

Book explores money philosophy

By PATTY JESSOME
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The Prosperity Factor for Women, a fun practical guide to the psychology of money, by Kelly Keehn (\$29.95) is a fresh approach to how women feel about money, wealth and prosperity.

Keehn, an Edmontonian with 12 years as an investment professional, retirement planner and speaker explores how we feel about money and the effect it has on how we spend, save and scrimp.

Keehn focuses on the subtle nuances that stifle our ability to realize that money is abundant and good while nurturing our basic needs. Words, she explains, are so powerful that we often don't realize the negative impact we make on our own lives when you use phrases like "filthy rich" or "too rich for my blood."

Keehn's calming and sincere voice makes reading *The Prosperity Factor* enjoyable without feeling like you've made a million "money" mistakes before picking up the book.

It's as though she gives us permission to save and spend with a healthy approach that brings balance to the cheque book while stashing more than a few pennies away. I was intrigued to find that many of the so-called philosophies rate high in my own views of money and just recognizing them has changed how I think about the good green stuff.

The Prosperity Factor is well worth the \$29.95. For more information, or to order the book, go to [The Prosperity Factor.com](http://TheProsperityFactor.com).

