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FOREWORD

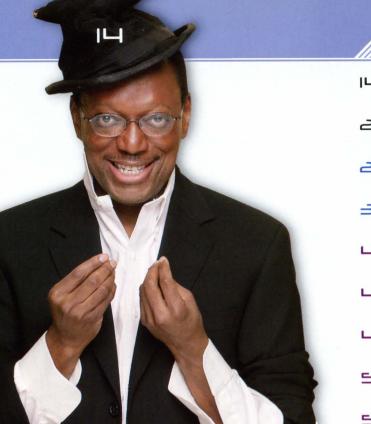
by Alvin Hall

How money works in all aspects of people's lives continues to fascinate me. And I suspect it always will. I began to figure out what constructive role I wanted money to play in my own life when I was around 30 years old. Since then, I had good and bad experiences with money. I have made mistakes and recovered from them. And I've watch how other people have used and misused their money. In each situation, I gained an insight about money, myself, and other people. It is these insights and commonsense wisdoms that I try to share with others articles and on my television programs.

I'm often asked if I get irritated by people's inability to get their finances straight – despite the best of my advice. "They're not listening to you," people say to me. But the answer is I'm patient and I'm not fed up. Money, and educating people about it, is my calling. My mission if you like. My satisfaction comes from people taking on board what I say and making something positive happen to their finances.

You see my objective has always been to make the information being presented understandable to the person who must use it when implementing my plan. I try not to be judgmental; I see no benefit in it once the person has acknowledged that they need help.

What I strive to do is be honest, direct, and clear. I want to leave as little room as possible for the person to misinterpret, especially emotionally, what I am saying. I choose my words carefully to make the person receptive to and accepting of the message I am trying to deliver to them.







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