

# Aspirational Annie



## Aspirational Annie was a shopaholic. She loved...

- Getting a bargain
- Having new things
- The excitement & buzz of spending money and buying 'stuff'
- Searching for solutions: especially solving the "I've got nothing to wear" problem
- Special treats, especially for herself, their house and her children
- Replacing older items with new design
- Buying things that no-one else had

Annie's biggest fear was losing their magnificent 5 bedroom home. She worried she and Adam wouldn't have enough money to pay the minimum monthly mortgage, credit card & personal loan repayments

## Aspirational Annie LOVES...

- Shopping
- Spending money
- New things

## Aspirational Annie and her husband Adam had a few BIG problems...

- They spent more than they were earning
- They'd based their self-worth on 'stuff' and their lives around material objects
- They were never satisfied with what they had and owned. They always wanted more, bigger, faster, newer...
- They were living off credit cards, store cards, cheap credit and personal loans

## Aspirational Annie made many 'buying' mistakes

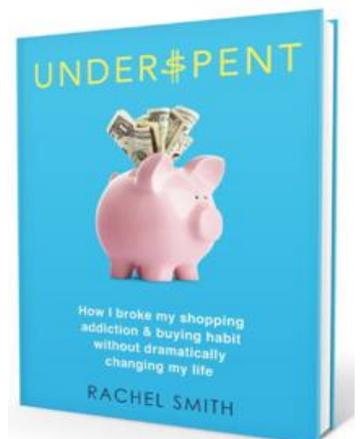
- Annie was never satisfied with what she already had
- Annie shopped when she was bored and lonely
- Annie liked to have lots of everything 'just in case'
- Annie had no willpower. She couldn't resist new things
- Annie loved giving gifts. Social and peer pressure made Annie buy bigger & bigger gifts for family, friends, dentists, school teachers...
- Fear Of Missing Out. She didn't want to miss out on new things
- Annie didn't want to be seen failing to meet her children's needs

## The solution

The solution for Aspirational Annie to solve her problems and many mistakes was to read the book *Underspent* and to implement the 7 steps in the book.

## The ultimate results

As a result of implement the 7 steps in *Underspent* Aspirational Annie is debt-free, she has cash in the bank (she'd changed her spending and transformed her savings) and she's learnt how to love people not things. Aspirational Annie is *Underspent* not *Overspent*.



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Solving real urban issues & changing the way we plan and develop our cities

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Author of 3 books: *Decongestion*, *Underspent* and *Be Ready: The future is NOW!*