

How to Give Financial Advice That People Will Follow

By [Author Name]

Giving financial advice can be a daunting task. You want to help people make sound financial decisions, but you also don't want to overwhelm them with information or jargon. The key is to find a way to communicate your message in a clear, concise, and engaging way.



Advice That Sticks: How to give financial advice that people will follow by Kate Kelly

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In this article, we'll share some tips on how to give financial advice that people will actually listen to and follow.

1. Start by understanding your audience

The first step to giving good financial advice is to understand your audience. Who are you talking to? What are their financial goals? What are

their concerns? Once you know who you're talking to, you can tailor your message accordingly.

For example, if you're talking to a young couple who is just starting out, you might focus on giving them basic budgeting and saving tips. If you're talking to a retiree, you might focus on helping them manage their retirement savings and income.

2. Speak in plain English

One of the biggest mistakes you can make when giving financial advice is to use jargon or technical terms that your audience doesn't understand. This will only confuse them and make them less likely to follow your advice.

Instead, speak in plain English that your audience can easily understand. Avoid using acronyms or abbreviations, and explain any complex concepts in a simple way.

3. Be specific and actionable

When you give financial advice, be specific and actionable. Don't just tell people to "save more money" or "invest for the long term." Instead, give them specific steps they can take to achieve their goals.

For example, you might tell them to set up a automatic savings plan or to invest a certain percentage of their income in a diversified portfolio.

4. Be patient and empathetic

Giving financial advice is not always easy. People may be reluctant to share their financial information with you, or they may not be ready to make changes to their financial habits.

Be patient and empathetic with your audience. Understand that they may need time to come around, and be willing to answer their questions and address their concerns.

5. Follow up

Once you've given someone financial advice, don't just forget about them. Follow up with them regularly to see how they're doing and offer additional support.

This will show them that you're invested in their success, and it will increase the likelihood that they'll follow your advice.

Giving financial advice can be a rewarding experience. By following the tips in this article, you can help people make sound financial decisions and achieve their financial goals.

Remember, the key is to be clear, concise, and engaging. Speak in plain English, be specific and actionable, and be patient and empathetic. By following these tips, you can give financial advice that people will actually listen to and follow.



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