

# Informed & Insured

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Monthly Newsletter

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## WELCOME ONE AND ALL



Hello again. Welcome back. This is Sarah McAllister, with New York Life.

Welcome to

**Informed & Insured.** If you're new to my newsletter, hello. If you received our inaugural edition, I want to welcome you back. Thank you for being part of my extended family.

I'd like to start this month with a simple, "thank you." I've been getting so many nice comments about **"Informed & Insured.** How fun! It's nice to know my friends and clients are taking time to read the articles. The feedback puts a smile on my face. I never knew being the editor of my own newspaper would be this much fun. Ha.

Speaking of fun, what subjects would you like me to cover here? Most people want light topics. Easy reading stuff. Topics that make them feel good. There's certainly no harm in that, right? FYI. I might include a survey in an upcoming edition. I'd love your feedback. I'll let you know if I end up going in that direction.

— Sarah

## The Art of Efficiency

The word efficiency tends to get everybody's attention. One thing's for sure. You sure don't want to be on the short end of efficiency.

My quest to be efficient is both a strength and a weakness. Mostly because I am always looking for ways to be more efficient. I enjoy measuring my level of efficiency. And where I



need to make improvements, I do it by monitoring my progress. Constant measurement. By doing so, I can spot areas where I can do better. I make a conscious effort to work on areas that need attention. In my experiences, it often comes down to doing a few simple things, consistently.

I find the the whole consistency process interesting. **It's amazing what you can accomplish "if" you want to.** That's the key. Efficiency isn't going to fall in your lap. You have to make a conscious effort and stay on top of it. Fortunately today, more than ever before, we have a wealth of information at our fingertips. You need not go any further than Google or YouTube. They're both great resources for help and information.

To help with my efficiency, I enjoy listening to podcasts. Most are free, and a great way to learn. I listen to podcasts while I'm driving between appointments. I find it to be great medicine for the soul. Try it. I think you'll like it too.

How To  
Become a  
Millionaire By  
Investing  
Consistently



## The Power of 'Dollar Cost Averaging'

I find more and more clients asking about guaranteed options. The market fluctuations have them concerned.

If your close or in retirement and you have no buffer asset or guaranteed income to cover expenses that may be something you'd want to discuss.

If you have plenty of time until retirement a small buffer asset is still a good idea but you should also see this as an opportune time to contribute monthly to an investment/retirement account. I say monthly because that way you're consistently contributing and more likely not to miss out on market decreases (buying on sale).

### This Strategy is Called "Dollar Cost Averaging"

I'll touch more on DCA next month!  
Note: When starting an investment account listen to your instincts. It's OK not to go for the most aggressive funds if you know you won't be able to sleep at night. Peace of mind is important.

## The Number Of Women-Owned Businesses In The U.S. Is On The Rise. — *The Report Takes Both Long & Short-Term Views Of Women-Owned Businesses*

As a women who has made a career in the business world, I enjoy reading these encouraging numbers. I hope you do too. We can be very proud of our accomplishments.

**WOMEN**  
**IN BUSINESS**

**The numbers speak for themselves.** Female entrepreneurship has been on the rise in the United States for the last two decades. As of **January 2017, there are an estimated 11.6 million women-owned businesses in the United States. Those businesses employ nearly 9 million people, generating more than \$1.7 trillion in revenues.** Those are some big numbers, don't you think? If revenues generated by minority women-owned firms matched those currently generated by other women-owned businesses, it would add \$1.1 trillion in revenues, and 3.8 million new jobs. A huge shot in the arm to the U. S. economy.

Women entrepreneurs have come a long way over the last 20 years. Yes, it's a great start, but there's work to be done. **Since 1997, whether it's numbers of firms, employment, or revenue... the rate of growth of women-owned businesses has been phenomenal.** We've come such a long way. We can be proud of our work. Let's make sure we keep it up. I see no reason not to. It's good for women, their families, and America. ... **Thank you ladies!**



## Is 'Multi-Tasking' All It's Cracked Up To Be? ... Not Really.

When it comes to 'paying attention', I compare the process to a flashlight. When you shine a flashlight on something in a dark room, you only see what you're focusing on. Your 'attention' works very much the same way.

For example, consider what do you constantly think about, or concentrate on? The tighter your beam of light, the better your attention. At least, that's how I see it. I've learned we're better off focusing on one task, completing it, then moving on to the next project.

The problem is, we tend to get sidetracked when we work on several things at the same time. It often leads to going down a series of rabbit holes. When that happens, we never finish what we set out to do in the first place.

### How To Stay Focused

Everybody is different. But for me, I like to start my day off doing something productive. **It helps me stay focused and positive.**

For example, I could answer emails first thing in the morning. But that's not a high energy way to start my day. Reading, processing, and

responding to an in-box full of emails is not exactly a positive way to start my morning. It tends to zap my energy and motivation.

### Studies Show 'Multi-Tasking' Is Not That Effective

Let's say you have 10 different projects you want to get done on a given day. You will not get as much done if you do a little work on one project, then move to the next one. I've tried doing this in the past. Most of the time, I ended up only getting part of my daily projects done.



**Do you struggle focusing on one task at a time?** If so, try using a timer. Your smartphone probably has a timer in it. Set your timer. Give yourself an hour to complete a given task. Allow yourself enough flexibility to hit the snooze button 1 time. Be disciplined. Know that you have to start wrapping things up before the second alarm.

At the end of the day, you have to set some rules, and stick to them. As the old saying goes... **"Have a plan for your day, or it will have a plan for you."** Good luck!

## 9 Easy Ways To Stay Positive

You've probably had someone tell you to "look on the bright side," or to "see the cup as half full." Chances are good that the people who make these comments are positive thinkers. Are you one of them? Researchers are finding more and more evidence that points to the many benefits of optimism and positive thinking.

Such findings suggest that not only are positive thinkers healthier and less stressed, they also have greater overall well-being. **Here are 9 things to help keep having those "positive vibes."**

**"When you can't find the sunshine, be the sunshine."**

- Unknown

1. Ask yourself the right questions
- 2.) Create a positive environment to live in
- 3.) Be grateful for what you have (don't forget about yourself too)
- 4.) Don't forget about your physical self
- 5.) Start your day in an optimistic way
- 6.) Focus on solutions
- 7.) Reduce your worries
- 8.) Don't let ideals ruin things
- 9.) Finally, a reminder to help you to not give up



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