

5 WAYS TO TALK ABOUT MONEY (SO PEOPLE ACTUALLY LISTEN!)



colin
ryan

Author of "[A Comedic Guide to Money](#)"
colinryanspeaks.com



DID YOU
KNOW...

AN ABCDE PROBLEM

65% of parents would rather talk to their children about sex than about money.

100% of their children would rather they talked about money.

In speaking to over 1 million students and adults, I've identified 5 barriers when having money conversations.

Personal finance is:

**Abstract, Boring, Confusing, Depressing
and Effort is Required**

By bridging the ABCDE gaps, we'll stop feeling like we're droning on about the driest subject imaginable. And we'll increase our impact, our enjoyment, and most importantly, their engagement.

Because just everybody WANTS to talk about money. They just don't want to feel bored or lectured.

"We need to start talking about money in this country. We have this very powerful culture of shame around money, because none of us want to be seen as failures."

Helaine Olen

Author of Pound Foolish & The Index Card

#1

IT'S
ABSTRACT.

MAKE IT **RELEVANT**

Keep their eyes from glazing over.

How quickly do you tune out the advice of people you can't relate to? This is why financial advice requires you to be a **relatable** expert. Get them to see themselves in you, and they'll take your advice to heart.

Remove any age gaps by not just telling them what you know, but HOW you learned it in your own life. Don't say "I'm old... When I was your age... This dates me..." or use slang. Slang is your second language. Avoid it. And if they're older, say "You probably know this already, but..."

Connect to your listener through positivity, enthusiasm, self-acceptance, and trying to use more examples from people in your listener's age group than in yours.

PRO TIP: Looking for examples they will relate to? *Ask them.*

MAKE IT **RELEVANT**

**THERE IS NO AGE
GAP IF YOU DON'T
CREATE ONE.**

#2

IT'S
BORING.

MAKE IT **INTERACTIVE**

Don't bore them or lecture them, and you'll go far.

Earn trust by admitting that yes, talking about personal finance can be a slog. It just so happens it can also be life-changing... *if* they're listening.

Focus on making the overall conversation exciting. Use numbers/charts/data *only* when they are absolutely necessary. Don't lose them by geeking out about how much you love this stuff unless they show a similar level of interest. Get them talking by asking easy yes/no questions they'll respond to:

"Do you have/want a car? How do *you* save money? Bought something you didn't need? What do you want to do/buy in your life that will take some saving?" Get them talking. **Money is never boring when it's yours.**

Pro tip: After open-ended questions, give them time to process. Smile & count to 7.

MAKE IT **INTERACTIVE**

“Ask, ‘How am I going to engage them from the very beginning—to quickly get to what matters to them?’ One way to engage is with shock. Or entertainment. But I think, ‘Let’s engage with the truth. Let’s go for what’s real and raw.’”

Tony Robbins

author of "Mastering the Money Game"

#3

IT'S
CONFUSING.

MAKE IT **CLEAR**

Write for the ear and not for the eye.

The biggest barrier for entry to financial knowledge is feeling dumb when we hear a term we think we're supposed to know. Above all else, make others feel smarter!

Don't use lingo, and subtly teach a term by saying it and immediately explaining it without waiting for them ask.

"How will you choose a mortgage, or house loan, that is right for your?"

"Amortization is a really confusing word for how much of your debt payment goes to the principal (the debt itself) and how much goes to the interest."

Pro Tip: Respectfully preface an explanation with "You probably already know this..."

MAKE IT **CLEAR**

"I turned on the news and saw the DOW had dropped 200 points, and I can't tell you how frustrating that is... to not know what that means."

John Mulaney, comedian

#4

IT'S
DEPRESSING.

MAKE IT HOPEFUL

Money is seen as a wall - show them it's a bridge.

As the expert, *you* get to control the energy in the room. If you have a depressing financial statistic, tell them that knowing this trend positions them for success.

Better yet, share positive statistics and financial success stories. Help them see even the slightest progress they've already made by getting this far, and the wisdom they've shown in seeking out advice. Show them learning always involves mistakes, and share some of your own.

Our mistakes are stories begging to be told.

After all, all a money mistake is is the moment when what you DIDN'T know became what you NOW know.

Pro tip: Never underestimate the value in helping people feel heard and understood.

MAKE IT **HOPEFUL**

"People may not remember what you said, but they never forget how you made them feel."

Maya Angelou

#5

EFFORT IS REQUIRED.

MAKE IT SMALL

**Even the smallest win can create
a new sense of self.**

Successful money habits are really just small decisions over time that lead to a better result. But repeating those decisions requires discipline and discomfort.

If they seem overwhelmed, get them to focus on the smallest possible behavior change. Turn inertia into momentum. The sense of efficacy from taking the right action will get them excited about what else is possible.

Don't try to teach everything you know. Focus your advice on one main point and boil it down to a memorable phrase that you repeat: "When you pay later, you pay more." "Saving creates possibility." "Your supporters are all around you." "Every dollar you save is a dollar you have."

Pro tip: Make personal finance actually *personal* by getting them to set goals.

MAKE IT **SMALL**

"A success experience (accomplishing even the smallest of goals) creates a sense of efficacy, tells your brain you can master any challenge, and motivates you to keep meeting your goals."

Emily Balcetis,
Social Psychologist, NYU

**YOU GOT
THIS.**

**THANK YOU
FOR WHAT
YOU DO!**

**For more tools, resources,
or to hear Colin speak:**

colinryanspeaks.com

802.468.7565



**colin
ryan**