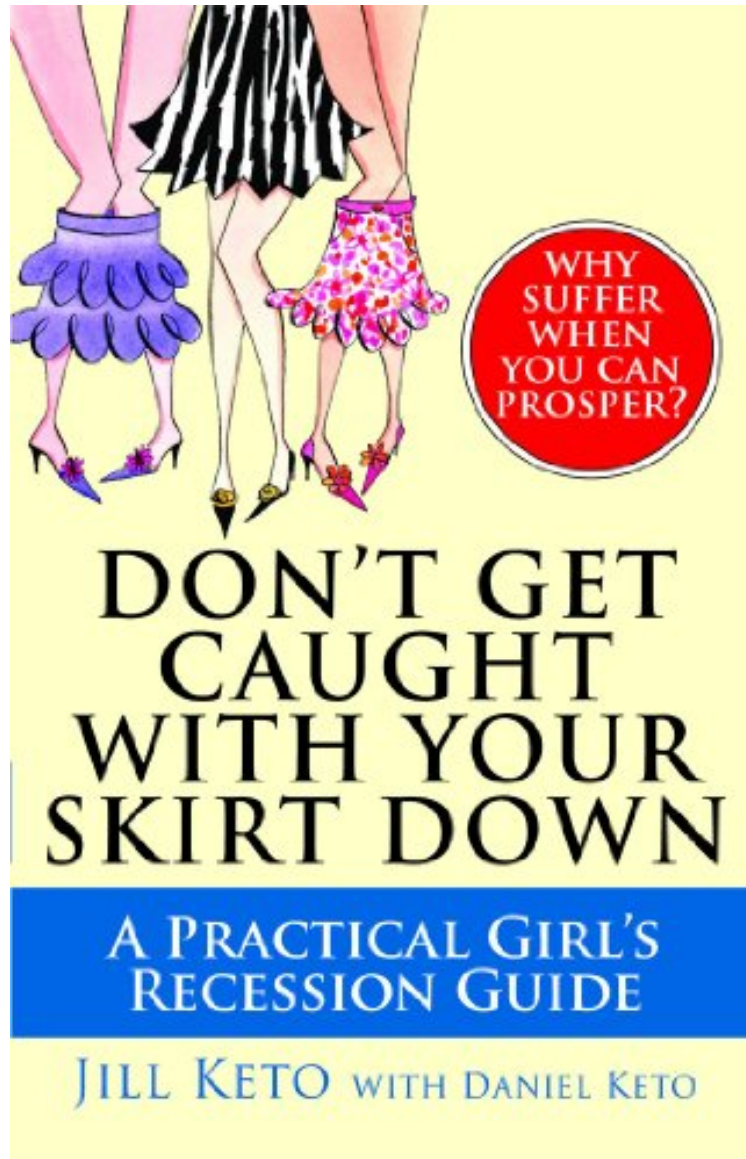


Don't Get Caught with Your Skirt Down: A Practical Girl's Recession Guide

Jill Keto

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Jill Keto : Don't Get Caught with Your Skirt Down: A Practical Girl's Recession Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Don't Get Caught with Your Skirt Down: A Practical Girl's Recession Guide:

2 of 2 people found the following review helpful. Smart, funny and scaryBy Elizabeth FletcherI'm using my wife's acct to write this review. My wife ordered this book, but I picked it up after she kept going on about it. I thought I

already knew a lot about what was happening in the economy - I prided myself on it actually. But this book had some fresh insights about why we are where we are, and what's to come. The author backs up her info with some good analysis, and then offers some no BS advice. Ended up being a much better use of time than watching the financial news network or reading the NY Times. 3 of 6 people found the following review helpful. CJOBy C.J.O. This is coming from a SAHM who, if lucky, reads a book a month! This woman is the "Mac Mommy" of mommies! She is a motivator, humorist, and, most importantly, a realist!! Wake Up Mommies!! Read this book!!! 2 of 2 people found the following review helpful. Women, why suffer when you can prosper? By Sharon Michaels The author, Jill Keto, believes "the economy is falling apart...but that doesn't mean you have to." She also believes that with knowledge, positive action and common sense we women can weather the storm and may be even come out ahead financially. That's a tall order for one paperback book. Don't Get Caught With Your Skirt Down: A Practical Girl's Recession Guide is a mini-textbook to understanding the recession of the 2000's. This newly released financial guide was written with her husband as a contributor. Jill Keto is an entrepreneur and mechanical engineer - it is her husband who is the Harvard Business School graduate. This book proves to be a combination of Jill's been there and lived through it writing style and Dan's financial perspective. If you're looking for a financial thesis on surviving the recession, this isn't it. If you're interested in understanding something about the current economy and what you can do as a woman to survive and maybe even thrive, then Don't Get Caught With Your Skirt Down is a book you'll want to read. The author has aimed her book squarely at today's women - probably women twenty to sixty. The premise of the book is learning how to understand the current state of the world economy and its affect on you personally and professionally. Over half the book is an economics lesson. It covers how we all got ourselves into this economic mess, why we are going to be here for a while and how to proactively help ourselves out. The author has both economic and practical real-world tips to share. The main lessons I came across were: 1. Be proactive with your finances - learn to handle your own money 2. Learn to understand the economics of recession and how it affects your life personally and professionally 3. Don't get caught up in the negativity 4. Learn how to modify your lifestyle and appreciate the hidden opportunities 5. Put into practice a viable financial plan Don't Get Caught With Your Skirt Down asks the question, "Why suffer when you can prosper?" That's a valid point - you have a choice, you can suffer or you can prosper. You can take control of your financial situation and turn it into a proactive vehicle to change your life for the better or, you can suffer through the rough times. Life is full of choices! This book won't give you an MBA, it will though give you some practical ideas for taking control of your financial life. Don't Get Caught With Your Skirt Down is written for everyday women with everyday lives facing everyday challenges. I view reading a book this way; If you come away with one new good idea then it was a worthwhile use of your time, money and energy.

A straightforward, no-nonsense, practical, woman-to-woman guide to understanding the economy and personal finance, navigating the sea of confusing investment options and cutting back on spending during this difficult, belt-tightening recession. We're in the midst of some of the toughest times we've ever seen. But it's not time to panic - with some solid guidance and financial savvy, you can weather this recession and come out on top. Jill Keto - a selfmade entrepreneur and mother of two - gives you the real scoop on personal finance, the markets, and how to spend and save wisely the way only a girlfriend can, in a down-to-earth and straightforward manner we haven't heard from any of the experts. You'll learn: • Where the economy is headed and what that means for you • How to create backup income • Essential skills to help you thrive • How to deal with your big fat mortgage • How to keep your job • How to get what you need, cheaply • Where to save your money so it doesn't vaporize • How to haggle like a pro • How to cut your food bill in half • How to have no car payment • How to look gorgeous without spending a fortune • And much more!

About the Author Jill Keto has been an entrepreneur since the age of 19. A lifelong crusader of a practical lifestyle, artist and jewelry designer, her work has been featured in MAXIM, VH1, and other media. She is a stiletto-wearing do-it-yourself zealot (from car repair to pedicures), degreed mechanical engineer, mother of two, organic mini-farmer and jazz musician. Dan Keto is a graduate of Harvard Business School OPM and the United States Naval Academy, Practical Economic Theory guru and business owner who resides with his family in the Seattle area. He is a marathon-running, nature-loving economics geek, speaking his off hours either devouring financial news, or speaking at universities, Fortune 500 companies, and non-profits. Excerpt. copy; Reprinted by permission. All rights reserved. 1 Don't Panic! Prosper Recessions Are Not Scary; Not Knowing What to Do About Them Is What the hell is going on? The housing market is in free fall. Grocery bills are through the roof. It costs me \$70 to fill up my car's gas tank. I just witnessed a gas station attendant get bawled out by a caffeine-jolted, stressed-out soccer dad. And is it me, or did the price of salmon just double? Welcome to our new economy! This is not a test, and no, it's not going to go away anytime soon. It's time to hunker down, get smart, and make some decisions about the bumpy road ahead. Leave your fear at the door and join me in meeting the challenges of this recession, thriving, and coming out ahead. After reading this book, you will be a full-fledged "Recessionista," capable of withstanding any challenge this recession throws your way. But Economics Is Boring! Yes, indeed, for most people, economics ranks up

there with watching paint dry. But voluntary ignorance of it would be like not knowing how you get pregnant. Not smart. In either scenario, you end up frazzled and sleep deprived, with a crippling addiction to peanut butter. Why You Need to Brush Up on Boring Economics - We could be headed into a situation worse than the Great Depression. - Your expenses will be going up as inflation does. Don't like last week's \$200 grocery bill? How about \$1,000 per week? Yes, it can happen. - Those who are unaware or ignorant of the impending economic collapse will likely face a huge downgrade in lifestyle. Think SoHo to HoBo. - Those who inform themselves, plan, and adapt have an excellent chance of maintaining or improving their standard of living, avoiding loss of wealth, and even increasing their wealth. Your Man Is Not Your Financial Plan Ladies, even if the man in your life (your husband, dad, boyfriend, brother, or boy toy) is rich, kind, and generous, you cannot assume that your financial destiny will be handled well. When it comes down to it, you are in charge of your money and your financial future. Nobody is going to take care of this for you. - Only 52% of married people will reach their fifteenth anniversary. - Only 61.4% of divorced single mothers are awarded child support. - Of the single mothers who are awarded child support, nearly 53% do not receive the full payments that are due to them. - Estimates vary, but women typically experience a 27% to 45% reduction in standard of living, and sometimes poverty, immediately following divorce; whereas men increase their standard of living by up to 15% following divorce. Now, before you start squawking about how you and Mr. Wonderful will be married forever, consider the following: - The average widow outlives her spouse by fourteen years. - 80% of women outlive their spouses. - The average age of a widow is 56. - Widows are three times more likely to live in poverty than married women of the same age. And most (80%) of the impoverished women were not living in poverty when their husband was alive. Make no mistake about it -- money is critical to your well-being. Cash might be cold comfort during tumultuous times, but it's certainly better than zero comfort. Money plays a crucial role in having a great life and achieving your goals. This Recession Is Hitting Women Harder than Men Unemployment since March 2007 has gone up more rapidly for women than for men. In the same period, women have seen a sixfold wage decrease as compared to men and are 32% more likely to have a subprime mortgage, thus putting women at a disproportionately higher risk of foreclosure. To add insult to injury, women still earn only 77 cents for every dollar a man makes, and have significantly less in savings to fall back on. Your Financial Adviser Is Not an Economist Recessions arrive with their own rules affecting your money. Don't expect your financial adviser to be an economist. They are two very different things. You don't expect your gardener also to be your hairstylist, right? Keep in mind that financial advisers are the street peddlers of money market accounts, mutual funds, and retirement accounts. They get paid regardless of what the economy is doing, so they'll do exactly what they've always done. They will undoubtedly advise you to follow the same rules they always preach: diversify and sit tight, because the market "always rebounds." As you watch your net worth wither away, they'll be touting the same story, patting your hand, and telling you that everything will be all right. Do the "Big-time" Insiders Know Something We Don't? Since 2006, the inside players on the U.S. economy and political scene (for example, George Soros, Dick Cheney, and Jim Rogers) have been investing their assets overseas and removing/ selling assets tied to the United States. They saw the writing on the wall and they don't want their wealth to evaporate. Even George W. Bush bought a 100,000-acre ranch in Paraguay. Of course, Paraguay doesn't have an extradition treaty with the U.S.... hmmm. Food for Thought for Recession Doubters Are you one of those doubters who believe that America is not already in, or going into, a recession? On the surface, it might not seem as if we are in any serious trouble yet. But take a lesson from history -- the stock market crashed in 1929, but Main Street didn't feel the full wrath of the Great Depression until 1931. Right now, the canaries in the coal mine are dying. As of October 2008: - U.S. home prices are down 19.5% from peak and still falling (the U.S. real estate market peaked in 1927 prior to the Great Depression). - U.S. auto sales are down 40% in one year (Ford and GM are on bankruptcy watch). - Inflation is at a thirty-year high. - U.S. dollar value is collapsing. - Unemployment is at a seven-year high and up 159,000 lost jobs in September 2008 alone. - Personal bankruptcies are at record highs. - Home foreclosures are at record highs, and rising. - Several international banks are warning their clients of a U.S. market collapse. - Freddie Mac and Fannie Mae, the underpinning of more than 50% of the U.S. mortgage market, have been taken over by the government. - Lehman Brothers filed for bankruptcy and Wachovia and Washington Mutual were forced to be acquired for pennies. - Foreign retailers are refusing to accept U.S. dollars. - The Dow Jones is down more than 25% from its October 2007 peak. The Silver Lining Being aware of the rules of the recession and planning accordingly might mean the difference between barely making it and thriving. Erasing your debt and growing your wealth during a weak economy can even set you up for major wealth later on, once the storm has passed. Yes, it's true, you might be financially better off after a major recession or depression than you are now. So join us in implementing practical steps to protecting yourself and even coming out ahead -- some cases, way ahead. Copyright copy; 2008 by Jill B. Keto