

A Life with Financial Success

Financial DNA® at the Core

The realisation of your financial potential is achieved by uncovering your financial personality then aligning it to your unique life plan. The starting point is to understand the core of who you are and then using this knowledge to make successful financial decisions.

“Financial DNA® describes the process of uncovering the unique financial personality code found inherently in every person. A person’s financial personality combined with their unique environment will impact every financial, business, work and life decision that a person makes, and the decisions of those with whom they have dealings.”

The heart of the matter is that discovering your financial personality is about “life planning”. This is far deeper than what is commonly termed as “lifestyle financial planning”, as that process only concerns planning for material needs and wants.

Financial DNA® is all about empowering you to realise your inherent financial potential. Ultimately, money is an important part of life and therefore successful financial decisions must be made from the right platform and with the right mind-set. Uncovering your mind-set is foundational to financial success.

Build Your Successful Financial Brand

“Change your thoughts and you can change your world”.

Source - Norman Vincent Peale.

“There is one thing stronger than all the armies in the world, and that is an idea whose time has come.” Source - Victor Hugo.

The key mantras for successful financial decision-making are:

1. Recognise and accept that you have an inherent life plan and this is the “cause” and the foundation of your power.
2. Uncover your unique wiring, including your financial wiring. We each have an inherent financial potential but it is claimed by only a few.
3. Recognise that every decision you make has a financial consequence, either directly or indirectly. Sound long-term planning recognises that all areas need to be balanced – life, family, health, career, investment and business.
4. Develop the right balance in your financial attitude. Do not be defeatist or overly optimistic.
5. Do not be bumped off your life plan by dealing with those who are out of alignment with you and themselves.
6. Do not lose control of your life plan by taking imprudent levels of debt and becoming a slave to it.

7. Building serious wealth is encouraged as long as that process is executed with the right purpose.
8. Making money is a process. There is no magic wand. Build a master plan for your life and finances based on the right foundations.
9. Every decision you make in relation to your finances is an investment. How you invest will determine your results.
10. Fundamental to attracting wealth is to uncover what you are best at and stay connected to the primary source of your gold.
11. Identify those asset classes with which you have the greatest affinity, based on inherent understanding, aptitude, interest and experience.
12. Make the most of opportunities to meet the right people; it is not all about inherent talents. Success is a function of those you have around you.
13. Recognise that your decision-making patterns are a function of your inherent financial personality and the positive and negative influences of your environment.
14. You cannot live and make financial decisions based on perception. To realise your potential you need to shut out the noise and push through barriers.
15. Sometimes you need to have the courage to break negative investment patterns and attitudes. There may be prosperity on the other side.
16. Your attitude to risk with your investment decisions is more about what you do not know and what you cannot control the outcome of.
17. Take personal responsibility to be financially educated to a sufficient level to be able to make discerning decisions.
18. Be a good steward of money and strike the right balance of saving, earning, spending and donating to causes.
19. Money is not the root of evil, the love of it is.
20. Once you have done the hard work to get on the RightPath™, be disciplined and stay on it by continually making the right decisions.

How to Start Uncovering Your Financial Personality

1. The starting point is with “you”. You must take ownership to initiate the process by uncovering your core self and within that, your financial personality.
2. You need to build and develop strong relationships with financial advisors, mentors, business associates and family members whose points of alignment truly match yours.

Coddington can guide you to a life with financial success through your participation in the Financial DNA[®] process. This includes profiling of your financial personality, coaching and setting your financial direction.

Contact: HUGH MASSIE
hmassie@financialdna.biz