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## What makes a good financial strategy?

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**When you're going on a journey, there are three essential questions to ensure you have a great trip.** How will I get there? How much will it cost? How will I deal with the unexpected? Answering these questions thoughtfully will allow for a more pleasant trip.

A written financial strategy serves the same purpose in the bigger picture of life. When you have a plan for your financial journey, it's easier to decide how you spend money, stay on track, manage unexpected expenses, and achieve your long term goals. It may also help to safeguard your assets when major life changes like retirement, marriage, children, divorce or job loss come along. So what makes a good financial strategy? Here are some critical components it should include<sup>1</sup>.

1. **Goals** - List all of your financial goals. Consider everything that matters to you, from paying for a child's education to retirement. Where you're starting from is often the most important part of the plan.
2. **Assets** - Determine what you own, including cash, investments, real estate, and other assets.
3. **Liabilities** - Determine what you owe, including mortgages, car loans, credit cards, and other debts.
4. **Income** - Determine how much money you have coming in each month.
5. **Expenses** - Determine how much money you are spending each month.
6. **Investment Strategy** - Determine how you will invest your money to grow it over time.
7. **Insurance** - Determine what types of insurance you need to protect your assets and family.

For more information, visit our [contact](#) page or call us at 1-800-368-7222. [8 Components of a Good Financial Plan \[2\]](#)

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