



**Who:**

[Karen Russo](#) is the Valley-based author of *The Money Keys: Unlocking Peace, Freedom and Real Financial Power*. As an MBA from Columbia University, an accomplished corporate trainer, an award-winning salesperson, and an ordained minister, Karen is a national expert in linking spiritual ideas to the practical realities of money, business and family life.

**The Story:**

Stock market swings, the rise in foreclosures and the freeze in credit markets have frightened people from Wall Street to Main Street to Central Avenue. Worrying, fighting and struggling are the ‘Money Traps’ that prevent us from making sound financial decisions. Karen Russo, a national expert in connecting thought, emotion and behavior with money matters, says it’s not only possible but essential right now to stay calm so you can make the best financial decisions. Karen Russo is a Spiritual Guide in Wealth Creation and the author of “*The Money Keys: Unlocking Peace, Freedom & Real Financial Power*”. Her message: Money fears are ultimately a faith issue, *not* a financial one. You need a spiritual, mental, and emotional bailout plan for you, your small business, your job, and your family.

**Facts & Figures:**

Arizonans *are* concerned: 85% of Arizonans believe the US economy is getting worse with 54% rating overall US economic performance as poor (Rasmussen Reports)

Do our middle class families have a buffer? Nearly 42% of all American households do not have enough available cash to cover their family’s expenses for 3 months (Homeownership Preservation Foundation)

**Tips:**

Stay informed about the facts in your accounts and current events, but don’t get overwhelmed with negativity. Get the news you need and also take some thoughtful, quiet time for talking with family, reflection or meditation. When you’re peaceful you’ll make better financial choices.

Stop blaming the government, Wall St, politicians, the market, or yourself. Acknowledge your anger and frustration and then forgive and move on. Don’t obsess with blaming others for the past unless there’s a genuine action for you to take right now (like a legal action, writing to a government official, talking to your boss). Harboring resentment keeps you feeling like a helpless victim. When you forgive, you’ll activate your creativity and discover new ideas for generating more money.

Be grateful for what you do have. Gratitude keeps you calm, creative and positive. Americans’ standard of living is among the best on the planet, as measured by home ownership, income, employment as well as access to education, safety, and civil liberties. Don’t feel guilt or pity; just appreciate your blessings. For your long term peace of mind, be grateful for the inner qualities behind your possession, including your values, ethics, intellect, relationship, religious faith, and more.

**Visuals:**

3 tips on the screen: *Staying Calm throughout the Financial Crisis*

1. *Stay informed but not overwhelmed*
2. *Stop blaming anybody (including yourself!)*
3. *Be grateful for what you do have*

Option for display: Karen’s book, Meditation statue, financial forgiveness letter, Gratitude journal

**Karen Russo shows conscious wealth builders how to break through to new levels of spiritual money mastery.**

**She’s the author of *The Money Keys: Unlocking Peace, Freedom and Real Financial Power*, endorsed by Dr. Michael Bernard Beckwith, Loral Langemeier, T. Harv Eker, and Bob Proctor.**

**If you’re ready for more financial flow *and* a deeper inner connection, get your FREE audio at [www.TheMoneyKeys.com](http://www.TheMoneyKeys.com) .**

**Book Karen for your next event at [bookings@theMoneyKeys.com](mailto:bookings@theMoneyKeys.com) or 877 249 0194.**