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FINANCIAL

From frozen to fun again

Hello Rebecca,

January can be a long, dull month. Holiday bills come due, work picks back up, and on top of everything else, many people find themselves stressing out about whether they can realistically achieve the resolutions and goals they set last year – especially if those goals involve money.

And as turns out, nearly everyone *aims* to save more money.

When YouGov recently asked people about their resolutions for 2024, “saving more money” was the top response – more than being happy, exercising or anything else.

So what stops us? Even from setting aside a small amount?

There are psychological factors at play you might not be aware of that can prevent you from optimizing your strategy. Knowing what they are can help you make the progress you need for your future. Working together, we can identify where you feel frozen and even find ways to make your money fun again. Check out these articles for info and inspiration you can use this week.



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