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Media Alert For Immediate Release

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Chronic Money Troubles? They're Not About the Money

(Rapid City, SD – January 23, 2005) Compulsive spending, obsessive saving and using money to manipulate others are examples of self-destructive financial behaviors that have little to do with how much money we have. Whether we are rich or poor, our relationship with money can be a source of deep pain and damaging chaos.

Conscious Finance: Uncover Your Hidden Money Beliefs and Transform the Role of Money in Your Life, by Rick Kahler, CFP®, and Kathleen Fox, shows that our financial decisions are governed not by logic and facts, but by our deep-seated – and deeply unconscious – emotions and beliefs about money.

Conscious Finance includes essential information on investing, budgeting, estate planning, and asset protection, but this book goes far beyond strategies for solving immediate money problems. Its goal is to help you build a healthy long-term relationship with money, a relationship in which money is a trusted and valuable servant – rather than your master or your enemy.

This groundbreaking book is at the forefront of the emerging field called financial integration. In a practical, personal way, it offers a plan for building a comfortable and productive relationship with money.

Conscious Finance has generated significant interest in the financial planning community. Increasing numbers of financial advisors have begun to recognize that technical knowledge about money, while important, is not enough. They realize that successful financial planning also requires working with clients' emotions and beliefs related to money. *Conscious Finance* is the first book to blend these exterior and interior aspects of money into a self-help format. It is designed to help readers understand and permanently change the underlying emotional issues that keep them making the same money mistakes over and over.

Authors Rick Kahler and Kathleen Fox take you on a readable, insightful journey toward financial clarity and self-awareness. Through their own stories, as well as detailed exercises, they encourage you to discover your own hidden, harmful attitudes about money and learn to make financial choices that will nurture and support your life aspirations and goals.

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Rick Kahler, CFP®, has a fee-only financial planning practice. He is considered a pioneer in the “financial interaction” evolution of the financial planning profession. He is former chairman of the South Dakota Investment Council, and has served nationally in several leadership capacities with the Financial Planning Association. He has been featured or quoted in *The Wall Street Journal*, *Money Magazine*, *Journal of Financial Planning*, *Counselor Magazine*, and *USA Today*. He co-founded the Financial Integration Workshop, the first program of its type in the nation. *The Wall Street Journal* described the program as “an innovative effort that combines experiential therapy with nuts-and-bolts financial planning.”

Kathleen Fox has been a writer and editor since 1989, editing numerous self-help books and writing a column on stepfamilies for *The Dallas Morning News*. She is the author of *Making the Best of Second Best: A Guide to Positive Stepparenting* (FoxCraft, Inc., 1998).

Conscious Finance is published by FoxCraft, Inc., ISBN 0-9665543-1-0, with a publication date of April 15, 2005. It is 272 pages, with a cover price of \$16.95.

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