“In a heart filled with gratitude, there is no room for discontentment.”

—Rachel Cruze
KEY POINTS

There are a million marketing tactics trying to get at your money and bust your budget.

You can have power over your purchases.

Contentment keeps your stuff from owning you.
CAVEAT EMPTOR
Companies use every angle to aggressively compete for your _____________.

We live in the _____________ marketed-to culture in the history of the world.

MAJOR WAYS COMPANIES MARKET TO US
1. ______________ selling
2. ______________ and ______________ payment methods as a marketing tool
3. TV, radio, magazines, ______________ and other media
4. Product ______________
   • Brand recognition
   • Color
   • Shelf position and packaging

SIGNIFICANT PURCHASES
A “significant purchase” is normally anything over _______.

Our bodies go through physiological ______________ when making a significant purchase.
POWER OVER PURCHASE

• Wait _______________ before making a significant purchase.
• Carefully consider your buying _______________.
• Never buy anything that you do not _______________.
• Consider the “_______________ cost” of your money.
• Seek the _______________ of your spouse.

“QUIT CHASING HAPPINESS with stuff.”
–DAVE RAMSEY
7 TIPS FOR NEGOTIATING

1. Always tell the absolute ____________.
2. Use the power of ____________.
3. Understand and use ____________ - ____________ power.
4. Learn to ____________ ________.
5. Say, “That’s not good ____________!”
6. Identify the ____________ guy, ____________ guy technique.
7. Master the “if I ____________ away” technique.

ANSWER KEY
Truth
Cash
Walk-Away
Shut Up
Enough
Good
Bad
Take
WHAT TO DO:
If you’ve ever messed up the budget, you probably overspent on wants by convincing yourself they were needs. In the quiz, mark each item as a want or a need. If you’re married, discuss the items where you and your spouse disagree.

<table>
<thead>
<tr>
<th>Item</th>
<th>Need</th>
<th>Want</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie/TV streaming subscription</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Groceries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New shoes</td>
<td></td>
<td></td>
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<tr>
<td>A place to live</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Another car</td>
<td></td>
<td></td>
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<tr>
<td>Utilities: electricity, gas, water, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New clothes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A cruise vacation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lawn care service</td>
<td></td>
<td></td>
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<tr>
<td>Car wash</td>
<td></td>
<td></td>
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<tr>
<td>Childcare/day care</td>
<td></td>
<td></td>
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<tr>
<td>Going out to eat every day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concert or game tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto insurance</td>
<td></td>
<td></td>
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<tr>
<td>Newest cell phone available</td>
<td></td>
<td></td>
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<tr>
<td>Premium pet food</td>
<td></td>
<td></td>
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<tr>
<td>Current cell phone plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gym membership</td>
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</tr>
</tbody>
</table>

Respond to the following questions:

1. What is one item on this list that you thought was a need, but is actually a want?
2. How does identifying something as a want versus a need change your spending habits?
LESSON 5 //
BUYER BEWARE

DISCUSSION

Whether you’re in a class or online, be honest with your answers and remember to encourage one another!

1. When was the last time you bought something because of a compelling ad on TV or social media? What about the ad made you dip into your wallet?

2. What’s the danger of not talking with your spouse before making a major purchase?

3. What’s the worst impulse purchase you’ve ever made? Why was it so bad? How would you do things differently next time?

4. Think about the idea of opportunity cost: If I spend money on this, then I can’t spend it on that. How does opportunity cost help you prioritize your spending?

5. On a scale of 1–10, with 1 being “terrified” and 10 being “energized,” how would you rank your feelings about negotiating? Why?

KEEP THE CONVERSATION GOING!

Answer these questions online in the Financial Peace community!

financialpeace.com
ACTION STEPS

It’s time to live out what you just learned! Complete each of the Action Steps before the next lesson.

☐ DEFINE YOUR MAJOR PURCHASES
What’s a “major purchase” in your world? Put a number to it! Singles, run this by your accountability partner to get their feedback. Married couples, decide on this number together.

☐ GET A BETTER DEAL
Don’t just settle for regular retail outlets. Get creative and find some places where you could get the same thing cheaper: flea market, discount store, scratch/dent store, or resale shop. Identify five things you regularly purchase. How could you find them cheaper?

☐ SET SOCIAL MEDIA LIMITS
Wise spending has a lot to do with contentment, and contentment can have a lot to do with what you see on social media. This week, take some practical steps toward limiting social media’s negative impact. Try to avoid social media when you first wake up and choose one day to completely unplug.

☐ READ NEGOTIATE A WIN-WIN ON THE NEXT PAGE
If you’ve never tried to wheel and deal before, negotiating can seem intimidating—but it doesn’t have to be! Now that you’re armed with our seven negotiating tips, read on for the confidence boost you need to get the deal you want.
Everybody wants to get a good deal. That’s the happy ending to the spending story, right?

But it can be hard when it seems like everyone is trying to sell you something, and they’re just out to get your money. So how can you get the things you need, the things you really want, and still stay on track and on budget?

You negotiate.

If you’re immediately intimidated or offended by that word, check out this negotiation story from one of our Financial Peace University members! She hits at least four of the seven tips Rachel talks about.

BETHANY WHEELS AND DEALS

For the past several years, my jobs had always included a company car. When we decided to move to Nashville, that meant giving up the company car and getting my own—super intimidating since neither my husband nor I had ever negotiated anything, let alone a car.
USE THE POWER OF CASH.
We had saved up money to pay cash for the car and our budget was around $10,000. We went to a local car lot (known for great prices and quality cars) and were immediately approached by a salesperson who asked us what we wanted and what our budget was. We hadn’t looked at any particular cars before we got there so we were open to most anything.

UNDERSTAND WALK-AWAY POWER.
We weren’t jazzed about anything on the lot, and then I eyed a black SUV that was listed at $12,500—clearly over budget. I test-drove it and loved it but tried my best not to get too excited. The biggest key to negotiating is being content to walk away.

IDENTIFY THE GOOD GUY, BAD GUY TECHNIQUE.
We noticed that the tires were going to need to be replaced soon, and it would need the usual 100,000-mile maintenance. With that in mind, we lowballed and made an offer of $7,500—in cash. The salesperson was “on our side” but said he couldn’t take that offer to the manager.

SAY, “THAT’S NOT GOOD ENOUGH!”
We came up to $8,000 and the manager offered to give it to us for $12,000 if we financed—big nope. We reiterated that we were paying cash and told them the $500 off wasn’t good enough. After a couple more go-rounds, we made a final offer of $9,800, fees and licensing included.

USE WALK-AWAY POWER.
He said no, so we thanked him, and with a little grit, walked away. As we were approaching our car, the manager ran out and we hear, “$10,000 if you finance!”

We were mainly just annoyed at that point, so we had no trouble driving away in the car we showed up in.

We let it go and planned on going to another lot once we moved. But we got a text the next morning from the salesperson asking us to come back. They offered us $9,100 plus licensing and fees. We accepted. Total cost: $10,101. BOOM!

We wrote the check, drove it off the lot, and moved to Nashville the next morning. And that’s what we call the power of negotiation. — BETHANY

You may not always get a bargain like Bethany. Sometimes, the seller won’t budge. Sometimes, when you walk away, the seller will let you. But most times, if you want to negotiate, the seller is willing! Because when you buy a deal and they leave with a sale, that’s what we call a win-win.