THE GOOD GUIDE TO FINANCIAL WELLBEING FOR WOMEN

GOOD WITH MONEY

MORE MONEY, FEWER PROBLEMS

Supported by

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Contents

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Why #FinancialWellbeing?

Women are poorer than men. That's the reality.

This includes how much money we are paid, how much we have saved, how much we have invested, and how big our pension pots are.

Last year in the UK, men were paid an average of 5.45 per cent more per hour than women and had DOUBLE the pension pot by retirement age. They also had £599 billion more invested than women - that's greater than the GDP of Switzerland!

The reasons behind this gender wealth gap are complex but have a lot to do with industry and societal stereotypes, with men long considered the earners and keepers of money.

A recent study by Starling Bank looked at photographs used in media articles about money and personal finances, and found that men and women were depicted very differently. While men were shown as being in control and making financial decisions, women were shown clutching piggy banks and counting pennies.

Times are thankfully starting to change, but you don't have to wait.

With women living longer than men and taking more time out of work to care for children and elderly relatives (meaning our money has to stretch much further), it is REALLY important that we take control of our own finances, and do it as early as possible.

In this guide, we show you exactly what to do to achieve personal financial wellbeing - that's feeling confident, secure and in control of your own finances, both now and in the future.

Why not join us, and make #FinancialWellbeing a new life goal for 2023?

Saving versus investing

Recent years have shown us just how vital it is to have a 'rainy day' savings fund that you can call on at a moment's notice. Traditional advice goes that, if possible, you should have three to six months' salary stashed away in an easy-access account. You can check out our top-paying sustainable savings accounts for the best options for your pocket and the planet, too.

But women also need to INVEST way more than they do; whether that's adding more to a workplace or personal pension, or investing in a Lifetime ISA or a Stocks and Shares ISA.

Yes, saving is less risky because your money is protected and you can get to it quickly. But it also has far less potential for meaningful returns. This is particularly true in the current high inflation environment, as cash savings will lose value in 'real' terms over time (i.e you'll be able to buy less with your money in the future than you can now).

According to Schroders, saving money into a Stocks and Shares ISA over the nine years to 2019 would have returned a massive two-thirds more than a Cash ISA. Although, do bear in mind that making a profit with your investments is never guaranteed and their value can go down as well as up. This has been illustrated in the last two or three years when stock market values have dropped.

Sustained periods of volatility like this are unusual, but when you invest it should always be for the long term (think five years or more). The overall trend is usually upwards and your investments are likely to ride out any falls over time.

Women paying a heavy price for sticking with cash

There's an old adage in the financial world that 'women save and men invest' - and it unfortunately still rings true. The latest HMRC figures reveal that in the tax year 2019/20, 1.57 million men took out a Stocks and Shares ISA, compared with 1.16 million women.

Meanwhile, around 5.03 million women opened a Cash ISA, compared with 4.12 million men. Given that over the long term, stocks and shares almost always outperform cash, women are paying a heavy price for sticking with cash savings.

On average, men now have an average ISA holding of £23,825 and women an average of £21,834 – This is a gender ISA gap of nearly £2,000. Although still significant, signs are encouraging as in the previous tax year, the gap was almost £3,000.

Investing really can have a life-changing effect on our savings and - when done in positive impact funds and projects - can also help to protect our planet for our children and theirs after that.

Move over Wolf of Wall Street. Invest like a woman!

Don't be fooled by the fact that more men invest than women. Research shows that when women DO invest, they actually perform BETTER than men.

This is because women possess qualities that give us a real edge in the markets. Women tend to be long-term planners and approach risk differently to men, so we're less likely to see large swings in our portfolio values. This means a steadier growth in our investments over time.

Research by Alliance Trust in November 2022 found that women are more likely to hold their nerve when the market dips - or plunges, such as at the start of the global pandemic - and not crystallise their losses by selling their investments.

Of the 730 investors interviewed, 48 per cent of men admitted having sold investments at a loss to try to avoid losing more money, compared to 38 per cent of women.

Similarly, 17 per cent of men stopped their regular investment payments because the markets dropped and 24 per cent reduced them, but this is only true for 12 per cent and 21 per cent of women, respectively.

Alliance Trust commented that women's steadier approach to investing protects them from a so-called "impatience tax" and is likely to result in much better financial performance.

Better returns than men

A study by Warwick Business School in 2017 of 2,800 UK male and female investors found that the women achieved considerably better returns than their male counterparts. While the men managed an average annual return 0.14 per cent higher than the FTSE 100, the women outperformed the benchmark by 1.94 per cent.

The research found that, typically, women only traded their investments nine times a year, compared to 13 for men. Professor Neil Stewart, who led the research, said this shows women tend to invest to support long-term goals, rather than simply for the thrill of investing. As a result, he said, they were more likely to achieve better returns.

A separate study by Hargreaves Lansdown revealed that, over a three-year period, their female clients saw the value of their investments grow 0.81 per cent more, on average, than their male clients. Over a 30-year period, this could translate to returns roughly 25 per cent higher than men's.

So, what are you waiting for?

Taking the first important step into investing will give you an enormous confidence boost - and the chances are that once you've started, you'll never look back.

Take inspiration from Rosie, who reveals how she got switched onto investing:

Rosie, 44, a digital project manager, from London

Rosie said as a younger woman she put her head in the sand with money and was scared to look at her financial situation. She said: "I have come to investing later in life. As a younger woman I was terrified of looking too deeply at my finances. Thinking about money (and my perceived lack of it) was stomach-turning."

The idea of planning for a healthy, financial future seemed out of reach for her. "Investing is one of the ways I've combated these fears in recent years and tried to take control of my financial future," she said.

Now Rosie invests in a Positive Investment Portfolio with EQ Investors and said that investing sustainably was a "no-brainer." She said: "Why plan for a future if there's no planet to support it?"

Her advice to other women thinking of investing is to face up to your finances and get some independent advice if you need help with getting in control of them.

She said: "If thinking about your finances makes you feel unwell (as it did to me for so many years!) then talk to someone as soon as possible about your financial health.

"Knowledge is the best way to move forward. Financial advisers come in all shapes and sizes, so do your research and find one who suits you and your values."

Dale Scorer

Senior Financial Planner at EQ Investors

Five tips for women who want to invest

Statistics and various studies show that women invest less money than men, but identifying the exact drivers behind this is complex. Statistics also show that women tend to be more cautious and take less investment risk than our male counterparts.

We feel that women shouldn't miss out on the opportunities that investing offers and we should be empowering women to feel confident enough to start their investment journey.

So here are some tips for women thinking of starting to invest.

1 Know where you are starting from

To start and plan your investment journey, you need to know your baseline, so create a budget and take stock of all your inflows and outflows. When creating your budget, do not only take into account your monthly expenses but also ensure you include less regular expenditure such as annual insurance, holidays, birthdays, motor expenses, annual membership fees etc.

Without including these you will understate your expenses, which will make building a consistent financial plan difficult. This process takes time and effort initially, but you need to figure out how much money you have to invest and ensure that it is affordable for you not only now but also in the future.

2 Set up an emergency fund before making your first investment

This is a pot of money you set aside, that's readily accessible, to help you out if you really need it. This is the foundation for any successful financial plan. As the name suggests, this pot is for emergencies - think 'needs' not 'wants.' It is an important form of self-insurance, allowing you to cope with unexpected financial shocks. For example, a bigger-than-expected tax bill, a broken boiler, an unexpected financial pressure that needs urgent attention, car problems, temporary unemployment etc.

We usually recommend that clients build up an emergency fund of six to 12 months' expenditure and have this in readily available accounts.

3 Understand your willingness and ability to take risk

A common mistake when first investing is to find an investment that's either really risky or really cautious. This might be based on a recommendation from a friend, something you read in an article, or positive or negative news stories. But this is often done without considering your own circumstances, and your own personal feelings about risk and your ability to take risk. Getting this wrong can make or break your first investment experience.

If you take too much risk and find the ups and downs too stressful, you may never want to invest again. Similarly if you invest in a very low risk investment with little growth, you may feel investing is pointless. Before making any investments, determine how much risk you are willing to take and can afford to take - there are a few free online risk assessments available.

Or speak to a professional financial adviser who can assist with starting your investments in the appropriate risk profile and keeping them on track. Once you have ascertained your ability and appetite to take risk, find investments that compliment your risk preferences.

4 Invest where your heart is

More than ever, we are seeing investors who want to align their investments with their personal values. And the best part is that we now can invest in a way that reflects this. Sustainable, ethical and impact investing have all built credible track records and there is a lot of choice in this space.

Spend some time thinking about the type of investments you may wish to avoid, the impact you may wish to have, the type of companies you would like to support and find investments that align with this. Part of our job as financial planners is enabling clients to use their wealth to really make a difference, not just for themselves and their families, but also for people and the planet.

5 Stay invested

When markets are volatile, as they have been over the past 12 months and during Covid, people are often tempted to sell or stay on the side-lines. It's human instinct that when things are not going according to plan, we want to make changes.

However, during periods of volatility, with investments, the best course of action is often to stay the course and ride out the storm. Do not let the headlines push you into making irrational decisions and trying to time the market by selling and reinvesting. If you do this, there is a high risk of missing out on some of the best performing days, which can result in a significant difference in your long-term return.

Equally, if you're investing for the long term, you shouldn't worry about investing at high or low points in the market as over the long term, investments tend to trend upwards. If you prefer not to invest a large lump sum all at once, then you can consider spreading it out; this is a concept called "pound cost averaging."

Pound cost averaging refers to investing small amounts of money regularly - this can help with a non-emotional approach to investing because you'll be investing no matter what state the stock market is in.

Different types of investments and ISAs

ISAs - short for Individual Savings Accounts - are tax-free savings vehicles. This is important because investments held OUTSIDE an ISA can attract capital gains tax, dividend income tax or income tax on returns.

There is a £20,000 annual ISA limit, which can be split between **Cash ISAs** (savings accounts) and **Stocks and Shares ISAs**.

The **Lifetime ISA**, which is for 18 to 39-year-olds who are saving either for a first home or for retirement, has a limit of £4,000 (this forms part of the overall £20,000 ISA limit).

The exciting thing with this type of ISA is that the Government will top up your investment by up to £1,000 a year (a 25 per cent top up on whatever you put in). These ISAs can be held in cash or stocks and shares accounts.

There are two other types of ISA: **Innovative Finance ISAs** (read our guide to these unique ISAs here) and Junior ISAs, which allow you to invest for your children. They can access their **Junior ISAs** when they are 18. What are the key differences between these ISAs?

What are the key differences between these ISAs?

Type	Limit	Risk level	Typical interest/return	Features
Cash ISA	£20,000	Low	Low. Up to 3% easy access or up to 4.10% fixed	Allows savers to deposit savings up to the annual limit in accounts covered by the Financial Services Compensation Scheme
Stocks and Shares ISA	£20,000	Low to high depending on type of shares or funds held	Varies, depending on risk level, performance and fees. Equity not debt, and therefore capital growth rather than interest	Can be a mix of stocks and shares. As with a Cash ISA, you can have more than one Stocks and Shares ISA as long as you don't exceed the £20,000 tax-free limit
Junior ISA (JISA)	£9,000			Cash or stocks and shares, or a mix of the two. In the child's name so does not form part of your annual allowance. Only the child can access the pot, when they reach 18
Innovative Finance ISA (IFISA)	£20,000	Medium to high depending on diversification/ interest rate	Varies - around 5-9%. Debt-based, therefore pays interest not capital growth	You can have multiple IFISAs but all new contributions in a single tax year must go in the same IFISA
Lifetime ISA (LISA)	£4,000 (this counts towards your annual £20,000 ISA limit)	Low to high (cash or stocks and shares)	Varies depending on type/risk level, performance and fees. Equity not debt, therefore pays capital growth not interest	Government will top up annual savings of up to £4,000 by 25% (so a maximum £1,000 per tax year). You must be aged 18 to 39 to open a LISA and the government will pay the bonus until you are 50. Savings in the LISA must be used to buy a first home or for retirement. Pension can be accessed from age 60. Part of annual £20,000 limit

Jargon buster

Accumulation versus income? What the?

When you first start exploring investment platforms, lots of odd words that you might not understand in this context appear. For example, when you look for funds, you might see an 'acc' version fund and another 'inc' version.

These abbreviations stand for 'accumulation' and 'income'. Accumulation funds are designed to deliver capital growth - in other words, a rise in the value of your shares - they reinvest any income generated by the fund into the fund. Income funds, meanwhile, are designed to pay you out an 'income' from the fund.

Which you choose will depend on your investment goals. Do you need the income now, or do you want to wait, giving your investment a chance to grow over the longer term?

Income is often used by retirees to boost their pension payments, but if you don't need the cash now, accumulation offers the benefit of compound interest (the wonderful effect of earning interest on interest!).

Active funds versus Passive trackers

Another set of terms you will come across is 'active' and 'passive'.

ACTIVE refers to an approach where fund managers thoroughly research the companies they invest in and stock pick according to the fund's brief. As it involves more work, these funds typically come with higher charges. Many sustainable funds are active because by their very nature, they have to pay more attention to the companies they invest in. This approach gives the funds more potential to make a positive impact.

PASSIVE, on the other hand, usually refers to a hands-off investment style known as tracking. Tracker funds (often Exchange Traded Funds or ETFs) are passive funds - they usually invest in an index or basket of funds based on a theme, and so its ups and downs exactly mirror those of the index. The fees are lower on these because they are easier to manage.

Asset classes - equities (shares) and bonds (debt)

These are types of investment that behave differently.

EQUITY investments are buying shares in a company or investing in a fund which buys shares in companies. These can rise and fall in value according to the performance of the company.

BONDS are different. Corporate bonds allow loans to companies and bond funds are funds that lend to a range of companies through bonds. When a company issues a bond, investors buy it. In return, the company pays a kind of interest to the bondholder. This is the return. It's usually fixed for a period of time. It's a way for companies to raise money without giving away equity in the business to new shareholders.

Equity and debt options are available across most industries, or sectors.

Industries - property, technology, waste disposal, water etc.

These are different types of company and they often respond differently to market conditions, so property share prices may not respond in the same way to a rise in interest rates as those in manufacturing companies.

If you are a sustainable investor, the industry a company operates in is particularly important, as there are some you might want to avoid, like oil and other resource-intensive industries, tobacco and/or weapons.

Individual companies

You can buy shares in individual companies, if you wish.

One reason people choose funds over individual 'stocks' is that risk is spread in a fund across a range of companies. This is called DIVERSIFICATION, which lowers your risk. Staking your cash on one company is riskier as you are far more exposed to its specific ups and downs.

You can put together your own portfolio of companies, if you feel you have enough knowledge of those companies to do so. It can be quite an exciting way to invest, but does require a lot more work from you as the individual investor - and let's say it again: risk.

If you are constructing your own portfolio, aim to create a basket of at least a dozen companies, with a cross section of industries, countries and a mix of asset classes, according to your goals and risk appetite.

Jeannie Boyle
Executive Director & Chartered Financial Planner at EQ Investors

Sustainable investment approaches

Financial jargon can be hard to keep track of at the best of times - and just when you think you've gotten a handle on the latest money mutterings; they change all over again.

But whether it's termed green, ethical, ESG (environmental, social & governance) or sustainable investing, the aim is generally the same: it's making money while making the world a better place, and it's clear this is a fast-growing market.

Historically, ethical investing focused on excluding specific companies and sectors – like tobacco or arms. Today though, most strategies have evolved to include companies that have best in class ESG scores in a particular sector. Impact investing, meanwhile, goes a step further by investing in companies whose products and services generate social and environmental impact as well as financial returns.

At EQ Investors (EQ), we offer a wide range of sustainable investment options across the green investment universe which can be tailored to suit your goals.

With a ten-year track record, the EQ Positive Impact Portfolios are mapped against the United Nations' Sustainable Development Goals and designed to address the biggest challenges faced by humanity.

Our EQ Future Leaders Portfolios combine the growing preference for socially responsible portfolios with the increasing popularity of low-cost passive funds. The core of these portfolios invests in businesses that are strong performers

when measured on ESG criteria. They also invest in sustainable sectors, such as clean energy, healthcare, and green bonds.

Launched in early 2022, the EQ Climate Action Portfolios allow you to align your financial goals with the global effort to reduce climate change risks and reach net zero. They invest in companies on a credible science-based path to net zero, companies ahead of the curb in carbon efficiency and those whose products and services provide solutions to decarbonisation.

Going forward, investment portfolios will need to continuously decarbonise to tackle global climate change and low emissions portfolios are better prepared for climate change transition risk, so we measure the carbon footprint for all our portfolios.

But no investment is included based on its environmental or social credentials alone – it must also aim to deliver an attractive return for investors. Demand is being driven by this combination and an increasing number of people who prefer to invest in alignment with personal values.

Many studies from heavy-hitting financial institutions including Morgan Stanley have shown that green investment can boost returns while reducing risk. This makes sense when you consider this approach favours companies that are actively trying to do good and run their businesses in a sustainable way.

Such companies avoid fines and other penalties and have stronger relationships with their customers, suppliers, and employees. Moreover, they tend to operate in new sectors with high growth potential. In short, these are the green companies of the future, and those we want to be invested in.

Suitable for ISAs and personal pensions, we'll provide all the investment advice you need, so you can just sit back and check your performance online, anytime.

How to plan your finances at different life stages (an example, anyway)

In your 20s

- Maximise your pension contributions. The earlier you start the better to make the most of compound interest.
- Start saving a deposit for your first home (get a Lifetime ISA, if you're eligible).
- Get into the habit of saving into 'pots' for short-term and long-term goals. Build up some emergency cash savings - ideally three to six months' salary.
- If you're planning to get married, sit down with your partner BEFOREHAND to talk about your financial goals.
- Avoid taking on unnecessary consumer debt.

In your 30s

- Use deposit savings to buy your first home (and keep saving for the next one).
- Keep up pension saving. Consolidate pension pots accumulated from different jobs.
- Start saving for your children through a Junior ISA.

In your 40s

- Make the most of your ‘peak earning years’ by getting out of any debt and putting more into your savings.
- Consider a Self-Invested Pension (to SIPP) to boost your pension savings. Find out more about the SIPP here.
- Aim to max out your ISA allowances.
- Use experience to get more adventurous (IFISAs perhaps?).

In your 50s

- Enlist the help of a planner or financial adviser, ideally one that specialises in sustainable investments such as the ones listed here.
- Plan your retirement and how much income you will need. Make any ‘catch up’ contributions.
- You are entitled to a 25 per cent tax-free lump sum from your pension.

In your 60s

- Consider whether to reduce risk in your pension and other investments.
- Think about how you will get an income from your pension.

For a detailed look at planning for your finances for life’s (most common) major stages, see our Good Guide to Financial Planning.

Step-by-step guide to investing so you can get started today!

STEP 1

Choose what type of investment product you want.

It could be a Stocks and Shares ISA, or a Lifetime Stocks and Shares ISA (for 18 to 39-year-olds investing for a house purchase or to supplement retirement - see table on page X). Remember that gains from investments that you own outside an ISA 'wrapper' are taxable, at a rate that depends on the type of gain and whether you are a higher or basic-rate taxpayer.

STEP 2

Choose a platform, app (or a financial adviser).

To ensure that your savings work for the future of the planet as well as your own, go for a platform or app that has a sustainable investment option AS WELL AS the ISA type you are interested in.

A good place to start is our top sustainable investment platforms. EQ Investors, sponsor of this guide and a Good Egg company, is a platform that offers Positive Impact Portfolios. These are designed around the United Nations' Sustainable Development Goals, or "Global Goals." They ONLY include funds that invest in companies helping to tackle social and environmental problems and avoid destructive sectors such as tobacco, arms, pornography and gambling.

Websites and apps with a sustainable investment focus are springing up everywhere. The Big Exchange (for actively managed funds) and CIRCA5000 (for passive funds) in particular are

worth a look, but Moneybox, Nutmeg, Wealthify and other general investment apps also now have sustainable or socially responsible options.

Financial advisers can be expensive if you don't have at least £50,000 to invest, but they will take a holistic look at what you want to achieve. Path Financial, Bluesphere and EQ Investors are on our list of top ethical advisers, and all three have a 'Good Egg' mark from Good With Money.

This means they can prove they make a positive impact on the planet and society as well as their customers and staff. Most advisers should now offer you information on ethical or sustainable options for your savings and investments (if they don't, ask!). You can find one near you using the Unbiased website.

Your adviser's fees may be based on a number of things: the extent of the advice you need, how much time it will take, and the size of the assets involved. Broadly speaking, advisers will charge between one and two per cent of the asset in question (e.g. a pension pot or ISA investment). You will usually find that the larger your asset is, the lower the percentage rate.

Remember, the point of taking advice is to be financially better off over the long term. So for most people who take advice, the cost will be less than the cost of doing nothing.

STEP 3

Choose an amount you can afford each month.

Don't worry too much about how much you invest at first, the main thing is to just get comfortable with the concept of investing and then get started. Most importantly, the money you invest should not leave you struggling to meet basic expenses. Crucially, you don't need loads of money to invest - investing is NOT just for rich people!

Minimum investment amounts on some platforms are just £5 a month, though generally you can expect to put in around £50. Or, you could invest a one-off lump sum if you don't need it in the near future.

If you have even a small amount of spare cash (spare is the key word here, if you need it for living costs or debt repayment, it isn't spare), you CAN and SHOULD do it. The good news is that whatever amount you have, there are now options out there for you to invest it.

STEP 4

Consider moving any existing savings pots.

Check out the interest you are earning on any existing savings you have. The chances are you could be making far more by investing it. However, it's a good idea to keep some money

in a cash savings account too so you can access it instantly in a financial emergency. Only move what you won't need soon. Keep checking the interest rates on your savings accounts, as you could be earning more by moving.

STEP 5

Choose a fund, project or portfolio to invest in.

Most investment platforms now offer ready-made, positive impact portfolios (so you don't have to pick your own funds or stocks) or fund options if you want to invest in a sustainable way (with most of the information below, we make the assumption that you do).

If you don't want to pick your own companies or funds, look for the word "portfolio". EQ Investors offers a Positive Impact Portfolio where your money is invested in a mix of 15-20 funds.

Our latest Good Investment Review looks at the key themes behind the UK's top ethical and sustainable funds - as well as an overview of their financial performance. Square Mile Research, which authors the review, also prepares Positive portfolios for Pennine Wealth, a Good Egg-licenced wealth manager based in Manchester.

To give some examples of funds that have a Gold rating from Square Mile Research:

- Baillie Gifford Positive Change invests in companies providing solutions to social and environmental challenges.
- Federated Hermes Impact Opportunities focuses on nine impact themes, which are aligned to the United Nations Sustainable Development Goals.
- M&G Climate Solutions invests in companies working on solutions to the devastating effects of climate change.

Other platforms do not offer stock market-based investment funds, but projects that you can invest in directly.

For example, Energise Africa puts your money to work fighting climate change with ethical investments in solar energy projects in Africa, and Abundance has funds in three sectors (green energy, transition to a sustainable economy and housing) with companies that are developing solutions for a lower carbon world. If you are mostly interested in fighting climate change in the UK, you could look at Ethex.

STEP 6

Check the minimum investment term.

When you invest, look to lock your money away for around 10 years. Make sure that you will not need the savings you are investing in this timeframe.

A word on risk

One phrase you will see a lot of when investing is “Capital at risk.”
The word ‘risk’ can be worrying and off-putting if you’ve never invested before or you don’t have much spare cash to set aside. The idea of losing some or all of your money (which can happen) is something that many of us just can’t, well, risk.

That’s one reason that saving in cash accounts remains more popular, especially with women who generally have less income and therefore less money to spare.

But not all investment risk is created equal – it can vary hugely depending on what you are investing in. Often, things that are “high return” come with more risk (the higher return is the reward for being prepared to put your cash at risk). But all investment will carry some. Investment managers spend most of their time trying to work out how to get the most reward for the least risk.

Some platforms go to extra lengths. Energise Africa offers a first-time investor a £100 guarantee on their capital, to encourage people to get started. The Positive Impact Portfolio from EQ Investors offers a wide range of risk profiles from ‘cautious’ to ‘adventurous plus’ so you can choose the one you are most comfortable with.

Plotting your personal financial roadmap

Money is a personal thing. Everyone's circumstances are different and it is important for you to weigh up your individual near, medium and long term priorities. It's a good idea to make a 'financial roadmap' before you begin investing so you can be clear about EXACTLY what you want to achieve from it.

Key things to consider are:

- Your age
- What you want the money for
- How quickly you would need to access it
- How much risk you can afford to take (the general rule is that the greater the potential return, the higher the risk of your investment).

Get a mentor or coach so you don't feel like you're going it alone. 'Hand-holding', where you choose someone to share your plans, progress and achievements with, can really help with your confidence AND enjoyment.

There are some money coaches out there that specialise in helping women: Cleona Lira, Catherine Morgan and Alice Douglass are three to consider.

But this doesn't have to be a professional person, it could just be a friend who you are happy to talk to about money. They may even be starting out in investing too.

That's it... by reading this guide you've taken your first step on the journey to #FinancialWellbeing

About Good With Money

Good With Money is a money website with a difference: it is all about how your money can do more good for people and planet, as well as line your pocket.

It created the **Good Egg mark**, a licence for financial services companies which make a positive impact.

Sign up to the weekly newsletter for the latest reviews and deals **here**.

Contact details

Want to get in touch with us, or any of the providers in this guide?

Good With Money

www.good-with-money.com
PR and communications: lisa@good-with-money.com

EQ Investors

www.eqinvestors.co.uk
Email: enquiries@eqinvestors.co.uk

EQ Investors – meet an expert for a virtual coffee

EQ's financial planners help people at all stages of life with their financial goals. Over the years they have found that the best way to start this process is an initial meeting to get to know each other and to understand more about what you need and what they can offer. They offer these meetings free of charge as they are as beneficial for them as they are for you.

Learn more here: https://eqinvestors.co.uk/meet-us-for-coffee

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