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***10 Tips to***  
**Build Your Own**  
**EMPIRE**

————— ***from scratch*** —————

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## *Letter to Readers*

Welcome Future Millionaires,

What if I told you that your financial destiny was yours to create?

Empires do not build themselves. They are secured with blood, sweat, and relentless sacrifice. If you are ready to embark on your empire building journey I want you to understand that **NOTHING** that glitters is actually gold. Gold does not glitter, it shines. And that is exactly what you are going to do. I believe in you. I am here to support you, empower you, and lift you up. This is just the beginning. Let's dive in!

*Tasha*

Your Financial Performance Coach

## #10 Build up Your Credit

Having a healthy credit history is important in determining your credit worthiness. Banks and other institutions will use this information to decide whether or not you qualify for financial products.

If you want to build your own empire, it is smart to ensure that you have the option of using other people's money (OPM) at the lowest possible cost. Having a good credit history will increase your chances.

Here are 7 steps to healthy credit card behavior:

- Pick a credit card that has the lowest interest rate.
- Choose a card that has no annual fees.
- Don't spend more than you can afford.

- Don't make it a habit to carry a balance over \$20.
- Track your credit card spending regularly.
- Make more than the minimum monthly payments .
- Remember, it is easier to get into debt than it is to get out.

Lastly, you want to develop a good credit score. In order to do so you gotta have access to credit. This means that avoiding credit cards isn't the solution to your fear of going into debt. Instead, focus on getting a credit card as soon as possible and be responsible by using the tips above.

Here are the major factors that impact your credit score.

**Payment History (35%):**

Are you paying your bills on time ALL the time?

**Amount of Debt (30%):**

How much money do you owe in total? There is a delicate balance between too much and not enough!

**Length of History (15%):**

How long have you had a credit history? The longer the better!

**New Credit (10%):**

Have you opened up lots of accounts in a short time span? Financial institutions may see that as a bad sign.

**Types of Credit (10%):**

Do you have a variety of credit types? Mortgage, credit cards, student loans, car note, etc. Diversity is always good!

[CreditKarma.com](http://CreditKarma.com) is a good tool to track, monitor, and manage your score. Also, be sure to get your

free credit report by visiting  
[www.annualcreditreport.com](http://www.annualcreditreport.com). No credit card needed.

## **#9 Avoid or Demolish Debt**

The overall message regarding debt is simple: Avoid it. If you can't afford to buy something you want, you simply can't afford it. But I know it's not always so simple.

Psychologically, our minds are not wired to fully comprehend the impact of incurring debt. Why? Because we don't have to immediately deal with the consequences. If we took out a loan today and had to pay it back tomorrow, borrowing behavior would likely be at a minimum (and admittedly unnecessary).

Instead of deeply considering the long-term consequences of our actions, we are somewhat blinded by our present desires and we are overly optimistic about what

the future will bring. Instead of weighing all options (like the possibility of losing a job) we tend to believe that our situation will stay the same or get better. Unfortunately, things do not always turn out the way we imagine. Keep this in mind when that internal voice says, “go ahead, buy it. It’ll be ok. You can just pay it back later.” This is how it starts.

The truth is, if you can’t afford it now you probably can’t afford it.

In order to effectively combat the desire for instant gratification, I recommend that you use the Stop, Drop, and Think method whenever you are making a financial decision:

**STOP** whatever you are doing

**DROP** whatever you are about to buy

**THINK** about the impact of your actions

This method is meant to create mental and physical distance between you and whatever you're about to buy. Once you have distance, take some time to think critically about the impact of your decision. This will help to short circuit your pleasure center and engage your critical thinking ability. Now, hopefully you can make a sound decision.

Making a decision that promotes your financial well-being is one of the hardest things you will ever do. It requires sacrifice and self-control, so you should expect for all financial decisions to be made on the battlefield of your mind. Contrary to popular belief, just because

you know better does not mean that you will start magically doing better. In order to do better your knowledge must be activated by a strong emotion that allows you to choose what is right over what is easy.

When you stop, drop, and think, you are activating your knowledge and infusing it with emotion to give you the proper artillery that will help you make the right decision.

But even after doing all of this, it's still hard to do the right thing. This is why budgets fail, diets don't work, and your new year's resolutions never seem to get accomplished. When your financial plan is dependent primarily on your will power, that is not a good look. And that is why you should have a system in place that

tells your money what to do. We will get to that more later on.

## **#8 Understand Investment Basics**

A large part of our discussion in this ebook deals with mindset, building better habits, and saving for the future. But, what I need you understand is that none of those things alone will help you build real wealth.

Saving is an imperative habit to develop. Otherwise, you'll end up like so many once wealthy athletes, celebrities, and lottery winners. So, while I can never underestimate the importance of money management, it is not the whole story. Not by a long shot.

If you want to build an empire it is very important that you have a holistic understanding of investment basics. So, to help you get on the right track, I am

going to list some of the most common foundational questions that I hear most often. but I want you to understand that I am not an investment professional. This is not investment advice at all.

### Questions:

1. Where should a young adult like myself start investing?

If you work for an employer that has a company match program, your 401K is the very first place that you should consider investing! Most employers match your contributions which essentially gives you free money whenever you invest in your retirement account. To learn more, talk to your HR rep or reach out to me directly via email.

Another financial investment vehicle that many advisors recommend is an IRA. Specifically, a Roth.

Does this sound like a foreign language? If so, don't worry about it. You certainly are not alone. That's just a sign that it's time to take your financial know how to the next level.

If you really do want to build an empire but you think you might need help, let's chat one-on-one. I'm sure me or someone on my team can point you in the right direction. That might mean connecting you with a trusted advisor, getting you in one of our programs, or directing you to some free content.

## 2. What Exactly Should I Invest In?

Personally, I like to invest in ETFs and index funds because of the low costs associated with them. No one ever knows how a security will perform, but you can know how much you will pay for it. ETFs and Index funds give you exposure to a total index, which gives you instant diversification so they are options that I like.

## 3. How do I avoid losing all my money?

Understand that every investment has risk. That is inherent in the nature of investing. In order to avoid losing all of your money you want to make sure that you do not put all of your eggs in one basket. You also want to do some research so that you can act with understanding, which is easy enough to get with a bit of time and attention.

You should also know that if you take on no risk, you will get no reward. Investing favors those who are willing to take intelligent risks. No pain, no gain. Just be smart about it. Again this starts with research, critical thinking, and having the right support system.

## **#7 Expect the Unexpected**

If you really want to build an empire, you have to get good at expecting the unexpected. The truth is, anything could happen at any time. Peace and order are

not promised to us and if you lose either I can almost guarantee that it will be detrimental to your financial situation.

So, as you work to expect the unexpected, I would like for you to complete an assignment that I used to do during my days in corporate America when I was managing \$100 million dollar budgets. And if it worked for my multimillion dollar accounts, perhaps it will work for you as well.

Have you ever heard of Murphy's Law? It states that everything that can go wrong will go wrong. I know, not the happiest principle you ever did hear. But the truth is that as you work to build your empire, things will pop up out of know where to detract you from your path. If you are not ready, these surprises can easily derail

everything that you have worked so hard for. But, if you are ready, then you can have a plan of attack that will keep you on top.

So, I want you to engage in a quick Murphy Exercise. List out everything that could possibly go wrong this year. If it does happen, how will you respond?

To be honest, you might come up with all sorts of scenarios that you have no answer for. That's ok! Just by engaging your brain and thinking about the possibilities, you will be more mentally prepared to respond strategically to unexpected events.

## #6 Plan for the Future

Have you ever played that board game called LIFE? Well, it is actually a pretty accurate reminder of how life happens in a series of expected and unexpected events. In the real world, there are often circumstances that occur that are beyond our control. As much as we would like to be to be in control of everything it doesn't work like that. But, what if instead of worrying about the things we cannot control (and leave those things for our emergency fund) we turned our attention to the things we can control.

One thing that I find interesting from working with hundreds of clients and interviewing several members of my community is that people treat normal life occurrences as if they are unexpected

surprises. Not good. Let me tell you what I mean. Having to buy new tires is not an emergency or an unexpected event. It is fact of life for people who drive. Getting married and having to pay for a wedding is not something that happens out of nowhere. It is usually the product of a committed relationship that has been heading in that direction for some time now.

Do you see where I'm going with this? The point that I am trying to make is that even though our lives are not planned down to the minute, just like in the game of life, there are some things that will happen that are pretty predictable. These things include going to college, living on your own, getting married, buying a car, buying a home, having children, retiring one day, etc. All of these are financial

milestones that are not unusual, but are often treated as surprises. If you want to build an empire you have to get used to playing chess, not checkers. In other words, always think ahead!

## #5 Implement Financial Systems

Many people think they're doing something just because they have a plan or because they're taking action. Sorry to break it to you but that isn't enough. Building wealth is like playing chess. You need a strategy. And a winning one at that!

Money management strategies are really important if you want to keep more of the money you make. A good strategy will help you automatically save, invest, and pay down debt based on your goals and priorities.

### **Successful Money Management System**

#### *Monthly Planning:*

In order to create a successful system, start by creating a monthly budget. Your budget serves as a living breathing document that allows you to clearly

allocate your financial resources. It should outline what you plan to spend on bills, expenses, debts, and savings. It is also where you keep track of income expectations.

### *Weekly Recalculating:*

Once your monthly budget is firmly in place, you will need to check it on a weekly basis to make sure you are staying on track before any shifts impact your financial success. For example, if you spend too much money one week, that's ok. Just try to spend less money the following week. By checking in you can rework your strategy and take action in real time. If you wait to check-in at the end of the month it will be too late to make any adjustments.

### *Daily Tracking:*

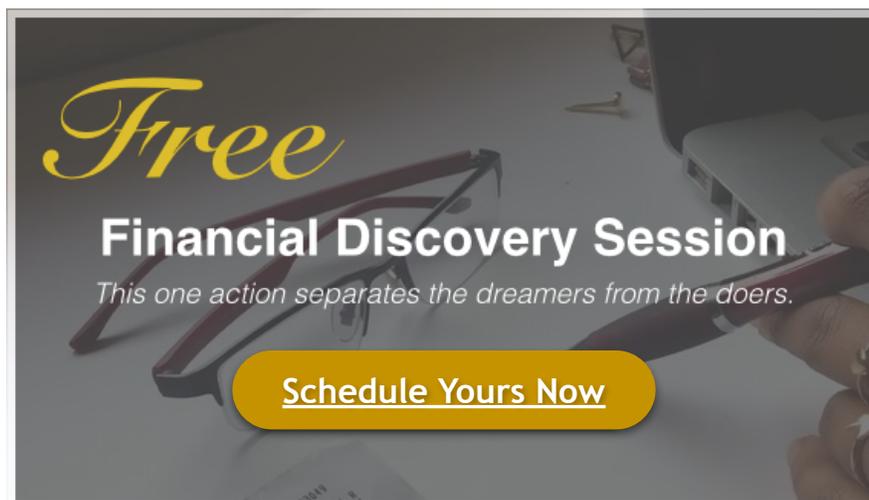
Doing a quick one minute check of your total balance every day will change your life. When your money is top of mind, it is much easier to influence financial behavior. When financial numbers are abstract they will never drive decisions making. If you check your bank app daily and manage your balance so that it is not too large, it will help you to keep your spending in line.

## Integrated Technology

There are so many apps to help you keep track of your finances.

Make sure that you have [mint.com](https://www.mint.com) and your bank app to start. Then begin exploring others. If you want a full and integrated strategy that is on autopilot so that you can build an empire in your sleep, then you might want to sign up for a one on one conversation. Many of our VIP clients have a financial system that is set on autopilot so that they are building wealth even while they sleep!

Want to know how to create a financial system that saves you thousands of dollars a year? Schedule a financial discovery call.



## #4 Have a Vision

Building an empire without a silver spoon is not an easy task. You'll find yourself up against some of the biggest personal challenges that you have ever faced as you change your mindset and your lifestyle.

I have no interest in sugarcoating this fact. Many of you reading this ebook want to be first generation wealth builders. That is not a light undertaking and is never achieved without some sacrifice. Tech tycoon Elon Musk recently shared that before he became an entrepreneur and built his empire he first conducted an experiment where he lived off of \$1/day. Why? Because Elon Musk knew that if he was going to try to build wealth, he

needed to be prepared for extreme conditions. The same applies to you.

You have to want it so badly that you are willing to ignore every distraction and overcome every obstacle. I know that you can do it, but you will not get anywhere without a vision and a desired financial destination. Your vision will begin to paint a picture of your why. Your desired financial destination will be more specific outlining exactly what you see in your future.

When the going gets tough and you feel like giving up, allow your why to write and develop your vision. I promise that you are going to need it. And I also that your why alone is not enough if it does not inspire you into **ACTION!**

## #3 Stop Financial Leaks

I want you to take a second to think about all the money you made last year. Do you know where it is right now? Is it sitting in your bank account or is it in someone else's pocket helping them build THEIR empire.

A financial leak is a black hole in your budget and your wallet. Think of it like a piggy bank with a hole at the bottom. Money is constantly getting out but you are not quite sure where it is going and it is not adding to your life.

If you are going to manage your money so loosely, you might as well work for free because the results would be the same. You would be overworked, underpaid, with very little to show for it.

If you want to build an empire you have to understand that your ability to build wealth is greater than you. It is also about your family and your community. It is about rebelling against the status quo that says you don't deserve to live a life of financial freedom.

Financial leaks may manifest themselves in your cable bill, your morning latte, or even that gym membership that you do not use. Adopt the mindset that every dollar counts and become a better steward of what you already have. This will help you develop the skills and the habits needed to manage more.

## **#2 Maximize Your Income**

Building an empire is all about knowing how to maximize what you already have, while making moves to get more! That is how a true king or queen operates.

In order to be successful at maximizing your income, you will need to keep a close eye on how much money is coming into your personal financial ecosystem and where it is coming from. Ultimately, that means paying attention to your income and income streams.

If you are serious about success in this area then you will need to develop a budget. A budget is a tool used to keep track of how much money you make, how much money you save, and how much money you grow. It will empower you to

track your spending on everything from bills and loans to savings and investments. But you already knew that from our earlier discussion of strategy.

But let me tell you this: Only 30% of Americans have a budgets and 76% of Americans live paycheck to paycheck. Ummm, you do the math!

## #1 Operate in Power

I understand that personal finance may be a new topic for you. If you are like most people then you have never thought with much seriousness about your ability to build your own empire instead of just watching one on TV. But, you can!

If you are to build wealth you have to internalize the idea that everything starts with you. You will need a new mindset and a new attitude to usher in a new era of prosperity in your life.

You are a trailblazer, an originator, and perhaps a first generation wealth builder. You are establishing a foundation with roots that go so deep they will impact your family for generations to come. This is what it means to build an empire. Does

this sound intimidating to you? It should. Do you believe that you can create new habits and standards for yourself and your loved ones? You should. It will be hard but it is absolutely possible. If you choose to take on the challenge you will find yourself on a most beautiful journey.

But you will certainly have opposition. Your friends and family will not understand you. You will get frustrated with your own shortcomings, things will not always go your way, unexpected financial setbacks will occur, and the list goes on. But operating in power means that you develop the mindset and the mental fortitude to handle anything that comes your way.

It means that you will exercise your right to say “no” when people invite you to spend money on frivolous things that

detract from your goals and do not add to your life experiences. And it also means that you value the time and energy that you put into generating income and building an empire enough to use your resources wisely. Thank you for reading this ebook and I look forward to your journey of building an empire. And you know what...why wait? Don't. Let's get started NOW.

Look at you!! You made it to the end. Congratulations. **But remember, this is really just the beginning!**

Building an empire is one of the most formidable challenges that you will ever face and you need someone who knows how to navigate the path.

After managing \$100 million dollar budgets for some of the top brands in the world, purchasing my own real estate holdings, and building my business from the ground up, I've learned a few things and I may be able to share them with you.

If you are ready to maximize your income to build your empire and achieve financial freedom I would LOVE to talk to you. How do I know this? Because you finished the ebook and that says a lot! Schedule your free discovery breakthrough session [HERE.](#) (\$97 value, freebie available for limited time)

