



PRESS RELEASE – FOR IMMEDIATE RELEASE

Get Rid of the Cliché Financial Advice to Get Real Results

Victoria BC - Certified Financial Planner and founder of MoneyMinding Inc., Tracy Piercy, volleyed criticism at financial commentators who say only “don’t panic” in the current financial crisis. This financial educator is offering alternative advice, recommending a much more active role for investors and their advisors.

“People are looking for practical, timely answers that will put them back in the driver’s seat, even if the road is rocky in today’s markets,” says Piercy. “But the content of most personal finance articles offers nothing concrete. They might as well tell the investors reading it that they just need to give all their trust to the professionals who have crystal balls and will make sure they live happily ever after.”

Piercy continues, “If you rely on someone else’s professional help to guide your financial affairs, you still need to have an active role in the outcome. In medicine, you see a doctor, but you have to take the medicine and live a healthy lifestyle; same thing with money. The problem with the *cliché* prescriptions being offered today is that they don’t provide anything original, timely, useful or practical. Real people need personal answers that will actually help. Even the language is generic and not well-defined. How about explaining what risk is, for example, rather than telling people to ‘avoid excessive risk’? Rather than saying ‘don’t panic’ and ‘stay the course,’ proactive advisors give investors a strategy on when and how to take action to stay in control.”

Piercy recommends that financial professionals make client lifestyle goals and monthly income the focus of any conversation involving whether or not to stay invested.

Piercy’s company, MoneyMinding, works with financial professionals and their clients to help demystify personal finance concepts and the financial markets, so individuals can gain control of their money “without sacrifice or cutting back”. It accomplishes this with two flagship products, the *MoneyMinding Makeover Course* and the *MoneyMinding Network*, as well as through books, seminars, special reports and CDs. Visitors to the moneyminding.com website can download the “Mending Your Money Mistakes” report free of charge when they subscribe to the newsletter, *The MoneyMinding Messenger*.

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