

WHO IS KENNEY CONWELL

Kenney is a very detailed and results-oriented Financial planner. His passion lies in empowering people with the tools, resources, education and advice required to achieve financial independence. Since 2007, He has worked with entrepreneurs, small business owners, pre-retirees and retirees. His personal mission is to help eliminate to wealth gap in the African American community by 5% in his lifetime through financial literacy, entrepreneurship and effective financial planning guidance.

Kenney currently serves as the Managing Director of Money Savvy Financial, LLC. Which is an Independent Registered Investment Advisor (RIA) and financial planning firm. This makes Kenney a fiduciary, which means he has a legal obligation to make recommendations in the best interest of his clients. This simple distinction separates Kenney as well as Money Savvy Financial, LLC away from 99% of other advisors and firms in the financial planning industry.

Utilizing the client-first philosophy, he provides expertise and guidance to his clients for retirement income planning, investment management and estate planning. He is very passionate about providing unbiased, objective financial advice through his value based financial planning process.

Being an independent advisor gives Kenney the opportunity to be a true strategic planner and trust advisor FOR his clients, not a product sales advisor trolling for business. This approach allows Kenney as well as his firm to provide the best options for his client's unique retirement situations.

THE SMART WAY TO IMPROVE YOUR CREDIT

In a world full of shiny objects, the value of being focused and actually accomplishing your goals is invaluable. A person who is financially savvy is not only focused, but approaches everything the SMART way. I will break down the 5 steps for you so that you can use them on your own goal.

S

SPECIFIC

Every goal you set in life has to be specific. The more specific the better, because you can not get somewhere you don't know your going.

M

MEASURABLE

Your goal must be measurable in some way so that you know when you have achieved it. Setting open-ended goals lead to frustration because you literally have no end in sight. Set real, concrete objectives that you can push daily towards.

A

ACTIONABLE

Action is the key to getting what you want in life. Your goals have to have some actionable component to them. Something to do or action to take to move you towards those goals. Without action, you are just imagining - not goal setting - and imagining ... which is great but not enough to get you what you want.

R

REACHABLE

Let's get real, is your goal something you truly can reach? Unless you believe that you can do it, you will struggle. Setting impossible goals is the quickest way to remain stuck where you are.

T

TIME-BASED

Your goals should have a definite deadline. Whether you want to achieve something by the end of the week, the end of the month, or the end of the year, having a deadline allows you to gauge your progress and keeps you on track

MyMoneyEDU

SMART GOALS WORKBOOK

GOAL #1

S

SPECIFIC

M

MEASURABLE

A

ACTIONABLE

R

REACHABLE

T

TIME-BASED

MyMoneyEDU

SMART GOALS WORKBOOK

GOAL #2

S

SPECIFIC

M

MEASURABLE

A

ACTIONABLE

R

REACHABLE

T

TIME-BASED

MyMoneyEDU

SMART GOALS WORKBOOK

GOAL #3

S

SPECIFIC

M

MEASURABLE

A

ACTIONABLE

R

REACHABLE

T

TIME-BASED

LET'S CONNECT

on social media



@MyMoneyEdu



@MyMoneyEdu

MyMoneyEDU