“10 Reasons People Lie Awake at Night Worrying About Their Finances”

The world has obviously changed – “shop till I drop” has been replaced by concern about the future. Having been through the recent financial meltdown, this is a particularly apt time to revisit one’s plan.

What follows are ten common concerns, all of which a capable financial advisor should be able to address:

1. **There’s Never Enough Time** – “I’m overloaded, sleep-deprived and multi-tasking just to keep my head above water – I can’t afford to add anything to my to-do list. And yet I often wonder when I’ll ever be able to retire or how I’m going to pay for college.”

2. **We Have the Best of Intentions** – “Many years ago, we had an attorney draft a will for us but we’ve never signed it; we know we need to develop a spending plan for retirement but never seem to get around to it; we probably need to review our insurance since we’ve had kids but don’t know where to start; In other words, we have the best of intentions but never seem to make any progress.”

3. **I’m Drowning in Paper** – “Over the years, I’ve accumulated investment accounts, insurance policies and any number of other financial items but the thought of trying to find all of them, much less put them into some sort of coherent arrangement is daunting. Not to mention I never know which papers to keep and which ones to toss. If only I had a system to get organized and stay that way.”

4. **Information, It’s Everywhere** – “Whether it’s Suze Orman, MSNBC or the usual talking heads, I’m bombarded with information and it’s impossible to filter out all the noise and know what’s relevant to me.”

5. **How Am I Doing?** – “I often get the feeling I’m behind the curve compared to my many of my peers. It would be great to know how I’m doing for someone my age.”

6. **Will I Be OK?** – Now that I’m retired, am I going to eventually run out of money or will I be ok.”

7. **Who Can I Trust?** – “Bernie Madoff, Wall Street greed, conflicts of interest galore – how can I possibly trust anyone with my hard-earned money.”

8. **Who’s Right?** – “My friend says I should start taking Social Security early, my brother thinks we’re headed for a depression and I should keep my money under the mattress and my neighbor just got a long term care policy and says I need one too. In other words, I get a lot of unsolicited advice but how do I know whether any of it’s right?”

9. **Am I Missing Something?** – “We’ve given our financial situation a great deal of thought but I suspect that some things have simply fallen through the cracks.”

10. **I Think I Need to Dust Off My Plan** – “I actually did engage an advisor to put together a financial plan but, if truth be told, it’s been years since I’ve looked at it and a whole lot has changed since then. My sister is still the beneficiary of my IRA, my wife and I have had two children and I’ve never reviewed my original 401k allocation. Not to mention the markets have been crazy. I think I need to take a fresh look at things.”