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FINANCIAL

Being August in August

Hello Kevin,

The beginning of the year's eighth month is an ambivalent time. On one hand, there's still a month to go until the end of summer fun, with a long weekend (unless you live in Quebec) and a plethora of vacation possibilities to look forward to. On the other, there's only a month to go until summer ends, with the increasingly apparent waning of sunlight a daily reminder of fall's inevitable approach.

As with all that is unavoidable, the only real question is how you react to the passing of time by optimally enjoying the present moments while wisely planning for the future. Interestingly, how to best do so is hinted at in this month's name: "august" (with the emphasis on the second rather than first syllable) is also an adjective, meaning respected and impressive.

These are qualities to which we should all justifiably aspire.

But being truly august requires achievement and dedication. There is no easy path to earning the respect of others or even of yourself. It involves consistently working towards achieving goals that push you out of your comfort zone, with your best possible self as the ultimate aim.

Since your financial well-being is an integral part of that journey, I'm here to help you create a plan that will give you the freedom to be your optimal august self.

I hope you enjoy these articles!



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