

Managing Your Money

Five Tips To Help You Save More, Spend Less

(NAPSA)—A recent survey conducted by Harris Interactive discovered some interesting things about how and to whom Americans make commitments, particularly when it comes to saving and planning for the future.

The study revealed that 88 percent of Americans are driven to keep their financial promises by a desire to be regarded as trustworthy. It also found that though both men and women promised to save more and spend less, they differ in how they do so. The report indicated women are more likely to promise to create a budget than men, and men are more likely to save for retirement or a child's education and invest than women. The survey also provided insight into why people break their financial promises: Men more often attributed this to lack of time and forgetfulness; women blamed finances.

Kathleen Gurney, Ph.D., founder and CEO of Financial Psychology Corporation, suggests a solution: "By working together and building on each other's strengths, couples can find ways to help each other keep their promises and reach their goals—whether it's a promise to save for a child's education, stick to the family budget or provide a fruitful retirement."

The survey also revealed that people are highly motivated by family priorities and finances. Sixty percent of U.S. adults reported they keep promises to satisfy a loved one, and 59 percent to show they care.

Dr. Gurney offers these promise-keeping tips to help you get on the road to greater personal—and financial—success:

1. Think team: Ask your partner to remind you about your



When it comes to managing the family budget, Americans see themselves as fiscal conservatives.

promise and agree that reminders are "helpful" and not "nagging."

2. Create a shared need: Develop a promise you'll be able to keep and value. It's important to understand what keeping the promise will mean for you both.

3. Assure success: Your promise should pass the 3-R test: It should be reasonable, realistic and rewarding.

4. Think dependability and integrity: Be truly committed.

5. Be patient but determined: If you slip up momentarily, take an inventory of what's been working well and reinforce those actions. Then take a look at what you'd like to improve and make a plan for doubling up your efforts to succeed.

"Insight into what motivates people to keep their financial promises arms financial advisers with the information they need to talk to customers about their financial goals and help devise the right strategies to achieve those goals," said Matt Matrisian, director of Practice Management, Genworth Financial Wealth Management, which commissioned the survey.

You can learn more at www.genworthwealth.com and (800) 664-5345.