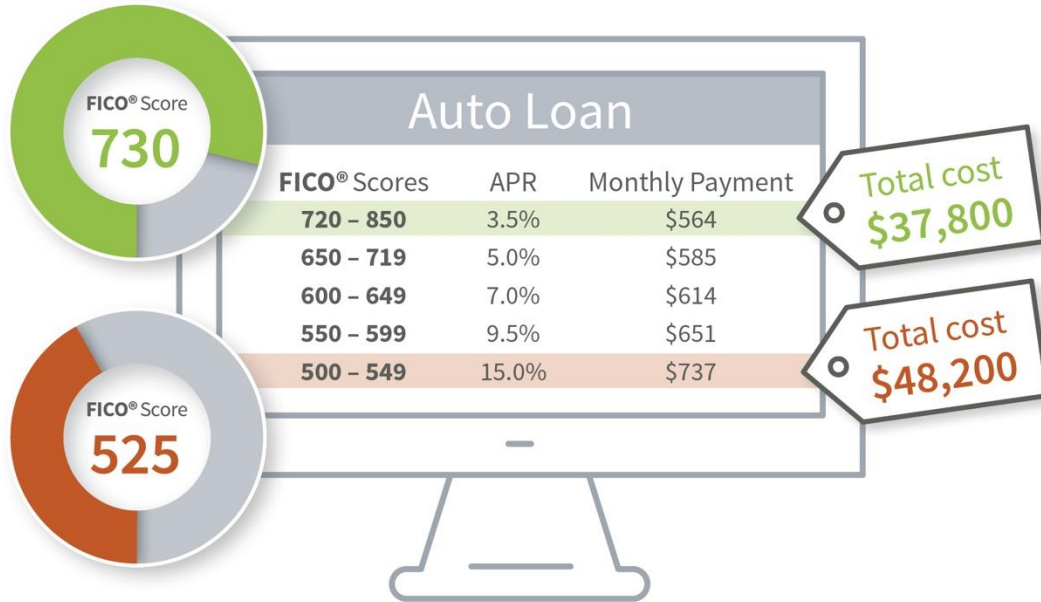
**18.5 years**

Most people need nearly two decades to pay down their student loans.

## HABIT 2: They borrow responsibly

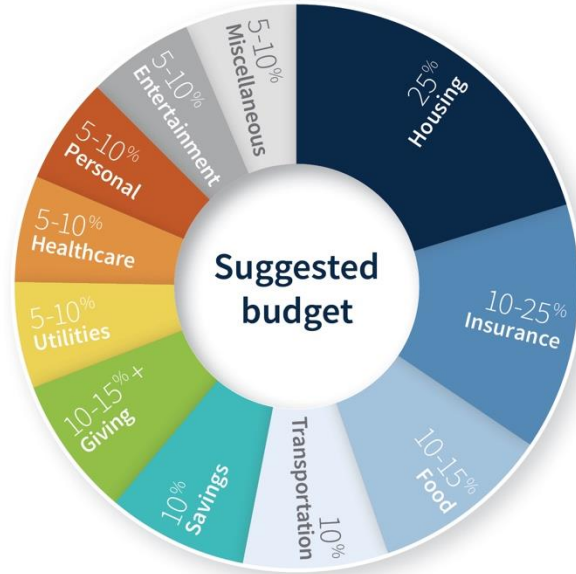


## HABIT 2: They borrow responsibly ... earning a high credit score + low interest rates

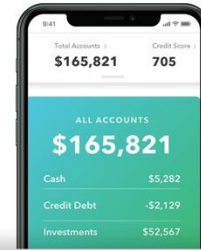


Bad credit means this borrower would pay an **extra \$10,400** for the **same car**.

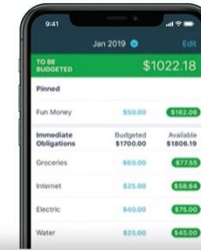
## HABIT 3: They give every dollar a job



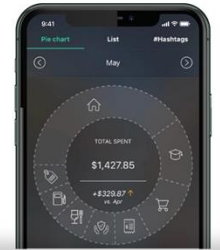
Budgeting apps make it easy



Mint



You Need a Budget



Pocketguard



### **HABIT 3:** They give every dollar a job ... and think long-term



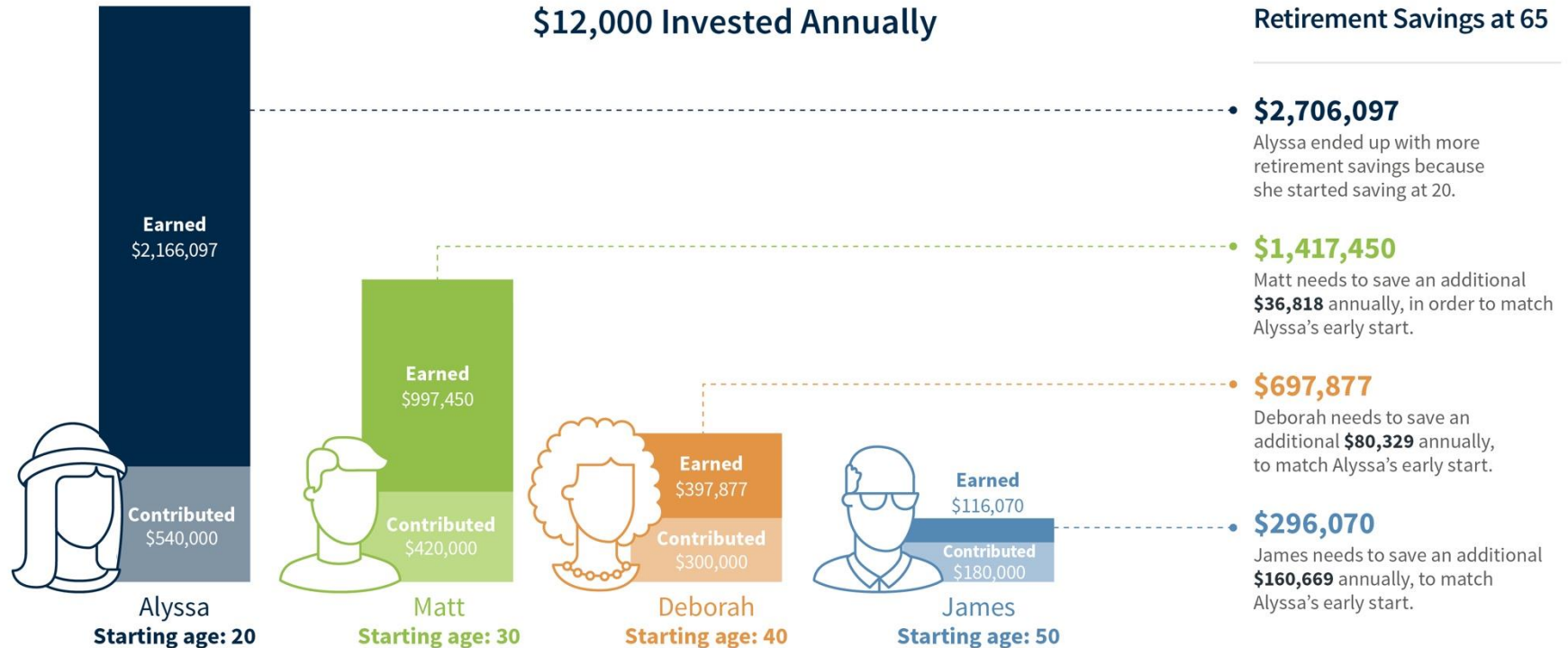
**New mindset**  
Saving \$ = financial independence

**80%**

**of U.S. workers live  
paycheck to paycheck.**

*Dare to be the rich weirdo  
who doesn't.*

## HABIT 4: They start saving for retirement early





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**HABIT 4:** They start saving for retirement early ... knowing the biggest benefit of a 401(k)

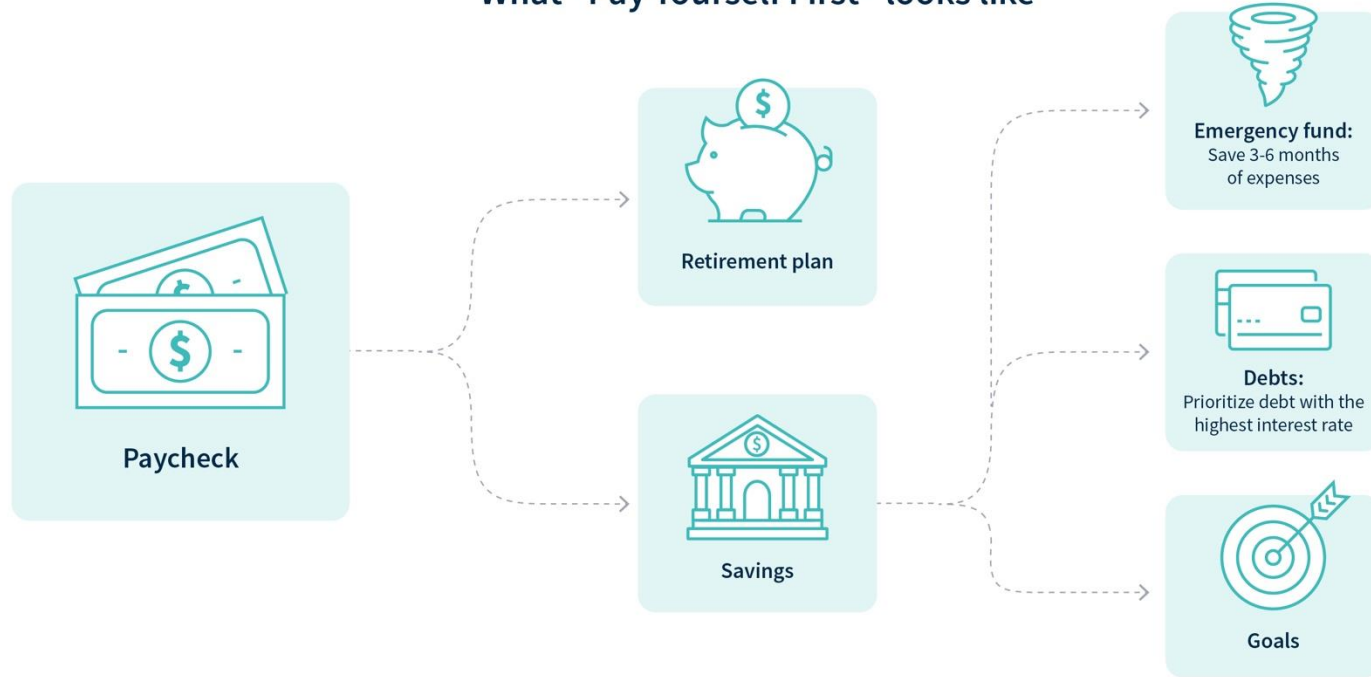
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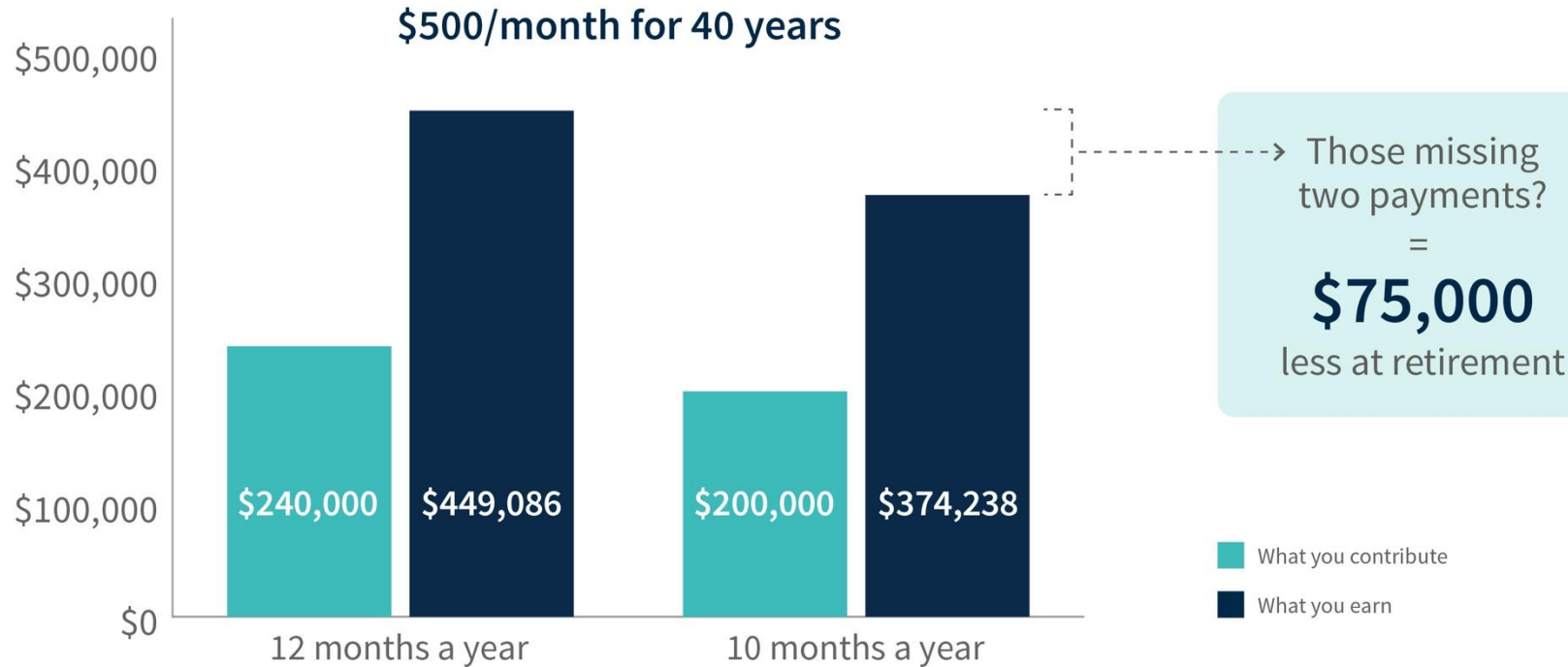
Employer 401(k) match  
=  
**Free money**

## HABIT 5: They automate their savings

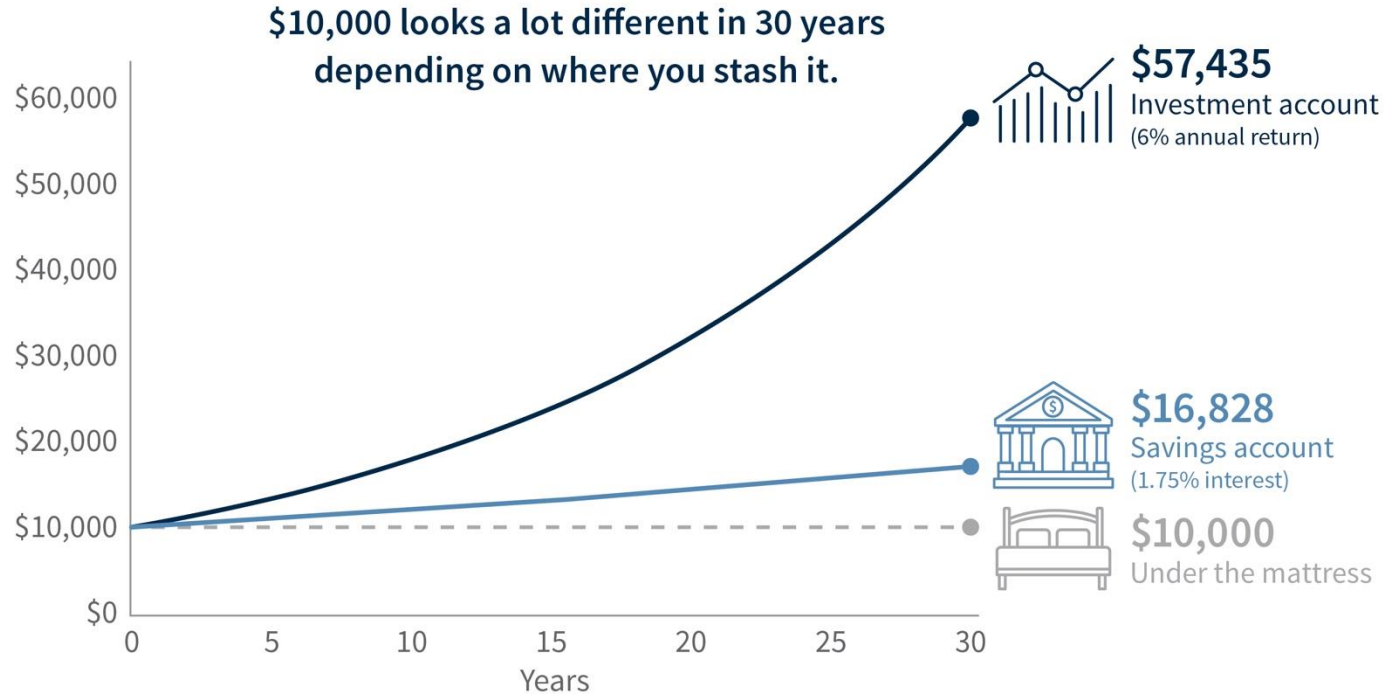
### What “Pay Yourself First” looks like



## HABIT 5: They automate their savings



## HABIT 6: They adopt a growth mindset

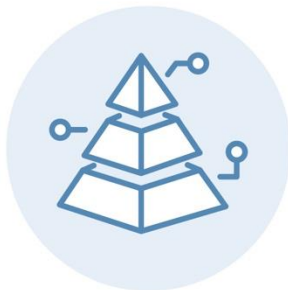


## HABIT 7: They use financial knowledge at their fingertips



### Asset allocation

Your investment mix



### Asset class

A grouping of investments  
with similar characteristics  
*(stocks, bonds, cash equivalents)*



### Diversification

Mixing a variety of  
investments within a  
portfolio to manage risk

## HABIT 7: They use financial knowledge at their fingertips



### Stocks

Buying a share of a company

Dividend

No



### Bonds

An IOU from a company or the government

Interest

Yes

**What it is**

**Return**

**Return Guarantee**



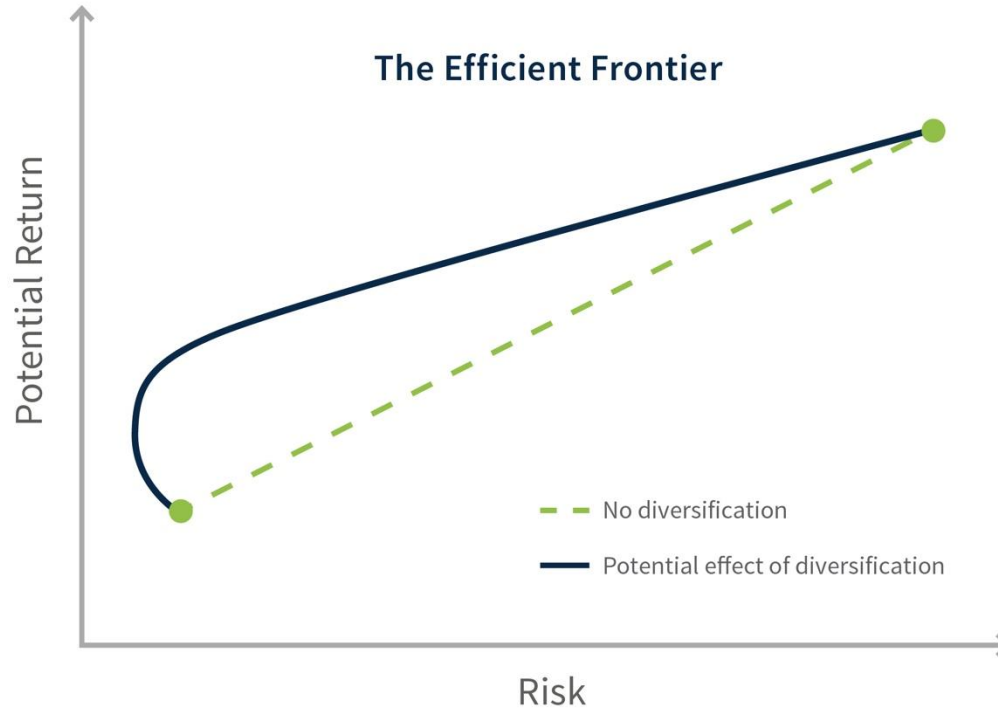
## HABIT 7: They use financial knowledge at their fingertips



\*Stocks include both large and small as a range.

Past performance is no guarantee of future results. Returns are the long-term averages over the last 30 years. Risk is measured by standard deviation over the last 30 years. This measure indicates how severely an investment's value goes up and down over a given period of time. The higher the percentage, the more severely the investment's value may change.

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### Mutual fund

Option that allows investors to pool their money for an experienced fund manager to invest in a diversified way



### Index fund

Fund with holdings that match or track a particular market index, like the S&P 500. Passive investing with typically low fees.



### Target date fund

All-in-one investment that rebalances as you move toward a retirement “target date”

**Where to learn more:** [Investopedia](https://www.investopedia.com), [raymondjames.com](https://www.raymondjames.com)

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Investing involves risk and you may incur a profit or loss regardless of strategy selected, including diversification and asset allocation. Bond prices and yields are subject to change based upon market conditions and availability. If bonds are sold prior to maturity, you may receive more or less than your initial investment. There is an inverse relationship between interest rate movements and fixed income prices. Generally, when interest rates rise, fixed income prices fall and when interest rates fall, fixed income prices rise. Dividends are not guaranteed and must be authorized by the company's board of directors. Investors should carefully consider the investment objectives, risks, charges and expenses of mutual funds. The prospectus contains this and other information about mutual funds. The prospectus is available from our office [or from the fund company] and should be read carefully. The S&P 500 is an unmanaged index of 500 widely held stocks that is generally considered representative of the U.S. stock market. Keep in mind that individuals cannot invest directly in any index, and index performance does not include transaction costs or other fees, which will affect actual investment performance. Every investor's situation is unique and you should consider your investment goals, risk tolerance and time horizon before making any investment. Prior to making an investment decision, please consult with your financial advisor about your individual situation. Securities offered through Raymond James Financial Services, Inc., member FINRA/SIPC. © 2020 Raymond James Financial Services, Inc., member FINRA/SIPC. Investment advisory services offered through Raymond James Financial Services Advisors, Inc. Raymond James® is a registered trademark of Raymond James Financial, Inc. <DBA Name> is not a registered broker/dealer and is independent of Raymond James Financial Services, Inc. 19-BDMKT-3995 ME/KM 3/20