

Women Wisdom Wealth

“Miss”-Conceptions

That Can Prevent Women
from Experiencing
Financial Success

Women, Wisdom & Wealth is a seminar created by JP Financial Group founder Joyce Palmer. Ms. Palmer is a mom, is active in her community and church, and is passionate about helping women take charge of their financial future.

She began her career with The Hartford insurance where she became a certified property and casualty underwriter (CPCU). After ten years in corporate America, Ms. Palmer knew she wanted more control over her destiny and her time. Entrepreneurship was the obvious solution and she began working towards that goal becoming regional vice president for Primerica, the marketing division for Citigroup. For the past six years she has been an independent agent. With over twenty years of experience in both insurance and financial planning, Joyce Palmer continues to prove her dedication to her community through her seminars and speaking engagements.

Her passion for helping her clients solve problems and for "bringing Wall Street to Main Street" led her to begin speaking publically on topics relating to conservative investment opportunities. The seminar Women, Wisdom & Wealth is an extension of that passion.

The Women, Wealth & Wisdom seminars address 7 "Miss-Conceptions" that prevent or inhibit women from experiencing financial success and peace.

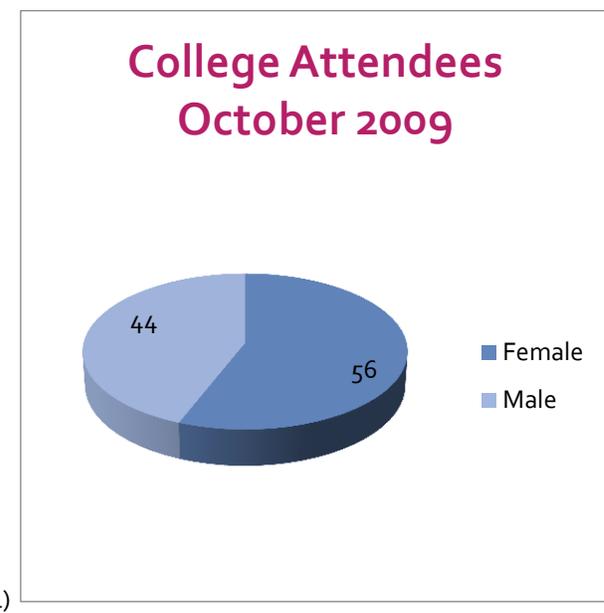
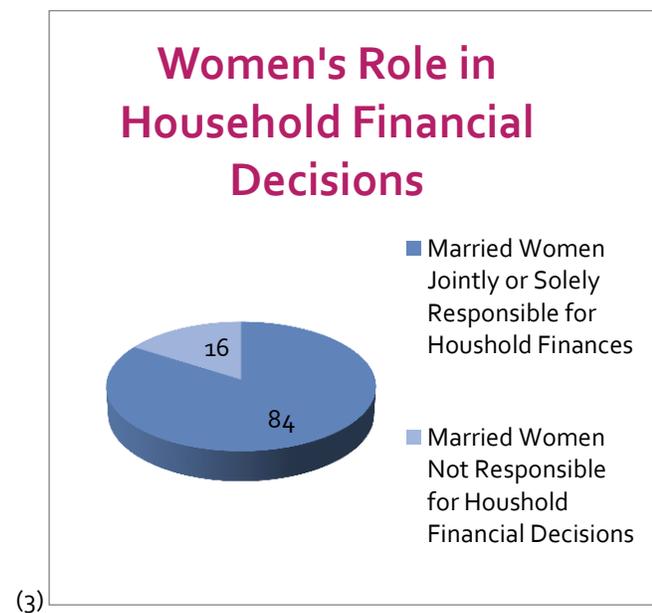
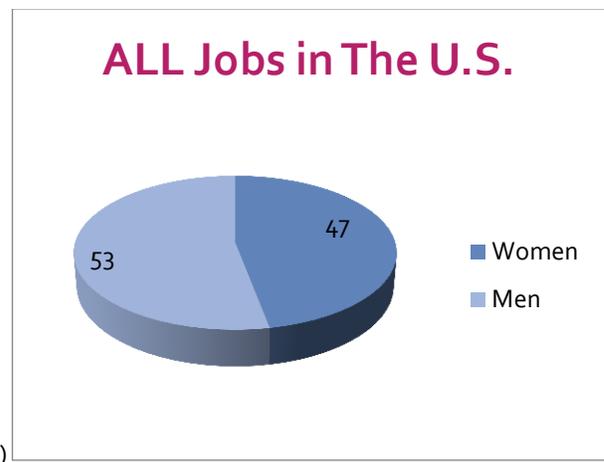
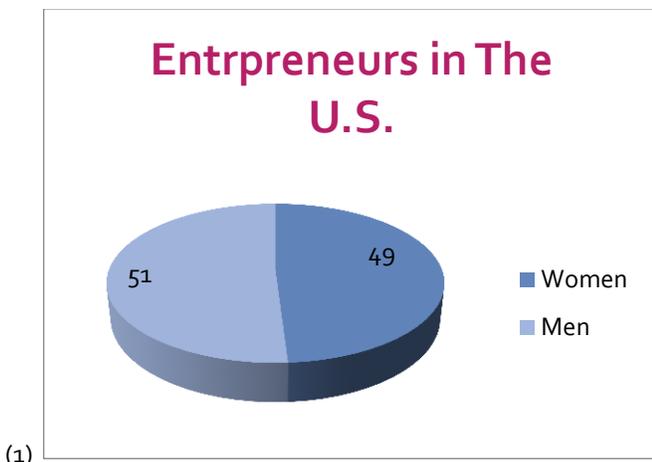
- Miss-informed
- Miss-educated
- Miss-guided
- Miss-advised
- Miss-caregiver
- Miss(ed)-fortune
- Miss-takes

Ms. Palmer guides you through these misconceptions providing ideas, information, and options along the way. The end result is a well-informed individual with the tools to take responsibility for their own financial choices.



Miss-Informed

"This is a man's world" once was the common conception of most decision makers from political and religious leaders to advertising and lending executives but this idea is outdated. The reality now is that women are either solely or jointly responsible for up to 95% of the financial decisions in the U.S. This is not "feminist rhetoric" but instead factual data based on Prudential's research in their study, *Financial Experience & Behaviors Among Women* and other similar studies among reputable financial institutions.



These are just a few of the overwhelming statistics that prove what we know to be true; women are valuable, worthy, and completely capable of caring for all aspects of their lives, including their financial future given the right tools and information.

Miss – Educated

The higher her educational level, the greater the inequality in pay. "Women in professional specialty occupations were found to earn just 72.7% of what men in the same position earned, and women in upper level executive, administrative and managerial occupations earned even less at 72.3%." (2)

Women comprise 46% of the US labor force, but only earn, on average, 77.5 cents per every dollar a man in the same position earns (2)

According to Gallup, women are responsible in the home
Childcare = 54%
Preparing meals = 58%
Household cleaning = 60% (3)

"Work smart not hard"

is sage advice some women missed.

As you can see, working harder does not necessarily equal greater financial reward. However, learning all you can from those who have successfully navigated the path to financial well-being and successful money management can help you to become wise and disciplined. These traits can help you become more fiscally responsible and able to grow wealth.

Miss – Guided & Miss- Advised

Over the years we have received a great deal of guidance and advice.

Some was helpful...

Eat your vegetables; they're good for you...

Think before you speak...

Respect yourself; if you don't no one else will either.

Some was NOT helpful...

Always listen to your elders...

(Not everyone older than you will always be right. Perhaps be respectful of your elders would be more appropriate.)

Hard work equals success...

(As we discovered earlier, hard work does not guarantee success. Work smart, not necessarily hard.)

Mama's always right...

(Mama may be right about many things, but if she isn't wealthy, taking her advice about money would be like learning how to do brain surgery by watching Gray's Anatomy.)

Advice versus Guidance

According to Webster, advice is a recommendation regarding a decision or course of conduct. Advice, on the other hand is the *process* of leading or directing another's way. While one may give good advice, the better course is to have someone responsible, honest, and wise guide you and stand by you as you learn to make financial wealth building and retirement decisions. The process of financial planning involves more than watching the news or reading the financial section of the paper. There is no one perfect formula that fits everyone's needs. Knowledge and experience are key.

Miss - Caregiver

Women are the primary caregivers for their children when they are young and often, for their parents, husband, or others when they are older.

Most women are natural nurturers. Many are groomed by society to be nurturers as well. While this is not a bad thing, it can be a thing that costs women greatly if this groomed or natural tendency toward others is not balanced with common sense and a healthy dose of self-preservation.

One of the healthiest pieces of advice a women can get, in every aspect of her life, is "**Put on your oxygen mask first**". That means that you take care of your: mental, physical, emotional, spiritual, and financial safety first. Then you help someone else. The reason for this is not selfish as some might be tempted to think. This advice is what will keep you alive and well to care for the others around you who did not heed such sage advice.

Miss(ed) - Fortune

Because of woman's natural tendencies toward caregiving, they often enter the workforce later, interrupt their career to raise a family or care for a family member's needs, take a more flexible job so that they can accommodate family needs, or wear themselves out and face their own physical crises.

This coupled with the fact mentioned earlier that women earn less than men overall, and that they live 5-7 years longer than their spouses or male partners often leaves women with missed fortunes.

Miss - Takes

Over the years you no doubt have had many successes. You have likely begun your career or family. You have made good and worthy decisions and contributions to the world in which you live and are overall satisfied with your life. Most women are smart, versatile, and able to survive, if not thrive in whatever situation they find themselves. One of the things that make women so able to survive is that they learn from their mistakes.

What worked 10 years ago to build wealth may or may not necessarily be successful in this financial arena. Buying U.S. Savings bonds was once the safest, most patriotic and most common way to preserve wealth; in today's market, that is not the case. Rolling over your 401k or other retirement product directly into your current plan may not be the best course of action. Not having a plan at all is the worst course of action however.

According to Women and Money magazine, 42% percent of all women lack financial security, three out of five women over 65 cannot afford to cover their basic needs, and while marriage might ease the financial burden, women outlive their partners by 5-7 years and then are left with one income and all the same basic needs as well as any final expenses.

Now is the time for Choices...

Now is the time for Action...

Now is the time to call...



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There will never be a more perfect time than now to gain wisdom and understanding. You are invited to call Joyce Palmer and the JP Financial Group, LLC for upcoming seminars and workshops, or other financial questions and services.

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- (1) **Why Women Make Excellent Entrepreneurs in the Digital Age** Nellie Akalp, Oct 25, 2011
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<http://www.nytimes.com/2012/09/30/opinion/sunday/the-myth-of-male-decline.html?pagewanted=all>
- (2) **10 Surprising Statistics on Women in the Workplace** <http://www.collegetimes.tv/10-surprising-statistics-on-women-in-the-workplace/>
- (3) **Wives Still Do Laundry, Men Do Yard Work** Frank Newport <http://www.gallup.com/poll/106249/wives-still-laundry-men-yard-work.aspx>

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