

The Shortcut Series: Fun With Finances



Who is Zelladu?

HI THERE! I'M STEPHANIE.

I AM A MASTER OF EXPERIENCE DESIGN.
A STUDENT FOR LIFE. A WORLD TRAVELER.
A LOVER OF PEOPLE. A THROWER OF PARTIES.

I HAVE BOTH SPENT AND SAVED MONEY.

IF YOU WANT TO OWN YOUR PASSION AND BRING
YOUR A GAME, IT IS CRITICAL TO BALANCE
CONTRIBUTION WITH LEARNING. TO KNOW YOUR
STRENGTHS AND TO RESPECT THOSE WHO HAVE
PAVED THE WAY BEFORE YOU.

PERSONAL DEVELOPMENT ALLOWS YOU TO ALIGN
YOUR PROFESSIONAL AMBITIONS TO YOUR
GENUINE SELF AND GIVES YOU THE FOUNDATION
THAT YOU NEED TO CONTRIBUTE AND CREATE A
WELL-ROUNDED LIFE. I AM HERE TO GUIDE YOU IN
YOUR JOURNEY IN BEING YOUR BEST YOU.





SAVING TO SAVE

Only 3%
of children save money
from their allowance.

\$30
the average weekly
allowance in the US

according to a survey published by the American Institute of Certified Public Accountants

THE BANK

SAVING FOR YOURSELF

WHEN IT COMES TO OPENING YOUR BANK ACCOUNT, YOU HAVE A CHOICE. HERE ARE A FEW RECOMMENDATIONS:

CREDIT UNIONS: IF YOUR PARENTS HAVE ONE OR IF YOU WORK FOR A COMPANY WITH ONE, TAKE ADVANTAGE OF OPENING AN ACCOUNT. GREAT VEHICLE AND HOME LOANS, USUALLY HIGH YIELD SAVINGS ACCOUNTS.

DIGITAL BANKING: LOW OPERATIONAL OVERHEAD MAKES THIS OPTION A GREAT WAY TO PAY LESS TO YOUR BANK IN ORDER TO SAVE

** BOTH OF THESE INSTITUTIONS TYPICALLY HAVE RELATIONSHIPS WITH ATMS AND WILL REFUND YOUR TRANSACTION FEES.



HOW IS YOUR BANK WORKING FOR YOU?

INVESTMENTS

SAVING FOR YOURSELF

THERE ARE MANY WAYS TO SAVE MONEY BUT SO OFTEN WE DON'T.

WITH MANY OF US LEANING INTO THE "ENTREPRENEURIAL" WAYS OF LIVING AND THE CURRENT TREND IN MOVING FROM JOB TO JOB WITH MORE FREQUENCY, IT IS IMPORTANT TO THINK ABOUT HOW WE CAN PUT MONEY TO THE SIDE FOR THE DAYS WE ARE READY TO SETTLE DOWN OR ARE IN A BIND AND NEED CASH.

LET'S TAKE A LOOK AT A FEW INVESTMENT BASICS TO SEE WHAT COMBINATION MIGHT BE RIGHT FOR YOU:



INVESTMENTS

SAVING FOR YOURSELF

A SECRET SAVINGS ACCOUNT

BEST USAGE: SAVING FOR TRAVEL, WEDDING, HOME OR CAR PURCHASE (SHORT SPURTS OR GROWTH OVER TIME)

STOCK MARKET/MUTUAL FUNDS/BONDS

401K

BEST USAGE: COMPANY MATCHES, GROWTH OVER TIME

ROTH IRA/IRA

BEST USAGE: PERSONAL INVESTMENTS OVER TIME

MY ROUTE:

ROTH IRA

- HAS ALLOWED ME TO TAKE OUT WHAT I PUT IN WITHOUT PENALTY

- TAX FREE WITHDRAWLS OF EARNINGS AS LONG AS IT HAS BEEN OPEN FOR AT LEAST 5 YEARS



What is the Stock Market?

A STOCK EXCHANGE OR STOCK MARKET IS A PHYSICAL OR DIGITAL PLACE WHERE INVESTORS CAN BUY AND SELL STOCK, OR SHARES, IN PUBLICLY TRADED COMPANIES.

THE PRICE OF EACH SHARE IS DRIVEN BY SUPPLY AND DEMAND. THE MORE PEOPLE WANT TO BUY SHARES, THE HIGHER THE PRICE GOES. LESS DEMAND, AND THE PRICE OF A SHARE DROPS.

STOCK MARKETS NOW EXIST IN MOST COUNTRIES, BUT THE FIRST APPEARED IN 17TH CENTURY AMSTERDAM.



The History of the Stock Market

Late 1400s: Antwerp, or modern day Belgium, becomes the center of international trade. Merchants buy goods anticipating that prices will rise in order to net them a profit.

1611: The first modern stock trading is created in Amsterdam. The Dutch East India Company is the first publicly traded company, sell stocks and bonds, a practice that eventually comes to form the New York Stock Exchange.

Late 1700s: A small group of merchants made the Buttonwood Tree Agreement. The men meet daily to buy and sell stocks and bonds, a practice that eventually comes to form the New York Stock Exchange.

1896: The Dow Jones Industrial Average is created. It initially has 12 components that were mainly industrial companies.

1923: The early version of the S&P 500 is created by Henry Barnum Poor's company, Poor's Publishing. It begins by tracking 90 stocks in 1926.

1929: The U.S. stock market crashes after the decade-long "Roaring 20s," when speculators made leveraged bets on the stock market, inflating prices.

1971: Trading begins on another U.S. stock exchange, the National Association of Securities Dealers Automated Quotations, otherwise known as the NASDAQ.

1987: Corporate buyouts and portfolio insurance helped prices in the market run up until Oct. 19, what becomes known as "Black Monday."

2008: The stock market crashes after the boom and bust of the housing market, along with the proliferation of mortgage-backed securities in the financial sector.

2021: On the road back up or...

[Read The Full Article by SoFi Learn Here](#)

INVESTMENTS

	401(k)	Traditional IRA	Roth IRA
Contribution limit	\$19,500 for 2020 and 2021 (\$26,000 for those age 50 or older)	The combined contribution limit for all of your traditional and Roth IRAs is \$6,000 in 2020 and 2021 (\$7,000 if age 50 or older)	
Key pros	<ul style="list-style-type: none"> Employer match, if offered. High annual contribution limit. Contributions lower taxable income in the year they are made. Eligibility is not limited by income. Funds in a 401(k) may be less expensive than identical fund purchased outside of 401(k). 	<ul style="list-style-type: none"> Large investment selection. If deductible, contributions reduce taxable income in the year they are made. 	<ul style="list-style-type: none"> Large investment selection. Qualified withdrawals in retirement are tax-free. Contributions can be withdrawn at any time. No required minimum distributions in retirement.
Key cons	<ul style="list-style-type: none"> No control over plan and investment costs. Limited investment selection. Distributions in retirement are taxed as ordinary income, unless a Roth 401(k). Required minimum distributions beginning at age 72. 	<ul style="list-style-type: none"> Contribution limits are lower than a 401(k). Deduction phased out at higher incomes if you or your spouse are covered by a workplace retirement account. Distributions in retirement are taxed as ordinary income. Required minimum distributions beginning at age 72. 	<ul style="list-style-type: none"> Contribution limits are lower than a 401(k). No immediate tax benefit for contributing. Ability to contribute is phased out at higher incomes.

	401(k)	Traditional IRA	Roth IRA
Tax treatment of contributions	<ul style="list-style-type: none"> Contributions made with pre-tax dollars, which reduces your taxable income on a dollar-for-dollar basis. Some employers offer a Roth 401(k) option, funded with after-tax dollars. Investments in the account grow tax-deferred. If Roth 401(k), investments grow tax-free. 	<ul style="list-style-type: none"> Contributions are deductible. Higher income combined with participation in a workplace retirement account (for you or your spouse, if married filing jointly) may reduce or eliminate deduction. Investments in the account grow tax-deferred. 	<ul style="list-style-type: none"> Contributions are not deductible. Investments in the account grow tax-free.
Investment options	A pre-selected list of investments, mainly mutual funds. Some plans have a brokerage option with access to investments outside of the plan.	Any investment available through your account provider (stocks, bonds, mutual funds, etc.).	
Taxes on withdrawals in retirement (after age 59 ½)	Distributions are taxed as ordinary income. If Roth 401(k), distributions are tax-free.	Distributions are taxed as ordinary income.	Distributions are tax-free as long as the account has been open for at least five years.
Early withdrawal rules (before age 59 ½)	Unless you meet an exception, early withdrawals of contributions and earnings are taxed and subject to a 10% penalty. See more on 401(k) early withdrawal rules .	Unless you meet an exception, early withdrawals of contributions and earnings are taxed and subject to a 10% penalty. See more on traditional IRA withdrawal rules .	<ul style="list-style-type: none"> Contributions can be withdrawn at any time, tax and penalty free. Unless you meet an exception, early withdrawals of earnings may be subject to a 10% penalty and income taxes. See the Roth IRA early withdrawal rules.

INVESTMENTS

LEVERAGING COMPANY PROGRAMS

IF YOU ARE WORKING FOR A COMPANY, READ THE EMPLOYEE HANDBOOK OR ASK THEM IF THEY HAVE ANY INVESTMENT PROGRAMS AND COMPANY MATCHES:

IF YOUR EMPLOYER OFFERS A 401(K) MATCH:

CONTRIBUTE ENOUGH TO EARN THE FULL MATCH. CHECK YOUR EMPLOYEE BENEFITS HANDBOOK. IF YOU SEE THAT YOUR EMPLOYER MATCHES ANY PORTION OF THE MONEY YOU CONTRIBUTE TO THE COMPANY 401(K) PLAN, DO NOT BYPASS THIS OPPORTUNITY TO COLLECT YOUR FREE MONEY.

IF YOU ARE INVESTED, SOMETIMES THE COMPANY BONUSES INVESTORS AND YOU CAN GAIN EXTRA PROFIT!



SPENDING WITH CREDIT

\$600,000

**the average amount Americans spend
on interest over their lifetime**

Credit Cards

IN AMERICA, CREDIT IS IMPORTANT FOR LARGE FUTURE PURCHASES.

NOT HAVING CREDIT CAN BE JUST AS DIFFICULT AS HAVING BAD CREDIT. THESE SHORTCUTS WILL HELP!

MY FIRST CREDIT CARD EXPERIENCE WAS A NIGHTMARE. I LEARNED QUICKLY THAT IN ORDER FOR CREDIT CARDS TO BE LEVERAGED FOR THE POSITIVE YOU MUST STAY ACTIVELY ENGAGED WITH THEM AND USE THEM FOR THE RIGHT REASONS.

IF YOU LET YOUR DEBT ACCRUE, YOU WILL NOT BE ABLE TO ADVANCE YOUR LARGER CREDIT BASED PURCHASES AND YOU WILL BE PAYING BACK MONEY THAT YOU NEVER SPENT.



Credit Card Basics

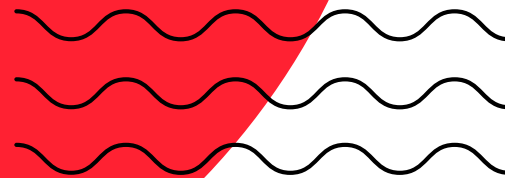
TIP #1: CHOOSE THE RIGHT CARD FOR YOU

TIP #2: IF YOU HAVE A CREDIT CARD, CALL YOUR CREDIT CARD COMPANY AND ASK THEM TO LOWER YOUR INTEREST, ASK FOR A MINIMUM OF SIX MONTHS BUT FIRST WAIT TO SEE WHAT THEY OFFER.

TIP #3: KEEP YOUR BALANCES LOW AND PAY IN FULL AND ON TIME *PAY AT LEAST ONE DAY BEFORE ITS DUE

TIP #4: KEEP ACCOUNTS OPEN AND ACTIVE

TIP #5: DON'T APPLY FOR CREDIT IF YOU DON'T NEED IT



Selecting a Credit Card

WHEN SELECTING A CREDIT CARD:

1. LOOK FOR 0% INTRO APR FOR 12-14 MONTHS (BUT DON'T FORGET TO PAY YOUR CARD OFF COMPLETELY BEFORE IT KICKS IN)
2. KNOW YOUR CREDIT SCORE: THE BETTER YOUR CREDIT SCORE, THE BETTER YOUR APR (11.99% - 23.99%)
3. UNDERSTAND THE ANNUAL FEE AND HOW IT GETS BILLED
4. UNDERSTAND YOUR SIGN UP BONUS, EXPIRATION & BLACK OUT DATES AND HOW IT TRANSLATES TO YOUR LIFESTYLE
5. YOU DON'T GET THE POINTS BY SPENDING, YOU GET THEM WHEN YOU PAY OFF THE CREDIT CARD BILL



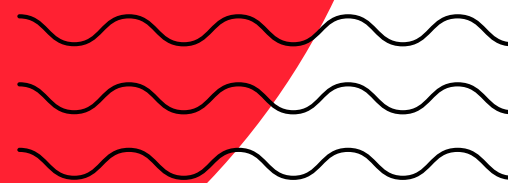
Boost Your Pay Off

DEBT SNOWBALL: YOU FOCUS ON PAYING OFF YOUR SMALLEST DEBT FIRST (WHILE PAYING MINIMUMS ON THE OTHERS), THEN ROLL THE AMOUNT YOU HAD BEEN PAYING ON IT INTO PAYMENTS ON THE NEXT LARGEST.

DEBT AVALANCHE: YOU PAY OFF YOUR DEBT WITH THE HIGHEST INTEREST RATE FIRST (WHILE PAYING MINIMUMS ON THE OTHERS), THEN THE NEXT HIGHEST RATE, AND SO ON. IT MAY SAVE YOU TIME AND MONEY OVER THE COURSE OF YOUR DEBT PAYOFF.

DEBT CONSOLIDATION: COMBINE MULTIPLE OLD DEBTS INTO A SINGLE NEW ONE, IDEALLY AT A LOWER INTEREST RATE, MAKING PAYMENTS MORE MANAGEABLE OR THE PAYOFF PERIOD SHORTER. THERE ARE A FEW WAYS TO CONSOLIDATE DEBT, INCLUDING BALANCE TRANSFER CARDS AND PERSONAL LOANS.

DEBT MANAGEMENT PLAN: IF YOU'RE FACING A MOUNTAIN OF CREDIT CARD DEBT AND NOT MAKING MUCH PROGRESS, A NONPROFIT CREDIT COUNSELING AGENCY CAN SET UP A DEBT MANAGEMENT PLAN TO CUT YOUR INTEREST RATE AND PUT YOU ON A REPAYMENT PLAN.





SAVING TO SPEND

\$2,564

**what the average household devotes
to entertainment each year**

www.valuepenguin.com

Understanding Your Budget

GETTING A HOLD OF YOUR FINANCES IS THE BEST WAY TO CELEBRATE FOOT LOOSE AND FANCY FREE!

IF YOU LIKE TO ENTERTAIN GUESTS, TRAVEL OR LIVE IN EXTRAVAGANT MOMENTS IT IS BEST TO DO SO WITH A BUDGET IN MIND. PLANNING TO SPEND CAN BE SUPER FUN AND KEEP YOU DEBT FREE AND FULL OF GLEE!

ESTABLISHING YOUR FOUNDATION IS THE FIRST STEP!



Estimating

CREATING A PERSONAL BUDGET SHOULD NEVER BE DONE TO CREATE ANXIETY AND WORRY. IT IS A TOOL THAT WILL HELP YOU SET GOALS AND WORK TOWARDS GETTING WHERE YOU WANT TO BE. YOU HAVE TO START SOMEWHERE.

STEP 1: ESTIMATE YOUR MONTHLY SPENDING

STEP 2: ADD IN YOUR TRAVEL AND ENTERTAINMENT GOALS

STEP 3: ELIMINATE EXCESS AND REFINE YOUR GOALS

STEP 4: ALIGN WITH YOUR SPENDING

GET YOUR FREE [ZELLADU MASTERMINDS ESTIMATING TOOL](#) HERE:

Item	Description	Cost	Qunt	Estimated Total
Planning to Travel, Host a Party, Get Married? Start your budget here and start planning monthly.				
SPECIAL EVENTS SPENDING	EVENT 1	Event Date:		6/1/2021
Flights	Las Vegas	\$40.00	2	\$80.00
Hotel	Flamingo	\$50.00	3	\$150.00
Rental Car/Get Around Town	Uber/Lyft To/From Airport + home	\$50.00	1	\$50.00
Gas		\$0.00	1	\$0.00
Food Each Night	and drinks....	\$50.00	3	\$150.00
Spending for you	gambling, new looks, hair cut, nails	\$150.00	1	\$150.00
Spending for gifts	trinkets only	\$25.00	1	\$0.00
Other		\$0.00	1	\$0.00
Subtotal				\$580.00

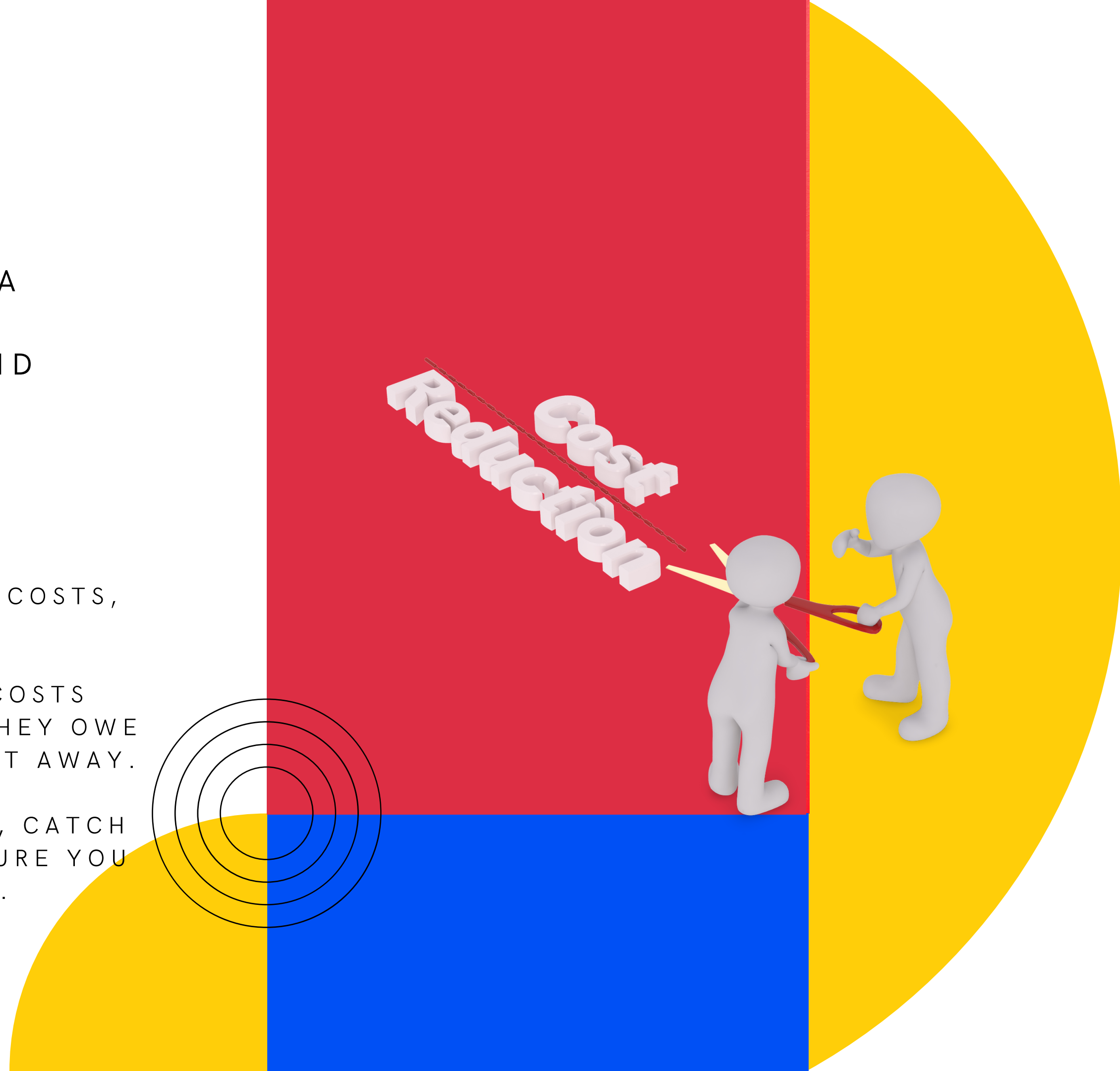
Get Creative!

WITH 2020 BEHIND US WE HAVE A NEW ROAD AHEAD. GETTING CREATIVE WITH YOUR TRAVEL AND ENTERTAINMENT CAN SAVE YOU DOLLARS AND BRING FUN TO THE FOREFRONT.

TRAVEL TIPS:
USE PLATFORMS THAT LET FRIENDS SPLIT COSTS, LIKE UBER AND LYFT

MAKE SURE ALL THE FRIENDS SPLITTING COSTS HAVE VENMO, YOU CAN REQUEST WHAT THEY OWE YOU AND THEY CAN SEND IT TO YOU RIGHT AWAY.

IF FRIENDS ARE GOOD AT WIGGLING OUT, CATCH THEM IN A GROUP SCENARIO AND MAKE SURE YOU GET THEIR PAYMENT BEFORE THEY LEAVE.



Get Creative!

WHEN IT COMES TO PARTY PLANNING, DON'T THINK THAT YOU NEED TO PAY FOR IT ALL. IF YOU DO ALL THE WORK, MORE OFTEN THAN NOT FRIENDS WOULD BE MORE THAN HAPPY TO BRING A BOTTLE OR CONTRIBUTE FUNDS.

PARTY TIPS:
ALCOHOL CAN GET EXPENSIVE SO CREATE A THEME AROUND HAVING YOUR GUESTS BYOB AND MAKE IT FUN FOR THEM TO CONTRIBUTE.

SAME GOES FOR FOOD - MAKE A THEME AND DIVIDE THE FOOD ITEMS AMONG THE GUEST. THE MORE SPECIFIC YOU CAN BE, THE BETTER.

DO NOT UNDERESTIMATE THE POWER OF THE DOLLAR TREE OR 99CENT STORES FOR YOUR DECOR AND PARTY ITEMS.



Know Your Costs

MANY SITES GET CLEVER WITH HOW AND WHEN THEY CHARGE YOU.

MAKE SURE YOU HAVE THE FULL EXPENSE IN MIND BEFORE YOU GO!

PLACES YOU FIND SURPRISES:

THE CHEAPEST FLIGHTS CAN BECOME COSTLY FAST, MAKE SURE YOU READ THE FINE PRINT ABOUT WHAT YOUR TICKET DOES, AND DOESN'T INCLUDE (AND BE PREPARED TO TRAVEL LIGHT!).

**GIVE YOURSELF PLENTY OF TIME FOR ALL OF YOUR DEPARTURES. A MISSED FLIGHT OR TRAIN CAN COST YOU STRESS AND EXTRA MONEY!

DELIVERY/PICK UP COSTS

DAMAGE/DELAY COSTS





LARGER PURCHASES

General Tips

1. START EARLIER THAN WHEN YOU ARE TOTALLY READY

TALK TO YOUR BANK, DO SEARCHES ON ZILLOW OR OTHER OWNERSHIP SITES IN THE AREA THAT YOU ARE INTERESTED IN, GET NOTIFICATIONS IN YOUR INBOX

DOING THIS OVER SEVERAL YEARS ALLOWS YOU TO GET FAMILIAR WITH THE MARKET AND KEEP YOUR EYE OUT FOR WHAT IT IS THAT APPEALS TO YOU.



Vehicle Owner

TIPS WHEN BUYING A CAR

HERE'S A FEW TIPS ON HOW TO BUY A CAR WITHOUT GETTING OVER YOUR HEAD IN DEBT OR PAYING MORE THAN YOU HAVE TO.

GET PRE-APPROVED FOR A CAR LOAN FROM YOUR BANK, A CREDIT UNION OR AN ONLINE LENDER *BE WEARY OF ONLINE SCAMMERS GO WITH A LEGIT INSTITUTION

USE YOUR PRE-APPROVAL AS A BARGAINING CHIP. SEE IF THE DEALER OFFERS YOU A BETTER INTEREST RATE. SCORE!

IF YOU ARE TRADING IN, FIND OUT WHAT YOUR CAR IS WORTH BEFORE YOU GO ON EDMUNDS.COM, KELLEY BLUE BOOK AND NADA.

Home Owner

BECOMING A HOMEOWNER DOES NOT HAPPEN OVERNIGHT AND IT MIGHT NOT BE FOR EVERYONE.

HERE ARE SOME THINGS TO CONSIDER AS YOU MAKE YOUR DECISIONS AND SOME TIPS ON HOW TO START.



Home Owner

1. UNDERSTAND HOW TO SHAPE YOUR TAXES SO THAT THEY LOOK THE MOST ATTRACTIVE TO THE APPROVAL PROCESS
2. RESEARCH YOUR MARKET OR MARKETS - UNDERSTAND THE PROS AND CONS OF THE HOUSING MARKET
3. ONCE YOU OWN YOUR HOME, PAY TOWARD YOUR PRINCIPAL AS MUCH AS YOU CAN. PAYING MORE PRINCIPAL MEANS PAYING LESS INTEREST





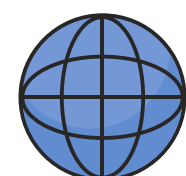
Thanks for joining!

NOW LET'S GET TO WORK.

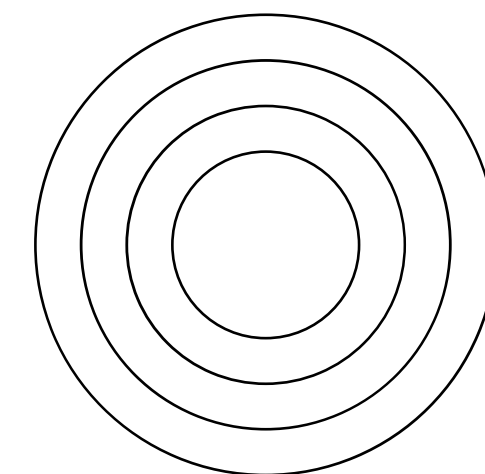
FOR MORE CONTENT ON HOW TO GET AHEAD
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Escalator (Now or Never) - Sisters of Z

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