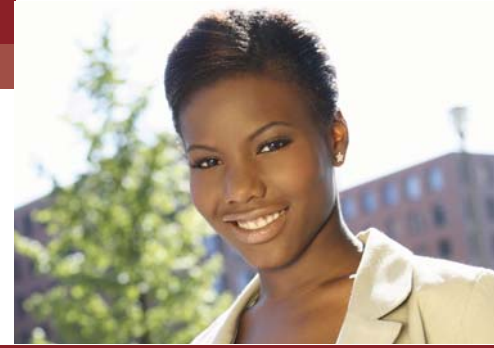


WISE WOMEN INVESTOR



WiseWomenInvestor.com

2nd Quarter 2008

Are You Coachable?

My diabolical Uncle Jules once said to my attorney father, "Throw a flower pot out of the window and you'll kill ten lawyers at the same time!" Today, he might have said that about life and business coaches. It seems everyone wants to get in the game of your transformation. But does it work? Are you coachable? If so, what do get out of it and how much will it cost?

Coaching is not new. Many successful business people have coaches of one

"Never confuse a feel good process with good coaching. Most of the time coaching does not feel good. It forces you to look at parts of yourself you do not like to see."

sort or another. They are often called "mentors." A coach has a very special and intimate relationship with the coachee.

I myself am an advisor coach. I listen carefully, then learn all about your business and your competition and guide you through to your next steps to success. I help you determine how, in your schedule or in your organization, you will get the job done. This is easy once you know what the job really is. The earmark of a great advisor/coach is not just to find solutions, but also to identify the real problem, which is sometimes not so obvious on the surface.

Coaches even pop up in our fairy tales. The Grand Vizir in Aladdin was a life and business coach. Jiminy Cricket and Glenda the Good Witch are coaches of conscience and sense of self, and instill a no-limits attitude to get you back to Kansas.

Example:

A client of mine stepped down as CEO of a major private bank. He handpicked a woman with an awesome power resume as his successor. Unfortunately, client after client challenged her. "Why did Jim pick you?" they asked. She answered by reciting her resume. The clients were about to bail to another bank.

I asked to have a phone session with her (I do all my coaching by telephone). By listening carefully, I learned the new CEO was angry and defensive at being questioned and unsure of exactly why she had been chosen. Once she acknowl-

edged her problem stemmed from her reaction, not the question, we could call Jim and ask him point blank why he had selected her as his successor. Think how transformational this is. She laid herself open to any answer. She made herself vulnerable.

Jim answered simply, "Because I saw myself in you. Because you will carry on just like me." That led to our branding campaign for her. Between us, we call it "Just Like Jim." To the clients, we call it "The Continuity Campaign." We did an outreach to make sure everyone understood that nothing had changed. No more confrontations, no more problems.

Measurable Results

Never confuse a feel good process with good coaching. Most of the time coaching does not feel good. It forces you to look at parts of yourself you do not like *continued on page two*

From the Editor

Lisa Moren Bromma, Editor

Welcome to our second quarter 2008 issue of Wise Women!

In this issue, Adriane Berg as well known coach discusses the true benefits of coaching and whether those benefits are worth while to you; Kristin Scott, with Entrust CAMA shares strategies for finding a part-time flex job that can grow into a lucrative career; Jenn Dizmang shares her own horror story of identity theft, (after reading this I wanted to hide under the covers!); Suzanne Morris explains why land makes the best investment in these turbulent times; and I take a stab at making investment in Private Placements easy. Plus, great tidbits and other newsy information make this issue action packed!

Enjoy and Happy Spring!

Lisa

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to see. To succeed you need to change, accept limitations, and/or get someone else to do what you can't. Master sales coach Blair Singer of Sales Dogs calls it "AS ISING." But, without real change, no coach can get you real results. From the very beginning, you and your coach will establish what you define as success and how to measure it. In my case, it may be sales volume or number of strategic allies or money under management.

The measurement depends on the purpose of the coaching. My husband coaches teens on getting into college. His company, The Admission's Office, www.CollegeApplicationCoach.com, measures success by the number of target schools in which the student was accepted.

My personal adult fitness coach, Rise Olinsky, of Classic Fitness, www.RisaClassicFitness.com, taught me a lot about measurable results. I came to her as a 50 year old who had a baby at 44 and was struggling with weight. I had been offered a TV show as a money coach and was desperate to lose pounds. Of course, I measured results purely in pounds lost.

Risa told me she would never coach me unless I changed my view of success, because if the scale was my master, I would yo-yo all my life. I got down to the dirty fact that I thought I wasn't pretty, because my father never said so. (He died when I was 11-yes, be prepared to get intimate with a coach whether it's about health or business.) I changed my goal from looks to health. I could never have been in shape into my 60s if pounds were my criteria for success.

So a great coach helps you find the solution, but first finds the real problem and helps you set appropriate goals.

How Do You Choose a Coach?

My advice is word of mouth. Regulation does not exist in the field, although professional organizations are helping both the consumer and the professional coach create consistency of cost and service. I have a degree in law, licenses in real estate

and insurance, have authored 13 books and won an Emmy. Big deal. If you know people who have coaches, and if they are in a similar business or have similar personalities, interview their coaches.

Go to sites like www.coachville.com, a major community for all types of coaches, and www.wabccoach.com where you can find business coaches and get an insight into their education and training. I am also a member of www.selfgrowth.com which is a site for experts, many of whom are coaches.

Costs

Costs vary. Many coaches charge \$5000 a day. I am an advisor-style coach and need to be in touch with a client about half an hour every week for at least ten months out of the year. I work on a yearly retainer basis starting at \$6000 a year. I also conduct teleseminars for group coaching.

Technology can really cut down the cost of coaching. Tele-coaching allows a group to share costs. Risa coaches online and by phone, cutting down the \$115 per private session cost.

So, Are You Coachable?

Everyone is coachable. We all can transform, better our lot, improve our path. But, we must NEVER think it will be a walk in the park. You are coachable, but you might be a tough case if:

1. You are very invested in being right and resist seeing out of your own box.
2. You often think, "I know that." If you discount other's knowledge and approach, it will be hard to learn from them.
3. Money comes before results. Strange, but many women use money as an excuse not to make more money. We resist investing in ourselves.
4. You have intimacy issues and do not like to talk about yourself-usually not a wise woman's problem.
5. You are highly credentialed-the more educated you are, the more likely you will intimidate or overwhelm a coach.
6. You are driven by results and not process-oriented. Coaching is a process. Long-term results stem from that process, and it's not easy to wait.

Which brings us to the last question. Are you a "go for it" type? Ultimately, coaching is about trusting the coach and yourself. There are no guarantees. You just need to go for it.

Adriane Berg is Founder Generation Bold, Marketing and Business Development Coaching, and the author of 13 books on personal finance, including "How Not to Go Broke at 102: Achieving Everlasting Wealth," Wiley 2004. For information, see www.adrianeberg.com, and www.LongevityClubOnLine.com, or e-mail Adriane at adrianeberg@msn.com.

How to Find a Professional-Level Part/Flex Time Position

There are many terms for women who choose to take a detour from traditional full-time employment—my favorite is “sequencing”. There are also various reasons women give for this move: taking care of children, taking care of a sick spouse or parent, changing careers, going back to school, or devoting more time to personal investing. But what is common among most of these women is that finding a part-time, professional-level position presents considerable challenges. Here we will discuss how to stay in the workforce on a part or flex-time basis and still find challenging, gratifying, high-paying positions.

If you feel your current full-time position is not conducive to your personal life right now for whatever reason, ask yourself some of these questions:

- Have I established myself in my job as a high-performer?
- Have my performance reviews been exemplary?
- Have I been given increasing responsibilities over time?
- Have I demonstrated commitment to this company?
- Have I always focused on solutions rather than problems?

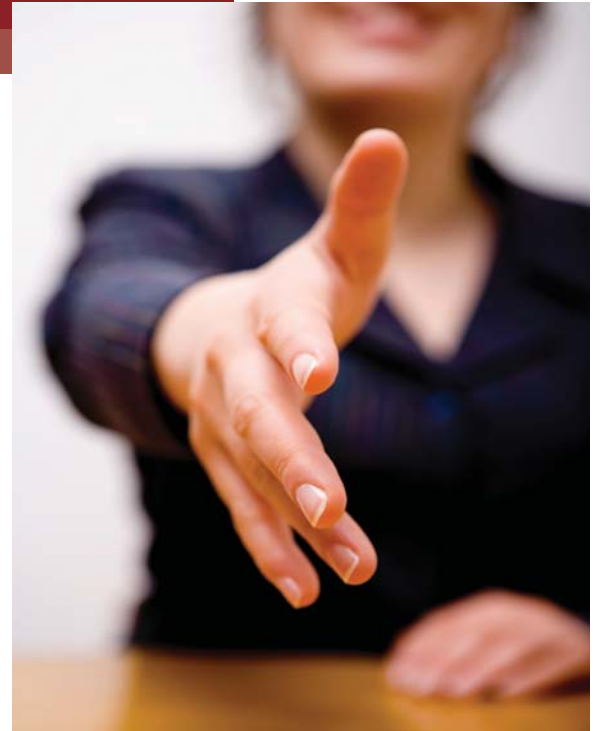
If you answered YES to all of these questions, then you are in a good position to make a proposal. Notice I did not say, “ask permission,” or “ask for part-time or flex-time.” You can make a proposal that includes some of the following points:

Exploit current gaps in your functional area – for example, projects that do not get enough attention, results that always fall short, etc. Convince your supervisors that you, on a part-time basis, can specialize in these much-needed but neglected areas and allow your current job to be filled, demonstrating to your employer that all business-critical needs will be met without hiring another full-time “head”.

Additionally, you can train the new person (include exactly how in your proposal) so productivity is not lost during your transition. It is important to emphasize your commitment to the company, to your career and to your reputation. Also stress that you are not falling off the career path, but remain focused on continuing to learn and improve your skills so that you will be prepared when a full-time opportunity becomes an option again.

If you are faced with finding a part or flex-time position out in the open job market, first, ask yourself the following questions:

- What are my top 3 transferable skills?
- What measurable accomplishments can I demonstrate?
- What’s in it for them if they hire me?
- Do I have credible references?
- Did I help friends or colleagues while I was not on a payroll?
- Do I know what I’m worth?



Once you have answered these questions, you are ready to start your job search. Here are some tips and strategies that worked well for me.

Do not look for advertised part time jobs as you will most likely find very few that will be high-level, high-functioning and high-paying. Instead, look for jobs posted as regular or full-time (or non-specific). Why? First, you are creating more opportunities for yourself. Second, you never know what can happen and you might find a perfect position with a person or company thrilled to have you on any terms (if you sell yourself right!).

Focus on small companies who are in a growth atmosphere. They might be more open to alternative schedules, especially in exchange for a high-performer who will cost less than a full-time employee.

The most important thing to remember is **DO NOT MENTION PART-TIME WORK UNTIL YOU ARE OFFERED THE JOB!** This is not deceptive because you might actually work full-time on a flexible schedule. Or, you might tell them you want the position but would prefer to limit your in-office time to 30 hours/week. The key here is to use your leverage – they want to hire you. Focus on a solution that works for both parties. You might accept a lower salary than offered in exchange for fewer hours. You can also build in a performance-based bonus system to prove you are going to be a significant addition to the company, and offer assurance that part-time hours don’t equate to part-time effort!

Kristin Scott is currently Vice President of Marketing at Entrust CAMA Self-Directed IRAs (Part-time!) and President of Retirement Planning for Young Americans (www.RP4YA.com). She has two children and lives near Philadelphia, PA.

Identity Theft: A Criminal's Playground

This article was originally going to be about a different topic, until I discovered last week I had been a recipient of identity theft. I use the word recipient because I do not like the word "victim". In my mind, calling someone a victim is disempowering and also attaches a stigma of weakness.

The criminals were quite crafty. I had always been led to believe identity theft happens when someone gets a hold of your credit card information and starts racking up the charges. My scenario was quite different.

Six months ago, the IRS notified me by mail that my and my husband's personal information had been lost and compromised. This entitled me to free Equifax monitoring for three months. I watched and nothing happened. I thought I had escaped the bullet. Then, last Monday, I called the bank to check account balances and learned my savings account had been drained. "Huh," I thought, "the bank must have transferred some money around into one of my other accounts." I called the bank only to learn the money had been pulled out due to an IRS garnishment for back property taxes. Now, considering all of my properties have the taxes escrowed with the mortgage payments, this did not make any sense to me.

I called my CPA to research this further, and he immediately red flagged it as identity theft. I was told that if this was actually legitimate, the IRS would have contacted me at least 4 or 5 times by mail before they would do something as drastic as a garnishment. I called all of my banks to alert them to the scam. Unfortunately, the criminals knew what they were doing....no bank can hold or freeze funds from the IRS (or the fake IRS in sheep's clothing).

Thinking I could outsmart the criminals, the next morning, I went to each of my banks, emptied my accounts and notified all credit reporting agencies. I felt confident I could prove the fraud within 21 days, (the holding time the bank puts on these funds) before it is released.

However, when I returned from a business trip the following Friday, I was informed by one of my banks that my overdraft protection had kicked in. "Huh," I thought to myself, "I don't have anything outstanding," only to find out these boogers masquerading as the IRS, put in for another "garnishment" at one of my banks. Because my accounts have overdraft protection, their sleazy withdraw came from there. Needless to say, I have closed all of my accounts.

The wonderment of it all for me is, as an American, is that supposedly we are innocent until proven guilty. But my observation has led me to realize the burden of proof is on me to show I am actually an upstanding citizen who pays my bills and my taxes. I have to prove this within the next 21 days or I am out thousands of dollars because the bank will release the money to these criminals.

So the question for the reader becomes, "How do you protect your credit?" While I'm sure we are all discreet with our credit cards, protecting our pin numbers and things of that nature, here are a few other pointers I have discovered along the path to credit protection:

1. Register for the "3-1 Credit Watch" with Equifax. For \$12.95 per month, both you and your spouse's credit will be monitored on a daily basis and if any creditor tries to open a new account, you will immediately be notified with a verbal confirmation to do so. Also, they connect with all three credit reporting agencies to keep watch. In addition, this service includes \$20,000 of insurance to covers costs incurred, should you be a recipient of identity theft.
2. Have multiple bank accounts. This really saved me because although the criminals drained one savings account, I still had two other accounts with different banks.
3. Keep a list of your credit card numbers and bank account numbers in a safe place with the phone contact information of each institution included. This way, if your purse gets stolen, you can immediately rebound by notifying each institution quickly. Time is of the essence in this situation.
4. Keep an eye on your credit report on a monthly basis. However, make sure you are pulling it in a particular way so that it does not look like there is an "inquiry" every month on your credit. Too many "inquiries" can hurt your credit score.
5. Watch your money!! We all get busy and don't monitor our accounts and balance checkbooks. I dumb-lucked into checking my account that morning. Typically, I wouldn't have looked at that account more than once every month or so, putting me outside the 21 day window to dispute this as fraud which is EXACTLY what the criminals were counting on.

So, although this situation is a pain in the neck, it is not the end of the world. My family is healthy, my career is chugging along nicely, I have been blessed with people that love me and when someone was trying "to put it to me," I caught it quickly.
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I count my blessings every day and I am a big believer that you get what you focus on. Therefore, my focus today is to get this message to Wise Women Investors in hopes that by being armed with this information, you can protect yourself from this same type of fraud.

Jennifer Dizmang has been an independent contractor for The Entrust Group since 1998. She leads workshops and provides training for real estate agents, CPAs, CFPs, and investors nationwide on how to use IRAs to invest in real estate and other non-traditional assets. In addition to her teaching credentials, Jennifer is a seasoned real estate investor specializing in the purchase of real estate and non-traditional investments in IRAs and 401(k)s.

READ THIS! More Ways to Protect Yourself Against Identity Theft

Read this and make a copy for your files in case you need to refer to it someday. A corporate Attorney sent the following out to the employees in his company. We should all take this advice!

1. Do not sign the back of your credit cards. Instead, put "PHOTO ID REQUIRED"
2. When you are writing checks to pay on your credit card Accounts, DO NOT put the complete account number on the "for" line. Instead, just put the last four numbers. The credit card company knows the rest of the number, and anyone who might be handling your check as it passes through all the check processing channels won't have access to it.
3. Put your work phone # on your checks instead of your home. If you have a PO Box, use that instead of your home address. If you do not have a PO Box, use your work address. NEVER have your SS# printed on your checks. (DUH!) You can write it in if it is absolutely necessary. But if you have it printed, anyone can get it.
4. Place the contents of your wallet on a photocopy machine. Do both sides of each license, credit card, etc. In the event of theft, you will know what you had in your wallet and all of the account numbers and phone numbers to call and cancel. Keep the photocopy in a safe place. I also carry a photo copy of my passport when I travel either here or abroad. We've all heard horror stories about fraud that's committed on us in stealing a name, address, Social Security number, credit cards.

Unfortunately, I, an attorney, have firsthand knowledge because my wallet was stolen last month. Within a week, the thief ordered an expensive monthly cell phone package, applied for a VISA credit card, had a credit line approved to buy a Gateway computer, received a PIN number from the DMV to change my driving record information online, and more.

5. We have been told we should cancel our credit cards immediately. But the key is having the toll free numbers and your card numbers handy so you know whom to call. Keep those where you can find them.
6. File a police report immediately in the jurisdiction where your wallet, credit cards, etc., were stolen. This proves to credit providers you were diligent, and this is a first step toward an investigation (if there ever is one).
7. Perhaps most important of all, call the 3 national credit reporting agencies immediately to place a fraud alert on your name and also call the Social Security fraud line number. The alert means any company that checks your credit knows your information was stolen, and they have to contact you by phone to authorize new credit.

By the time I was advised to do this, almost two weeks after the theft occurred, the damage had been done. There are records of all the credit checks initiated by the thieves' purchases, none of which I knew about before placing the alert. Since then, no additional damage has been done, and the thieves threw my wallet away this weekend (someone turned it in). It seems to have stopped them dead in their tracks.

Numbers to call if your identity is compromised:

Equifax

800-525-6285

Experian (formerly TRW)

888-397-3742

TransUnion

800-680-7289

Social Security Administration

800-269-0271



Did You Know...

Tax Relief for Homeowners

The IRS announced it will launch a special section on its web site, www.irs.gov, to provide struggling homeowners with important information on how foreclosures can affect their tax status. Please log on to this site before giving up a home to foreclosure.

Retirement Living

International Living Magazine reports the number one country for retirement is Mexico! According to the report, Mexico offers old-world traditions as well as modern conveniences most people north of the border are accustomed to, such as cable TV, high speed Internet and modern appliances. Mexico also has high quality, affordable health care and, most important of all, it has a better standard of living due to cheaper costs as compared with other countries, including the U.S.

Rising Housing Costs Hurt Renters, Too

Homeowners aren't the only ones affected by the housing crisis. According to a study by The Center for Housing Policy, the number of low to moderate income working families who spend more than half their income on housing have more than doubled in less than a decade. Scary!

Diversifying Your Investment Portfolio with Land

"Buy land, they are not making it anymore." - Mark Twain

Purchasing land using your Entrust self-directed IRA is an easy way to diversify your investment portfolio. It also makes investing in real estate a viable option to those who just started saving and can't — or don't — want to obtain financing to purchase a more expensive rental unit.

The process for purchasing developed or undeveloped land using your self-directed IRA is the same as purchasing other real estate. You first need to identify and initiate a contract to purchase the land in the name of your IRA. Then, submit the Buy Direction Letter and Contract to your local Entrust office. Entrust will coordinate all the closing documents for your review. Finally, the funds are wired from your account to the title company to close.

The Dirt on Buying Dirt

Just as with any other real estate purchase, location is the first and most important consideration. Close proximity to schools, shopping, cinemas and easy highway access or commuter rails will greatly affect the resale value. This is true whether you decide to flip your land in a couple of years to a developer or build on it. The key thing to remember is that land close to amenities will always command a premium.

Also, research the county's long-range plans. Find out where the new businesses, parks, roads or schools will be. For example, if the county is planning a six-lane highway next to your property, your resale value could decrease. On the other hand, easy access to a new shopping center could improve your resale value. You can also get great information from the local chamber of commerce and the economic development authority.

Holding Costs

Many people shy away from investing in land because there are costs associated with holding the property, and there is no income coming in from rents to defer these costs. But since you have funded your land using your self-directed IRA, you won't have to worry about loan payments, only annual property taxes and possibly community association fees.

Community associations set and collect the maintenance fees needed to run neighborhood operations. They may maintain landscaping or recreation centers. The most important function of an association is to enforce deed restrictions.

Deed restrictions are legally binding rules, filed with the real property records, which provide for building, maintaining and using the homes in your neighborhood. They control how homes look and what can be done in the subdivision.

Do mandatory fees apply to your plot of land? If so, you'll have to pay them. If you don't, the homeowners' association could put a lien on your property or even foreclose on it.

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On the Bookshelf



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Building Challenges

The most critical question to answer before purchasing land is, "Can you build on it?" If the land can't support a foundation or has no access to a sewage system, it may not have development potential.

Research the soil quality and topography. Damp, moist soil can add significantly to your building costs, and building on hills or steep slopes can be much more expensive. Open the yellow pages, talk to local builders.

Finally, research road access. If the land isn't accessible via a public road, you and your neighbors will have to maintain it. Consider the likelihood of floods, heavy rain or snow that could limit road access in the future.

Many neighborhoods also have very specific restrictions. They can include:

- Min./max. square footage
- Exterior requirements
- Roof types
- Fencing
- Landscaping

Zoning Considerations & Utilities

Once you've determined that you can build on the land, research zon-

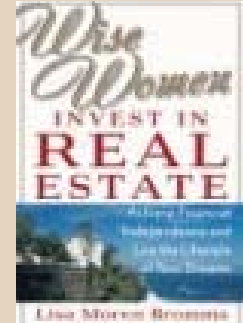
ing. If the local zoning ordinances dictate that you can't build on the land or your land borders water and is subject to environmental regulations, both may hinder your building plans.

Make sure you verify what utilities are available on your lot and what the approximate costs will be to supply them. Often, you will need to bring power from a somewhat distant pole to your lot, dig a well and install a septic system. In many cases, bringing power and water to your lot will greatly increase the value of your land.

It may seem more complicated to purchase land instead of buying a house, but if you keep the above points in mind, it will make it much easier to evaluate this investment opportunity. And, as with any investment, it is key that you do your own due diligence and consult with a tax professional or attorney, if necessary.

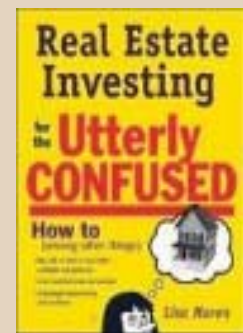
Suzanne Morris is editor and publisher of the Ideal Investment Report and president of Ideal 4 Investors, an online real estate investors network and a member of the National Real Estate Investors Association. You can contact Suzanne at suzanne@ideal4investors.com or www.ideal4investors.com.

Check out these titles from these Wise Women authors:



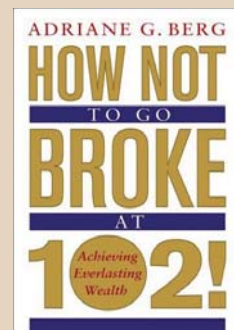
Wise Women Invest in Real Estate

by Lisa Moren Bromma
2006 McGraw Hill



Real Estate Investing for the Utterly Confused

by Lisa Moren Bromma
2006 McGraw-Hill



How Not to Go Broke at 102! Achieving Everlasting Wealth

by Adriane Berg
2004 Wiley

Read Lisa's blog with new posts every Monday, Wednesday & Friday

www.wisewomeninvestor.com/blog

Understanding Private Placements

There are many investments one can choose to do within their retirement plans. Some are more risky than others. But since we self-direct (meaning we choose to direct our funds as we see fit, not others), we have the ability to invest in anything the IRS allows.

One of the more unique types of investing is in Private Placements.

So what is a Private Placement?

Mary Ross, mother of 2, has spent thousands of dollars in dry cleaning due to stains from her children wiping their mouths on their sleeves instead of using a napkin. Sometime the clothes were not salvageable, and she simply threw them away.

Frustrated, Mary tried to come up with an idea to save her children's clothes from total destruction after just one wearing. Why not develop a throw away napkin of sorts that can be affixed to the sleeve of her children's clothes, then removed when the child is done eating?

Mary ran her idea by a few of her friends from her local mothers group. They loved it! She made samples of the arm type slings that were affixed with Velcro. The mothers who tried it loved it! They started ordering dozens of these. Mary needed a catchy, one word name to express the product. She decided on Slopkins!

Mary met with an attorney who went through the process of helping her start her business. She needed some cash infusion so Slopkins can be made in mass and marketed. Her attorney recommended a private placement. They put a memorandum together outlining the idea, and the investment formed an LLC (Limited Liability Company) and away Mary went, at-

tempting to "sell" her idea to others.

Many people used their IRA dollars to invest in Mary's idea. They understood there were no guarantees of a payback—that they could potentially lose their investment. But so many believed this was the best invention in years that Mary was able to raise her initial \$5 million and production began

Mary proceeded to raise the capital through her Private Placement. She went around the country demonstrating Slopkins to every major day care company in the country.

Eventually, one of the day care companies, Donald Duck's Playschool, bought out Mary and Slopkins for \$25 million. Mary paid off her investors and retired to Hawaii where she is busy with a new idea for protecting one's home in lieu of a security system—a barking doormat!

All kidding aside, Private Placements work just the way I described them. They are not for people who need their last dime to survive. Generally, investors hear of Private Placements through their Financial Advisor or Attorney.

Like any investment, it is up to you to do your due diligence. Private Placements can be self-directed with an IRA or 401(k) through an administrator who does record keeping for these investments. Record keepers do not give investment advice or make any recommendations. The decision is yours!

If you want to learn more about how to use your IRA or Individual 401(k) to invest in a Private Placement, visit www.theentrustgroup.com to find a local office near you.

Happy Investing! - Lisa



About the Editor:

Lisa Moren Bromma
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Lisa has been a real estate investor since 1978, a note investor since 1988, and a well-known marketing expert. She has consulted for some of the nation's top financial services industries in the private mortgage, business loans, and Individual Retirement Plans. Lisa has taught over 1,000 workshops and seminars devoted to real estate investing, marketing and business forums.

She is a professional member of the National Speaker's Association and sits on the board of the National Real Estate Investor's Association. She is an advisor to The Entrust Group, the nation's largest network of third party administrators. Entrust provides record keeping services for individuals who wish to truly self-direct their retirement plans to buy real estate or any alternative investment allowable by the IRS.

Lisa recently published two books by McGraw-Hill. *Real Estate Investing for The Utterly Confused* has motivated new investors with factual information told in her humorous and easy going manner. *Wise Women Invest in Real Estate* is a must read for 2008! Pick up your copy today! Both titles are available at www.amazon.com.