

# PACIFIC CAPITAL



**Purpose first, money second.**

August 10th, 2022

<<First Name>> ,

Some people want a lot of money because it makes them feel important. Others believe they'll be happier once their income goes up. Money is emotional.

So many myths and stereotypes exist. Having a lot of money does not make you more prone to being a bad person. It typically magnifies who you already are. So if you're selfish and greedy, more money in your hands would magnify those traits.

However, if you're giving and kind, more money in your hands will do a lot of good. I've seen this up close. So many of our clients are generous with their abundance. I could share so many stories of kindness and service from the families we work with.

Whatever you're pursuing in your career, don't make "more money" your end goal. That's like chasing the mirage in the desert. You'll never be satisfied or fulfilled. Instead, define your purpose and put some tangible goals behind it.

And don't forget to have fun along the way.

I've known a few people to delay the "enjoying life" part to some future date after they've accumulated what they determined was "enough," only to find that health or other family challenges unexpectedly changed what they had in mind.

**Purpose and life goals first, money second.**

[Great podcast interview about stress-free money and goal-setting.](#)

If you are not our client yet and want to review your investment strategy and overall financial plan, simply [click here](#) to schedule a time to talk!

Schedule a Call

Sincerely,

Chad W. Willardson  
WEALTH ADVISOR FOR ENTREPRENEURS  
 Certified Financial Fiduciary®

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**L Lance**

"Great team that helped to make sure not only my portfolio was balanced and made recommendations, but also reviews tax strategy, insurance, other liabilities and family planning."

Schedule a Call

