FREE PRINTABLE

2Fin

The goal planner

A wish says "I should save more". A goal has a name, a number and a day. Fill one in, stick it on the fridge, and colour a circle each time you put money towards it.

Goal 1

NAME IT _____ e.g. Japan trip, car rego, emergency buffer

NUMBER _____ the total you need, in dollars

BY WHEN _____ a real date

THE DAY I MOVE IT _____ e.g. "$50 every second Friday, the morning after payday"



Each circle is one twentieth of your goal. Two are already filled: you've started.

Goal 2

NAME IT _____

NUMBER _____

BY WHEN _____

THE DAY I MOVE IT _____



Name it

Labelled money gets dipped into less.

Day it

Writing down when you'll act makes you more likely to do it.

Pre-fill it

A card with a head start gets finished faster.

Sources: Soman & Cheema (2011) Journal of Marketing Research; Milkman et al. (2011) PNAS; Kivetz, Urminsky & Zheng (2006) Journal of Marketing Research.

General information, not financial advice. Track your goals against your real accounts with Fin at ai2fin.com.