



“He who dies with the most toys is still dead.”

– Anonymous



“The blessing of the LORD makes one rich, and He adds no sorrow with it.”

– Proverbs 10:22 (NKJV)

“A wise man will hear and increase in learning, and a man of understanding will attain wise counsel.”

– Old Proverb

“The plans of the diligent lead to profit, as surely as haste leads to poverty.”

– Old Proverb

Caveat Emptor (Let The Buyer Beware)

Profile of the Enemy

(The enemy of your Financial Peace)

Companies use every angle to aggressively compete for your _____.

Four Major Ways:

1. _____ selling
2. _____ as a marketing tool
 - _____% of 90 days same-as-cash contracts convert to payments which are usually at _____% APR with Rule of 78's prepayment penalty.
3. _____, _____, _____, and other media
4. Product _____
 - ✓ Brand Recognition
 - ✓ Shelf Position
 - ✓ Color
 - ✓ Packaging



“Almost any man knows how to make money, but not one in a million knows how to spend it.”

– Henry David Thoreau



“For where your treasure is, there your heart will be also.”

– Matthew 6:21 (NKJV)

“He who is impulsive exalts folly.”

– Proverbs 14:29 (NKJV)

Significant Purchases

A “significant purchase” is normally anything over \$_____. Our bodies go through physiological _____ when making a significant purchase.

We all have that spoiled, red-faced, grocery store kid living inside of us. His name is _____.

What To Do

Because you can always spend more than you _____, you must develop a power over _____ by:

1. Waiting _____ before making a purchase.
2. Carefully considering your buying _____. No amount of _____ equals contentment or fulfillment.
3. Never buying anything you do not _____.
4. Considering the “_____” of your money.
5. Seeking the _____ of your spouse.

“Who can find a virtuous wife? For her worth is far above rubies. The heart of her husband safely trusts her; so he will have no lack of gain.”

– Proverbs 31:10-11 (NKJV)



Answer Key

Money	Immaturity
Personal	Make
Financing	Purchase
88	Overnight
24	Motives
TV	Stuff
Radio	Understand
Internet	Opportunity
Positioning	Cost
\$300	Counsel
Changes	

Set Your Goals for the Week / Gazelle Focus

I will sit down with my spouse or accountability partner this week to review the five steps to power over purchase and make myself accountable for following these guidelines.

Also this week, I am going to . . .

online resources

Be sure to check out the special online features for this week.

- **Stupid Tax Forum:** Laugh with others as you share your own stupid tax stories!
- **Do Not Call List:** End the dinnertime telemarketing calls by adding yourself to the national "Do Not Call" list.
- **Buyer Beware Testimonies:** Listen to some great Buyer Beware stories we've collected from other FPU members.

Review of the Last Section

1. What are collectors trained to do?
2. Who should set the priorities for your family—you or the collectors?
3. How often should you check your credit report? Why?
4. What are the Four Walls?
5. Name the seven Baby Steps in order.

Discussion and Accountability

1. How do marketers use emotion to compel you to purchase their goods?
2. How can waiting overnight before making a purchase change your behavior? Would you have as much debt now if you had always waited overnight?
3. How would you define a "major purchase"? Why is it so important for married couples to agree on major purchases?
4. What can singles do to guard themselves against impulsive buying decisions?
5. How can you ensure that you will genuinely enjoy your purchases?
6. True or False: I do not borrow money anymore, including using credit cards. Why or why not?
7. In what ways has having an accountability partner been helpful to you? Do you still need help in this area?

Homework

1. **Memorize the five keys to gaining power over your purchases** and make yourself accountable to someone for following these principles for every major purchase.
2. **Financial Peace Revisited:** Read chapter 5.