



...You're using money to buy stuff, not a better life

Kinder has a theory about why no investment guide or financial calculator can help us make peace with our cash. When we're children, he says, we're innocent—blissfully ignorant of money or blindly accepting of what we're told about it. Then we experience pain when we realize that we're all enslaved to money in one way or another. As we grow up, we understand money's power and some nuts-and-bolts facts about how it works, and then we use our knowledge to overcome destructive money beliefs that stem from innocence or pain.

You don't have to be a Zen master to understand yourself. Consider this: When guys make mistakes with money, it's usually because they don't really know how they should be spending it, Kinder says. They're bored, lazy, tired, angry, or frenetic—anything but truly purposeful—and their spending reflects that. Purpose is derived from meaning, so what really matters to you? If you suddenly acquired all the money you needed, what would you do with your life? If you had 5 or 10 years left to live, how would your priorities shift? If you had 24 hours left to live, what would you regret? The answers should give you some idea of how to spend your time—and your money. ...



The Money Habits That Hold You Back

Dig into your psyche to see why you keep making the same financial mistakes—then stop!

BY RICHARD SINE • ILLUSTRATIONS BY MICHAEL BYERS

BUILDING WEALTH IS NEVER SIMPLY ABOUT MAKING THE NUMBERS WORK, JUST AS HEALTH IS never merely an exercise in calorie counting, and love is never a simple mix of pheromones. The truth is that a dollar, like a woman (or a cheeseburger) can really mess with your head. "Money has a multitude of meanings, and we're always in a dialogue with it about what we think we deserve and what we're capable of," says David Krueger, M.D., a former psychiatrist and the author of *The Secret Language of Money*. "The mistake we make is when we try to use money to reach non-financial goals—to regulate our moods, to adjust our self-esteem, or to control people." Read on to find out how to uncover some of the deeply ingrained beliefs that may be limiting your real wealth-building potential. Once you knock those pups down, you'll be on your way to riches. ...

RICH HABITS

We asked advisors how their wealthiest clients got that way

GO SHOPPING—SORT OF

The reason many of us aren't getting rich is that we follow crowd logic, not our own instincts. "People have the opposite psychology when they invest than when they shop for clothes," says David Kudla, CEO of Mainstay Capital Management. "If they see an item at half off and they like it, they buy it. With stocks, people wait until prices are up and everyone feels great." If you like the stock when it's low, go for it.