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Justin Krane

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By CustomerJustin has written a book that has something for everyone. It is easy to read, distilled down so the take-aways are very clear and concise. Each chapter is complete, so you could read this book with just 5-10 minutes a day. It is very unique in that it provides very straightforward and practical advice and suggestions for handling and understanding money, work, and life in a way so that there is something for everyone at every level of financial sophistication. Who has ever heard of a "financial" book that was fun to read?! Well this one is.
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By Troy BroussardGreat book with very practical and logical advice. I'm not a "financial guy" and most books on this topic turn me off for that reason, but the author takes complex topics and breaks them down into a way us 'mere mortals' can not only understand, but actually implement with his simple strategies - plus I love his writing style. If you know that you should be paying more attention to your finances, but have made every excuse in the book to procrastinate away, NOW is the time... I'm glad I did.
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By Daver7799Justin absolutely nails this book! Super easy to read, with some great lessons cover to cover. The perfect type of book for those looking to implement easy-to-grasp money strategies. Inspiring, uplifting, and informative. It feels like he is talking directly to YOU. Love it!

When was the last time you cuddled with your money? It's time to get some QT in with your financial life and your business numbers. Out with the financial mumbo jumbo. In with funny stories that will teach you simple money strategies to use for your personal and business money. Did your Raisinets get stuck? Should guys get spray tans? Is your lettuce soggy? All of these crazy stories have money lessons in them. The stories are short and cute. They're easy to read and take action on. Open up and flip to any page to begin feeling more connected to your financial life. It will help you to be more intentional and live a more purposeful life. Get the shoes. Get your latte. It's time to live for today, and save for tomorrow. You need to have a balance. Why not be happy throughout your life!

About the AuthorJustin Krane is a money strategist for business owners. His mission is to help business owners understand the money side of their business. As a Certified Financial Planner, Justin teaches entrepreneurs how to be strategic with their business money so that they can grow their businesses. Justin isn't about cutting back and living a frugal life. Justin is all about getting the shoes, doing sushi, and living the best life today while saving for the future. He has been featured in CBS, Fox Business News, MSNBC, and SCORE Mentors.
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Magda Hit On Me I was at the counter at La Scala - one of my favorite restaurants - eating my turkey chopped salad. Chillin' like Bob Dylan. Just minding my own biz, doin' a little reading. This older lady sits down next to me - checks me out - and starts kibitzing (yiddish for talking) with me. She had this major tan - Magda - from "Something About Mary". She totally hit on me. I know! She starts asking me to help her with her phone. I took a look at the phone. It was one of those 1995 phones that flips open, and you have to hit the button 3 times to text the letter "c". I asked her how long she had it. She said it was brand new! What? Do they even make those any more? Magda said she lost her phone charger. She said she tried to buy a new charger - but she couldn't find any - so she had to buy a new phone. But she bought the same phone! On purpose. She said it was easier to use to text. Really? She didn't upgrade and get a smart phone. She settled for the same 1995 old school one. Some people stick with the same stuff for wayyyy too long - when they aren't getting what they pay for - like no value - and that means hellip; It's time to upgradehellip;. I'm no Stanford MBA grad. I don't manage \$4 billion dollars. I'm not 72 years old with 48 years of experience. I don't work in the ultra high net worth private wealth management blah blah blah firm. But I've been around the block - working with over 75 entrepreneurs in the last 5 years. I have created specific, detailed, strategic plans for them. One of THE major challenges for them has been no tax planning. Like NUN. Zero. I'm givin ya one thing to upgrade right now. Your accountant. Move on and upgrade if you aren't getting the proactive planning you deserve. If you don't do tax projections, you get surprises. The good surprises are when you get money back. The bad ones are when you owe a ton of dough. I literally have heard from 3 people (today!) say that they owe over \$10k in taxes - and they were surprised. Their CPA never called them to do any tax planning. What a dud. Key takeaway: It's so much better to pay your taxes as you go, rather than all at once. That's what I do - and what I tell my clients to do. But the thing is - you need to know how much you owe - and get on a plan. Knowing = clarity = feeling organized = able to breathe. Before I scoot out of here - one more thing hellip; Don't think a CPA is only good if they get you money back. The numbers don't lie.