

## The Prosperity Success Institute™

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*A Unique Style of 21st Century Prosperity Education*



# The Prosperity Gazette®

*An Independently Published Personal Prosperity Educational Newsletter*

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Questions, Answers, Opinions, and Feedback From Our Readers

**We regularly offer classes, courses, workshops, seminars and one-on-one counseling in each of the following:**

1. Personal Finance
2. Business Entrepreneurism
3. Job/Career Success Training
4. Real Estate Investing

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## 10 YEARS OF SADDLING UP!

***Crazy Horse Saddle Shop Celebrates  
Key Entrepreneurial Landmark***



Ask Paula Smith what she likes best about her role as owner of Apache Junction's Crazy Horse Saddle Shop and Tack and she is just likely to grin and say *everything*.

This modern-day cowgirl is doing just what many other successful entrepreneur business owner are doing these days — enjoying the fruits of her hard labor over the years which have allowed her to arrive at a ten-year key business landmark.

When you walk in to her shop located at 1484 West Apache Trail you get an idea of just how passionate she is about her work. She doesn't just sell saddles, bridles, and spurs and other western retail merchandise. Her shop is also loaded with many of

the essential health needs for her equestrian friends — a true testament of her love to her four-legged friends.

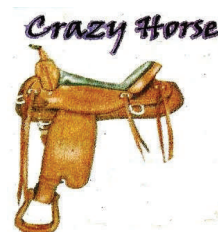
She is never too busy to stop and give tips and techniques to her customers in proper care, grooming, training, and also offers numerous suggestions how her customers can better take care of all types of horses from every age and breed.

*Reaching the ten year milestone is a critical point in a business owner's entrepreneurial life.* It substantiates the fact that they have created a viable brand, know the business well, have the necessary expertise to know what sells well as well as what doesn't, and most of all verifies the tenacity and determination of those that

seldom take a day off and work their job with their heart as well as their head and pocketbook.

In a day and age where the RIP ratio is over 50% in the first year of business alone, making it to the first year is an amazing feat, much less being able to sustain it for 10 consecutive years.

*Our cowboy/cowgirl hats go off to Paula and her husband, Craig who've been able to achieve an entrepreneurial achievement that many owners covet — the 10 year ownership mark!*



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## COMMENTARY



We will soon reach the end of yet another year however the challenges appear to persist in this roller-coaster economy.

Despite what the presidential candidates may say about the prospects for improvement under their proposed administrations, it is my belief that the current economic conditions will be experienced for several more years in the future.

All is not bleak, however. Recent polls indicate that many Americans are showing signs that they

have learned something as a result of living through the Great Recession. Savings rates are higher than in the last twenty five years, consumer spending for *less-than-durable goods* is down, less people are wasting their hard-earned resources, and more people are making positive buying choices .

These are all good signs, and verify that we did learn something from all the trials and tribulations over the past 3-4 years. The real question, how-

ever, is will we remember the lessons learned in the future?

People have a way of creating *convenient amnesia* after experiencing an economic disaster such as this one. Hopefully the wisdom of setting some money aside for rainy days and investing and not spending every dime earned will continue to prevail in the future.

Unfortunately, history does have a way of repeating itself in this area.

## GETTING YOUR MONEY'S WORTH

### THRIFTY IS BACK IN STYLE

It seems that the way some manufacturers package products encourages wastefulness. In a Consumer Reports article in February 2011 Tod Marks who covers shopping trends, discusses this sort of thing which he says is not just an annoyance but a challenge.

Some of the tricks that he has developed over the years include:

**Bananas.** Don't toss them if they are

overripe. Peel them and put them in a sealed bag in the freezer to be used later in banana bread or smoothies.

**Bar Soap.** Use sudsy water to glue the last sliver to a new bar.

**Condiments .** Use a rubber spatula to get the last dribs out of the container and store the bottles upside down for easier extraction.

**Crackers, Cornflakes, & Cookies .** Don't toss them out, grind them in

your food processor to coat fish or chicken before cooking.

**Laundry Detergent.** Use water as the machine fills up to swish out the remaining liquid detergent and pour in with the load.

**Pump Top Lotions.** Store the bottle upside down and add a little warm water to used up all the lotion.

*When it comes down to it, saving money and being thrifty never goes out of style.*

## KNOW MORE...*Math Helps*

Applying useful arithmetic to your personal finances is not only a good idea, it is necessary today due to spiraling prices at the gas pump, grocery store, repair shop, and virtually everywhere you shop.

Everyday math calculations in your life aren't an option anymore, it is likely to mean whether ou have something

left over at the end of the week — or not. This applies to every aspect of your financial life all the way from determining discount percentages on retail grocery items in real dollars to calculating depreciation on a new vehicle.

Many retailers have gotten savvy to the savings

game, too. They tout the money that you "saved" on a recent purchase at the end of the register slip, but what was the benchmark? If they are figuring the absolute highest retail price and calculating your saving from that, no wonder there was such a "savings" to you.

The smart shopper knows a

good deal from a mediocre one from a bad one.

They have done their research, know what it should cost, know how to haggle, and, most of all know how to do the math in order to get the best deal possible. Fortunately, you don't need an Ap for that!

## JOB-CAREER: Ways to Market Your Talent

Whether you are employed or not, this can be a perfect time to assess where you are and brush up on your job and career skills. Some of the tips for dealing with these challenges are:

1. **Take an Inventory of Your Strengths**—Consider the skills and talents that you excel at that will have the effect of expanding your career options.
2. **Recognize the Power of Networking**—There are numerous methods to successfully market your abilities including online

via the Internet, clubs and organizations, so social media sites, and in-person conversations with business contacts. Blogging is another useful form of connecting with people.

3. **Maintain a Learning Attitude**—This includes on and off the job opportunities to be able to successfully hone your skills and keep them at the highest level possible.
4. **Face Your Fears**—If there are

personal issues that you need to deal with, take the time to face each of them one-at-a-time and even list them on paper so that you are better able to confront them.

5. **Don't Quit**—There may be many reasons to consider giving up but avoid the negatives by surrounding yourself with people who have been through this before and can offer tips to somehow be able to get through it.

### F-Y-I

#### ITEMIZING YOUR HOME

#### & PERSONAL INVENTORY

A recent Wall Street Journal Article (10/13/11) highlights an important consideration for people who worry about fire and theft losses. Tallying losses from Mother Nature as well as being the victim of numerous types of theft, (let's not forget identity theft, too, one of the

largest potential personal losses today).

One of the most effective ways of preparing yourself from a loss is through the use of a carefully detailed and constructed home and personal inventory document. Keeping careful records that substantiate insurance claims of belongings is one of the keys to make this disaster less costly.

Keeping this data off-site is another important strategy that avoids the opportunity for your information to be inadvertently become part of the loss.

There are several websites that can offer assistance in creating a home/personal inventory list. Among them are:

**lockerboxer.com**

**knowyourstuff.org**

**stuffsafe.com**

**quicken.intuit.com**

Each of these sites offer nominal costs (\$1.99 per mo to free) and allow you to store records and catalog your possessions and even prompt you to download where you keep your receipt for each item

Not a bad investment considering the potential consequences.

## WHAT MAKES MORE SENSE: Making Money or Saving Money?

Contrary to popular belief, saving money will always trump making money. *Why, you say?*

When you consider what you have to do to earn \$1,000 today — working at your job for 1-2 weeks and putting up with an already busy schedule and the costs associated

with earning that amount including vehicle costs, day-care costs, the stress from the job itself, it would appear that finding a way to save that amount of money (*over time, of course*) just might prove to be the better option.

Instead of thinking only about getting a bigger and more substantial raise, peo-

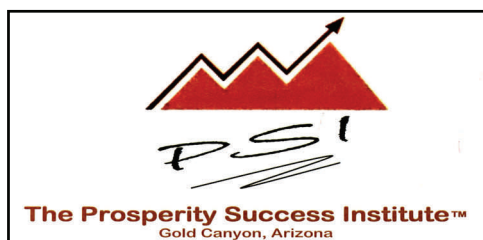
ple that resourcefully use their *existing incomes* appear to have a better sense of practical and commonsense self worth, studies reveal.

In the end, it may be evident that income itself is not all that important, but what one does with the income they earn that reveals the true

level of personal prosperity.

It seems that when there is less to go around, that it should go without saying that people should be more resourceful. But that would sound old-fashioned and old-school, wouldn't it?

*Remember that vast fortunes have been made during the worst of times, too.*



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## Who We Are... What We Do

The Prosperity Success Institute™ and Personal Development Programs® were founded on the principle that each individual is responsible for their own prosperity achievements and that it can be achieved by applying the same strategies and techniques that is used to improve themselves in other ways — education and training.

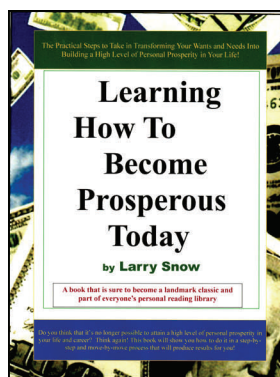
They offer highly focused and specialized prosperity education in **Personal Finance, Business Entrepreneurism, Job/Career Success Training, and Real Estate Investing** through classes, courses, workshops, seminars, and one-on-one counseling. It is also available in three levels of learning including **Basic, Intermediate, and Advanced**.

We use custom-created SkillUse® Guidebooks and Workbooks in this education. They provide a practical and common-sense approach which include many practical exercises in building individual prosperity with people from every background, occupation, age, gender, and ethnicity.

## ReaderSpeak:

Email your questions to [sscklo@aol.com](mailto:sscklo@aol.com)

*The solutions to many of your prosperity-building questions are answered in this new book by noted self-improvement educational author Larry Snow*



**Q:** After almost 14 months of looking for work, I finally found a job. The problem is that it pays \$15,000 per year less than my old job. What should I do, take it or keep looking?

**K. C.—Niles, MI**

*A: This is an all-too common problem with job-seekers today—the eventually find a job, but it doesn't pay what the old job did. Obviously, I cannot advise you whether you should take the job or not. That is a uniquely personal decision based on your need for income and the amount of your indebtedness and need to earn income again. If you have been out of work for more than a year, however, I strongly urge you to consider it and continue your efforts toward finding a higher-paying one. Who knows? You might just find that the lesser compensating job has less stress and you enjoy it more.*

**L.S.**

**Q:** My wife and I are having an on-going debate. She says that

I need to consider changing my career and I say that we can get by on what we (combined) make. I am 50 years old and have been engaged in my employment field for over 20 years.

**R: S. T.—Pocatello, ID**

*A: The answer to your question is a question. How long has it been since you took any classes, courses, or outside education or training in your existing career field? If it has been within the past 2-3 years and you feel that you are being well-compensated for your efforts, you might be smart in staying put. If, on the other hand, it has been some time since you experienced any outside education, you might want to consider doing that and reassessing the job market as you are going through this training.*

**L.S.**

**Q:** I have purchased a couple of foreclosed residential properties for long-term investment purposes. Should I deed them in my name or something else?

**S. T.—Phoenix, AZ**

*A: Congratulations on seeing the opportunities in the current real estate market and capitalizing on them. Real estate is a viable component of every long-term prosperity plan.*

*To address your question: I think you should consider placing each property into its own LLC (Limited Liability Corporation) since you avoid liability by doing this and establish a needed fire-wall between you and any current or future tenants.*

*His has been proven to be an effective investment strategy by the legal profession.*

**L.S.**