

5 MONEY MOVES

Wealthy People

**MAKE IN A
DOWNTURNING
ECONOMY**



by *Nicola*
SMITH
JACKSON

5 MONEY MOVES™

Wealthy People Make In A Downturning Economy

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Hey it's Nicola Smith Jackson. Congratulations, I'm excited that you're interested in learning the **"5 Money Moves Wealthy People Make In A Downturning Economy!"** - that says a lot about you! It means you're willing to ask, seek and knock for opportunities or a better way at doing things no matter the circumstances. That's an attribute of a true leader who is bound for major success.

We are in the midst of a historic tumultuous time of emotional, social and economic distress. It's the first time that the entire world is experiencing the same crisis at the same time. It's a time where with as much innovation as we thought we had, our health is at risk and natural disasters are at an all time high and a positive financial outlook is questionable for many people. I have been in continual prayer for our world.

Nowadays, the news and social media has appeared to become the go to source for updates. There was a time when people would tune into the news at a particular time of day. But now, it's on all day in the background like the radio. There was one time when many people said, "I don't know how to use social media", but now many of those same people are glued to their scrolls and feeds seeking up-to-date information about what's going on. Of course, for every positive update there is a negative as well.

At times this leads us to question the integrity and reliability of our news sources. This also makes it confusing on how to react, what you should do and when to do it concerning the state of our well-being and economy. Have you noticed one show is showing doom and gloom, and another is showing how people are having massive success buying luxury homes and cars like they are on a totally different planet? We really use this as entertainment, but it is actually educational. There's something we can learn from that. So, the question is who's right? Are we going down like the Titanic or are we going up? I'll tell you they both are, both are right.

Although the Government is doing what they feel is best by providing support, such stimulus payments, SBA loans, Payroll Protection loans, etc. these are all temporary fixes to a new norm or permanent challenges. It is also compelling many to do things differently and venture into new careers and avenues creating a new way of life. However, I believe that along with that financial support there needs to be an offering of personal and professional development, which are things that are not normally included in our educational system. It's important even now to show

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people the power of entrepreneurship and **MONEY MOVES™** the wealthy has always made. Some people might say, yes but the Government has Occupational Education Careers (OEC), however many of these types of businesses were shut down and considered non-essential. This left many families who depended on these incomes without quality of life essentials like, shelter, clothing and food. While many people have been able to collect stimulus payments and loans there are still millions that have not.

On another note, here's something powerful that you should know if you didn't know it already. Although it's difficult to get through this trying time, this crisis can turn in favor for many, in fact it already has. It's a known fact that without problems to solve, we would never have growth and innovation.

Things like the microwave, cell phone, and Internet were all created out of challenges. The military implemented the microwave, because they needed to heat food quickly during times of crisis, the cell phone was created due to communication needs and the Internet was first used by the military as a way to prevent the enemy from gaining access to vital information. Also, it has helped us to take a look at our priorities like our health, quality relationships and more family time at home and we got a break from the "rat race". Sure, I get it kids are going to have to be homeschooled and are asking themselves, "What should I do?". Trust me, you'll get through it. A large portion of our society has already adjusted to this new way of living and many are sharing information, so you can be well on your way of just not surviving, but thriving through this.

You see, challenges bring about vision and vision creates innovation and wealth. So, to keep it simple, wealth is actually created through solving problems. Wealthy people have known this for ages. They actually get excited when there are challenges. During challenging times they invest in things that make people feel good, look good, or make money. As a matter of fact, they are taught to make more investments into things that are 10% to 25% below cost knowing they will come back up (For example, real estate, stocks, crypto and international currencies, home-based businesses, etc.). So, they wait for times like these to invest more in education, products, services and real estate. Hey, it's all around you I just want you to take notice. Money has not gone anywhere, it just moves with the people who are willing to change with the changes.

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Pay very close attention, although many say they don't have a lot of money in this challenging economy they are still spending money. Have you heard that food, shelter, communications, and non-traditional education are on the rise? People are even fighting over toilet paper and paper towels in grocery stores are still going on till this very day. So much so, grocery stores are limiting the amounts you can purchase. So, in essence scarcity is actually increasing the sales. It always has and it always will.

You see, even though prices are going up, many people are still filling up their baskets, putting down payments on expensive electronics, increasing their spending on virtual entertainment, education, and business resources. Companies like Netflix and Amazon Prime Movies are on the rise and entrepreneurship, especially and home-based businesses are on the rise. Virtual summits and thought leadership events are booming. Zoom, a company that most haven't heard of is grossing millions daily. In fact the BIG 5 companies that are doing the best are Google, Amazon, Microsoft, Apple, and Facebook. **Caution:** I'm not telling you to pull all the money you have in the stock market without research and professional advice. I'm simply sharing that while many people think the economy is going down there are some companies in full turn-up.

Many things that happen during challenging times are beyond our control, we also have control over more than what we give ourselves credit for. So, when you're in the midst of things like this people who focus on controlling what they can vs. what they can't are not only surviving but thriving. The reason they are thriving is because they are creating new pathways of thinking about the problem and becoming passionate about the solutions.

Those that are prepared and understand this are excited when prices drop and often that happen during a crisis situation. Even the price of gas has dropped! Think about people who are not just filling their car with gas, but they are investing in stocks and the fuel companies. You want to pay close attention, and get in position because to invest and make money! In a little while prices are going back up and more than likely supersede where they were before the pandemic crisis. For instance, the intense crisis of the pandemic in the Northeast pushed prices of real estate up in the Southeast. In some areas, people are getting the full price for their home or even more than the asking price. Some currencies are doubling overnight. The question is how can you start **Making Money Moves Like the Wealthy?** I'm going to share with you what I have learned along the way!

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My Story

I'm a simple girl with big dreams and a big heart that developed a passion to show others how to create wealth. Of course, I wasn't born with a "silver spoon" in my mouth". As a matter of fact quite the opposite. I was born in an immigrant family whose mom moved to America when she was 16 and her first job was a nanny. She followed the footsteps of my grandmother who also worked as a nanny in wealthy people's homes. Then she worked in jobs like factories in corporate America. By the time she got to management, she realized that she had hit a glass ceiling and decided to go the entrepreneur route as a hair salon owner. Somehow, I believe my mom and grandmother working for wealthy people and their sacrifice paid the seed and sowed it forward for me to build wealth today. My dad came over from Jamaica as he was working a job on a cruise ship and never went on to any higher level of education and resorted to working with his hands as a carpenter and handyman. Although he and my mom were divorced when I was around 10, it really got tough for her when she was left to raise 4 children as a single mom. Even though she managed to put us in a single family home, we had tough times. I remember when we didn't have heat or hot water to take baths, I am grateful for the experience, because it has helped to form who I am today. I believe I was blessed to be born in this Country for such a time as this.

Through leveraging faith-based wealth principles, hard work, persistence and paying it forward by sharing and teaching others what I've learned, I became a multi-millionaire. Wow, even when I say that to myself now - I get goose bumps just thinking about how God has worked in and through my life. I am grateful because it could have turned out differently. I could have easily become a victim of the system that was never set up for the average person to win no matter your race, color or creed.

However, it's especially harder if you are a minority. Being a double-minority as a black female, it has not been a cake-walk to say the least. I could have easily taken the victim role, because by the time I was 23 I had buried 3 children and faced all types of obstacles. However, in my immature mind I thought I had no choice in my circumstances. But when I started leveraging the principle of responsibility, I realized that I always had a choice. I had to increase my faith or fail and I chose faith.

It all started in 2008, about 12 years ago. I was an overworked hair stylist, wife, mom of 4 boys, 1 disabled. Oh, did I mention that I was a newly wed as well with a 6

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month old? If you can picture that you know it was a stressful time. I needed a way to spend more time with my family, travel more and experience a real vacation, instead of having to choose hotels and go grocery shopping, so we wouldn't break the bank. That's a tall order, isn't it? I realized that you have to ask for what you want and push past your challenges, no matter how big they seem to be. They are never too big for God.

From the first looks of things, it didn't appear that I had the skills necessary to create wealth. However, I was a hairstylist and salon owner, and even had licenses in the real estate industry. Believe me those skills came in handy. Being a self-starter and knowing how to handle rejection were invaluable skills I already possessed. At the time, my current careers were taking a hard hit and I needed predictable income and stability, so I could have peace of mind and some sort of normalcy for my household. Now they came back eventually, just like it's going to bounce back in these times. Especially for those who don't fight the change, but know how to leverage the change. This is done by connecting with the right people, investing in education and business opportunities.

With much prayer and trusting God, I started taking action and began to search for the right business, started reading more personal development books, identified the type of opportunities that were right for me, got coaching, and humbled myself, so I could learn how to build my empire.

Today, I lead a 9-figure business and team of agents consisting of the financial service industry. I have also led teams of 450,000+ people over my career in more than 30 countries. I have traveled the world helping others to "connect the dots between the haves and the have-nots. I want to share with you how the wealthy think and the types of moves they are making to create wealth even during challenging times.

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“Nothing Changes Until Your Mind Changes”

-Dr. Myles Munroe

Where Does Wealth Begin?

First, you need to know that ***all wealth begins with the mindset*** and you must be willing to set the right foundation for your thoughts and actions to travel on the right road. So often, people want to get wealthy and create a legacy for their family, but they don't start off with the right mindset and so they are never able to accomplish their goals. I don't want that to happen to you!

However, having the right mindset is not enough and the right mindset cannot be all about the money. It's about faith, purpose and the willingness to stay the course no matter what. Having the right intentions and being clear on the outcome you desire. It requires you to have a mindset of abundance and not scarcity. This includes not having ill feelings or entitlement towards others because they have more than you.

It's all about learning and giving value and you must be self-motivated, self-directed, self-disciplined to overcome any obstacle in your way and trust me, there will be many. This means that you have to learn how to tap into the God in you, so that when mentors and coaches come into your life they can actually help you. So often people believe that they can clone the success of others just by proximity. You've heard this before right - that proximity is power? But, that's not totally true, it's only powerful when one believes that they too are powerful.

So those that come into your life as mentors and coaches they can help you tap into what is in you. That is why you have seen people who have spent a lot of time with successful people all their lives, yet they never become successful themselves. My objective for sharing this is for you to become coachable, follow instructions and adopt the right mindset so you are also able to make Money Moves no matter what economy you're in. So, believe in yourself and pull from inner strength using your inner strength you can achieve your financial and life goals!

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This is why I'm grateful for the spiritual leaders, mentors, and coaches that have impacted my life, so it's important to honor people. Don't ever get too cool for school.

Would you believe that there are some seriously stubborn people out there who refused to listen to the wisdom of others - even though it may help them take their lives to the next level? Well, I have tried to help those types of people. You can't tell them anything and they think they know everything. However, the one thing I have learned over the years in generating my wealth is that your **"current level is only the bottom of your next level"** That means that life, business and money is forever evolving and you should always be in the learning mode and preserve relationships with those that are willing to share and pay it forward. This one principle you must hold on to and never let it go of.

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Introducing the **MONEY MANSION™**



The **MONEY MANSION™** is a **10-part Financial Ascension System** that provides you with a blueprint that will guide you in Creating Your First Million and beyond. For more than 20 years, I have been studying the wealthy, researching business opportunities and investments, being coached and mentored by millionaires and billionaires, as well as implementing the strategies within the **MONEY MANSION™** above. I can only say one thing, It Works!

I created this system, because there is so much information out there being written by people that have yet to achieve wealth themselves and while some of it is valid, a lot of it is not. If you want to have sustainable success, you have to build your success off of principles, not fads or opinions.

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These are laws that will work for anyone, in any economy and at any time. So, my passion is helping everyday people understand these principals and this is how I **“connect the dots between the haves and the have-nots”**.

The principles and strategies, I call **“MONEY MOVES™”** in the mansion have literally changed the direction of my life and of course, my income. I've also used this same system to change the lives of others and I'm willing to pay it forward. But now, it's time to share some things in **MONEY MANSION™** that I've never shared before. I'm going to share some of it with you now and prayerfully, once you learn to master the system you are willing to change some lives too!

Below, I provide you with a brief overview of the first five™. There is so much to share and I don't want to overwhelm you, so I'm including some excerpts from my one of my next upcoming books, **“The MONEY MANSION™”**. This system is the foundation that will definitely help you move in the right direction. The total system is taught in depth through the programs at PinkMillionaireClub.com. Make sure you visit to learn more and become part of our movement. For a limited time, you can have free access to our tribe, Power Moves, a group of ambitious entrepreneurs who are collaborating together to create impact. This community will be growing and evolving really soon. I look forward to bringing more value and serving you.

5 Money Moves that Wealthy Make In A Downturning Economy:

1) Income Generation

If you're really trying to attract and build wealth, your priority cannot be money. It must be nurturing, building and genuinely caring for people and your work. This is a sustainable way to generate income.

Income Generation is all about selecting business opportunities and investments that have the ability to generate you at minimum a six-figure income with potential to scale. Especially with inflation - any less than a six-figure income will result in a perpetual life of lack, especially without managing the income you make.

So, the first place to start is by setting your financial goal to generate a minimum of \$100,000 annually - that's 333.00 daily. As you rise in the six-figure club you will set your milestones of generating \$250k, 500k, 750k and eventually \$1 Million, which is 3, 333.00 daily. You see how you can scale from 100k to \$1Million? Oftentimes, this

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may not occur from one stream of income. Ecclesiastes 11:1-2 recommends that you build 7-8 streams of income. But many people attempt this by being stretched out and building opportunities that conflict with each other (one stream cancels out the other), instead of building one solid income that can help to fund the others.

Here the 7 key factors to selecting an income opportunity. This is trained in-depth in the **MONEY MANSION™**.

1. You want to minimize your risks and with a possibility of increasing your returns. Never invest what you're not willing to lose. There is a system in place to increase your probability of returns. Remember, the market requires a need that people want what you're offering and are willing to pay for it.
2. Look to leverage proven systems for success, especially in opportunities where you have to develop your skills. Because the system can allow you to still generate income even while building your skills. Look for unlimited advancements, promotions and growth in choosing a stream of income.
3. Look for something that you can be passionate about. Passion produces patience and persistence. Every return on your investment is not immediate. There's always work required whether it's mental, physical or both.
4. You have to learn the principle of leverage doing more with less. You are going to see this principle of leverage show up often throughout the **MONEY MANSION™**. This is a new way of thinking and you must look for these opportunities every step of the way.
5. Taxes. You want to choose income streams that either reduce or save you in taxes. What many are unaware of is that some people working traditional jobs can still be taxed more than a business that is properly structured. Passive streams of income like royalties or rental income, businesses. So use income to build a team around you, so you can have professionals that will guide you properly.
6. No longer trade your time for money. Always look for residual opportunities.

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7. During times of crisis and disaster, do research and find out who is still making money and how you can participate in that arena. You must be open minded, because sometimes it will require you to change what you are doing or change your belief and perception. Don't fall in the trap, because closed mindedness can create roadblocks for your next level. Never say, "No" to an opportunity, until you know what you're saying no to.

By now you may realize that the traditional 9 to 5 is not going to suffice as your main income stream in a downturned economy. So entrepreneurs and investors are going to do better than those who are not.

2) PINKPrint™ and Personal Development Plan

The PINKPrint™ is a proprietary system that I created that provides an in-depth understanding of Personal Development skills required to create and sustain wealth.

Personal Development is a way of life not just something you do to get ahead of life. It consists of really connecting with your true self which may reveal that you have beliefs that are contrary to what creates wealth. The mentorship, coaching, training, reading, and other activities are mind and life changing and will help you to realize your dreams and goals. Like anything else, if you're not willing to do the work - it won't work.

The process supports your vision and helps to strengthen your self-belief, and give you confidence to actually implement your plan. Dr. Munroe would always remind people that the wealthiest place on earth is the graveyard. People get side-tracked and distracted from crisis and circumstances in life. It's even happened to me at some point and time. As the saying goes, "life happens", but it's time for you to start making life happen the way you want and stop settling for less and know you have the power to make life happen.

Self-discovery of new skills needed, areas for improvement and reaching out to others who have accomplished what you are seeking, allows you to develop and grow to new levels and it helps you to become extremely effective in pursuing

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Common Personal Development Skills that Assist With Wealth:

- Mindset strengthening
- Communications
- Time Management
- Organization and Productivity
- Money Management
- Financial Planning
- Decision Making
- Networking
- Implementation
- Strategic Thinking
- Leadership
- Reading
- And more!

3) Income Protection

Income Protection answers the question, “If I don’t have any other income, how am I going to live?” So, you must have things in place that will help you to protect the income you have. The most common income protection is insurance.

One way of having income protection is by having multiple streams of income that don’t conflict with each other and don’t always require your labor for you to generate it.

Another huge way to protect your income is through different types of insurance. Income Protection is actually the foundation of building a financial house when most people ignore this. That’s when a crisis comes, whether it’s a health crisis and you might not have disability insurance, or something happens to your home and you don’t have rental or mortgage insurance for example. These are things that some people will say you don’t need. But until you have the income to cover unexpected expenses. There are some first generations created from family members that set up insurance. There is also a form of insurance that can be used like a bank. The wealthy have been doing this forever. There are deeper uses that I teach about insurance as well. You get the picture - right? By the way, banks are the largest purchasers of insurance. They are called BOLI’S (Bank Owned Life Insurance). So, success leaves clues. Companies like Disney, McDonalds, Pampered Chef, and several others all used insurance to fund or save their businesses.

NOTE: This is for informational purposes only. This is not considered advice. You must get the advice of a licensed insurance professional when making a decision of which types of insurances to choose for income protection.

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4) Personal Money Management and Emergency Fund

Money Management is about understanding what's needed to become financially literate and a "Good Steward" over your current and future income. This includes paying yourself first, managing your debt, setting a budget, establishing an emergency fund and savings account, so you can do more investing. The biggest culprit of Money Management is the mindset of consumerism. We get entangled with the view of looking and living wealthier than we are. I love experiencing the finer side of life, but not at the expense of building my legacy and making it my main priority. God, family, business...in that order and everything else comes after! So, you should be making money to put in these 3 places first and everything else comes after. The goal is to manage your money with the intention of growing your money. **This is a principle and it must become your rule.** After all, these are **MONEY MOVES™** of wealthy people.

Unfortunately, we are always taught to go make more money, but the emphasis of managing money is not as popular. Although it's become more popular these days. The mindset is often sacrificing and punishment when it should be this is the way for me to acquire and keep more money. Remember, money likes to be moved and multiplied. In the book of Genesis, God reminds us that anything that he has given us authority should produce fruit and multiply. I have a 10/10/10/70 formula. This is where you'll be living off of 70% of your income and by following the formula, you will only need 30% of your income or less to live off of. Leaving you with more than 70% to invest and grow. This will help you to manage debt responsibly, reduce stress and have more than enough money to invest in financial downturns.

5) Leveraged Resources and Credit

Remember, the act of leveraging is doing more with less. It helps you to better utilize your time, connections, money, and resources. I told you I would remind you about this again. The importance of personal and business credit is one such that the main use is to make more money. You can also use credit by borrowing money from a financial institution to generate wealth (by the way, loans are tax-free) in investments such as properties. **Your main purpose should always be to increase and grow cash flow to position you for more opportunities.**

It has almost become customary for people to delay or avoid building their personal credit and go straight to building business credit. This is one of the biggest mistakes especially if you live in America, because 75% of our economy is built on credit! So, if you don't have credit, it drastically reduces maximizing

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opportunities in a downturning economy. Hey, OPM (Other People's Money) is a major Money Move and wealth strategy.

However, there will be times that will require the CEO to use your personal credit as a guarantee. Sometimes collateral and personal property isn't enough. Afterall, why should the banks and lenders invest in you if you aren't willing to be a good steward over what you already have control of, meaning your personal credit. For instance you might even want to borrow money from your home that you've been paying for for 15 years, but if your credit isn't high enough the money will stay locked up and you will miss the opportunity to leverage like people did in 2008. Your credit speaks to your integrity about money, your capacity and willingness to pay creditors as you agreed to. Sure your credit could have been compromised, it's your responsibility to put it back in order and maintain it.

What if you want a home and try to circumvent it by buying it with your business credit. However, if your credit is compromised and something happens to you the creditors can come back on your family. So, as you're building wealth, never run from a crisis, leverage and use it as an opportunity to improve your situation.

MONEY MOVES™ is all about knowing how, when and with whom to make the right moves and who to make them with. Most people are not aware of leverage or how to go about using it to get ahead in life and business. But I assure you the wealthy are doing just that and it's how most wealth is created.

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P.S. I'm look forward to staying in touch with you and I'll be sending you a special gift, so make sure you watch for it in the next 24-48 hours.

Also, I ease enter my email in your address book to prevent going to SPAM.
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