

OLYMPIC SUCCESS IS NOT EASY AND NEITHER IS FINANCIAL FREEDOM

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A common theme that came out of the Games from successful athletes, is they worked and sweated long hard hours to achieve their dream. No, they all didn't have natural ability; Tom Ashley's mother stated on TV that her gold medal winning, windsurfing son did not have the natural ability of some others. Yet he succeeded, leaving the others in the dust, or should I say spray. Tom had a vision of what he wanted to achieve, and set about putting in the sweat and tears to achieve that. Had he not got there, he would still no doubt have been able to transfer that same ethic to other facets of his life and ultimately found success.

So how does this translate to Financial Freedom? First of all we need to understand what Financial Freedom is. Everyone may have different views and the meaning of Financial Freedom can be different for different people. The reality is few people ever achieve it. Why? Possibly because they have never been taught, taken the time to find out, or not believed it is achievable. Financial Freedom has less to do with wealth and more to do with liberty from monetary worries. It can be extended as being in the position to do what you like, when you like without having to worry about the cost or the time.

Why would I as a mortgage and insurance advisor care about people achieving Financial Freedom? After all aren't we really increasing people's debt load and recommending costly insurances? Isn't debt the root of many people's problems? The mismanagement and misunderstanding of debt certainly is. As responsible advisors we will advise people against what often can be the 'path to hell'. Problem is many people place such importance on incomes and material possessions – defining themselves by what they own, not who they are. Debt has become commonplace, accepted, almost a badge of honour. By having the wrong attitude and 'intelligence' regarding money, unhealthy approaches are adopted, often resulting in unhealthy endings.

Champions, as in Olympic medallists, as in business or in our own personal lives are made because:

1. They have a dream, a burning passion about what they want and where they want to go.
2. They put a written plan in place to achieve that dream, knocking off little targets along the way.
3. Nothing gets in the way. Focus is paramount. You don't see a long distance runner stop in the middle of the race to have a chat with a friend or buy an ice-cream, do you? They keep their eye on the end goal and that should be true with our ordinary unathletic lives as well, if we are to achieve a degree of success.

Henry Ford once said "If you think you can do it, or you think you can't, you are right."

Each of us is a successful individual and athlete because we all had to swim faster than the other competing sperm to score the egg. Just some of us relaxed a little once we attained that initial goal and couldn't sustain ourselves for a (life) longer burst.

Check out your finances. Is your mortgage structured to obtain maximum reduction? Do you understand what you have in insurances? Is it enough, or too much? Have you a written plan in place for achieving debt reduction? Are you prepared to go without the big TV, the flash car, or the extended wine cellar to achieve financial freedom? Because that is how Olympic medals are gained, hard work, knowledge building skill and not following the goal-less crowd.

We are always happy to talk with people to help attain more efficient mortgages and insurances, but more importantly put a plan into place. You can do the sweat, blood and tears part though. The best tears are those of victory and beating the demons.

You are successful when you have reached the limit of your potential. Don't let money worries hold you down. Look for people that will help you achieve your aspirations and ditch those that don't care.

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