

# Amigas IN Wealth

Virtual Summit



PRESENTED BY **J.P.Morgan** WEALTH MANAGEMENT ✕ #WEALLGROW

## WORKBOOK

*Paving a camino to financial freedom  
and building generational wealth*

INVESTMENT AND INSURANCE PRODUCTS ARE:  
NOT FDIC INSURED NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY NOT A DEPOSIT OR OTHER  
OBLIGATION OF, OR GUARANTEED BY, JPMORGAN CHASE BANK, N.A. OR ANY OF ITS AFFILIATES  
SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED

¡Bienvenida!

# CONGRATULATIONS!

Your commitment to show up to the #AmigasInWealth Virtual Summit means you are ready to embark on a financial journey built on your terms.

The majority of us in the Latinx community were not equipped with the knowledge necessary to build wealth. We relied on the educational system. We relied on our elders. But instead, we were left with money wounds and a lack of financial education and literacy.

This workbook is a gold mine of information and exercises we deserved growing up. Demystify investing and arm yourself with the knowledge and tools you need to step into the abundance you deserve.

Financial Literacy is Power.

**Power is Wealth.**

Wealth Starts with YOU!

**J.P.Morgan** WEALTH MANAGEMENT × #WEALLGROW

# TABLE OF CONTENTS

• Virtual Summit Agenda	<u>07</u>
• Keynote: Wealth Mentality	<u>08</u>
• Session 1: The Investment Playbook	<u>12</u>
• Session 2: Smart Money Moves	<u>16</u>
• Session 3: Make Your Money Work For You	<u>20</u>
• Session 4: Closing The Wealth Gap	<u>24</u>
• Note Taking Space	<u>29</u>
• Glossary	<u>30</u>
• Bonuses	<u>35</u>

## HOW TO USE THIS WORKBOOK

This workbook is to help you follow along during the #AmigasInWealth Virtual Summit, and provide you with exercises that will allow you to make the most of the event. Stay on track and complete the worksheets indicated for each session. There is a lot of note-taking space for any ‘aha’ moments, key tips, or information you want to take down. Flip to the back of the workbook, and you’ll find additional worksheets to support you on your camino to financial freedom. From tear-out sheets to a glossary, we’ve got your back!

## OUR HOST

### **Vanessa Santos - Partner & Co-CEO, #WeAllGrow**

Vanessa is an award-winning brand strategist, investor, and speaker. Most recently she provided the keynote address at Forbes Most Powerful Women of Latin America, before joining #WeAllGrow as Co-CEO and Partner. She's an advocate for mental wealth and women's rights.

## OUR SPEAKERS

### **Dayana Velasco - Market Director, J.P. Morgan Wealth Management**

Dayana discovered her passion for banking & finance during an internship with Washington Mutual. She now leads a team of 24 financial advisors, within 29 branch offices.

### **Elsa Bittar - Market Director, J.P. Morgan Wealth Management**

Elsa began her banking career in a non-profit organization for women. Since then, she's been awarded numerous recognitions for her excellence in leadership, sales, and customer service.

### **Jully-Alma Taveras - Founder, Investing Latina**

Jully is an Award-winning bilingual personal finance expert. Her money philosophies have inspired thousands of women to live minimally & spend intentionally so that they can invest more.

### **Linda García - CEO & Founder, In Luz We Trust**

Linda is a California native & proud Latina that helps the Latinx community heal the generational money wounds that prevent them from achieving wealth.

### **Martina Jimenez Perry - Market Director, J.P. Morgan Wealth Management**

Martina is a Dominican-born wealth manager who is passionate about increasing diversity in the world of finance. In 2020 she founded Centurio Wealth, LLC, after being pursued by Securian Financial services to build a new firm in Atlanta.

### **Natalie Torres-Haddad - Founder, Financial Saavy Latina**

Natalie began her career at 24 investing in real estate and advocating for financial empowerment. She is an international award-winning author, educator and bilingual podcast host of *Financially Savvy in 20 Minutes*.

### **Sahireny's Ortega Pierce - Financial Educator**

Sahireny's is a millennial Latina mom & founder of Poised Finance & Lifestyle. With her experience working at Merrill Lynch, Metlife, and Ameriprise, she supports the Latinx community in managing their finances + lifestyle with poise.

## ABOUT

# J.P.Morgan WEALTH MANAGEMENT

At J.P. Morgan Wealth Management, we're committed to greater economic inclusion for all Black, Hispanic and Latino communities. By toppling existing barriers around investing, we're working to close the racial wealth gap and to improve their overall financial health.

## ABOUT

# #WEALLGROW

#WEALLGROW LATINA is a digital and IRL community of impactful Latina creators, makers, and entrepreneurs who support and uplift each other.

We stand strong in our mission of elevating the voices and stories of Latinas via the power of community through gatherings, culturally-relevant content, and tools to increase visibility and grow our social and economic power.

# VIRTUAL SUMMIT AGENDA

## WELCOME REMARKS

Speaker: Vanessa Santos | Co-CEO & Partner, #WeAllGrow

## KEYNOTE: WEALTH MENTALITY

Speaker: Linda García | CEO & Founder, In Luz We Trust

## SESSION 1: THE INVESTMENT PLAYBOOK

Speakers: Martina Jimenez Sperry | Market Director – Wealth, J.P. Morgan  
Wealth Management  
Dayana Velasco | Market Director – Wealth, J.P. Morgan Wealth  
Management

## BREAKOUT SESSION

## SESSION 2: SMART MONEY MOVES

Speaker: Natalie Torres-Haddad | Founder, Financially Savvy Latina

## SESSION 3: MAKE YOUR MONEY WORK FOR YOU

Speaker: Jully-Alma Taveras | Founder, Investing Latina

## SESSION 4: CLOSING THE WEALTH GAP

Speaker: Sahireny Ortega Pierce | Financial Educator  
Elsa Bittar | Market Director – Wealth, J.P. Morgan Wealth Management

## BREAKOUT SESSION

## CLOSING REMARKS

## KEYNOTE: WEALTH MENTALITY

“As a creative being, it is our responsibility to be a clear channel. Know that our divinity is the access to limitless wealth and that Source will always manage the compensation for our responsibility.”

- Linda García -  
CEO & Founder of In Luz We Trust





# TRANSFORM YOUR MONEY MINDSET

To release limiting beliefs about money, you need to recognize first what beliefs you've been operating from, whether consciously or subconsciously.

Here are a few journal prompts to guide you within, and reflect on the beliefs that are holding you back from the abundance you deserve. Allow yourself to write a stream of consciousness, and stay open to what surfaces.

If you wrote a letter to money, what would it say?

---

---

What did your family believe about money and how it worked?

---

---

What kind of relationship do you have with money?

---

---

Be honest with yourself: what is setting you back from reaching your financial goals?

---

---

Describe what financial freedom feels and looks like for you:

---

---

# 5-DAY MONEY MINDSET MANTRAS

Repeat the affirmations of the day 3x every morning and every evening.

## **01 MONDAY**

I am a money magnet.  
I am worthy of making  
BIG money.

## **02 TUESDAY**

I have the power to create a life that I desire.  
I am grateful for my creative talents.

## **03 WEDNESDAY**

I allow myself to dream big.  
I am grateful for all of the abundance in my life.

## **04 THURSDAY**

Success is not linear, and I love the path I'm creating for myself.  
I am grateful for my opportunities.

## **05 FRIDAY**

I am letting go of self-limiting beliefs regarding money.  
I am grateful for my ability to attract money!

## SESSION 1: THE INVESTMENT PLAYBOOK

“The best time to start investing was yesterday. The second best time is today.”

- Martina Jimenez Sperry  
& Dayana Velasco -

Market Directors at J.P. Morgan Wealth Management

# UNDERSTANDING YOUR GOALS

## Goals

/gōl/

*The object of a person's ambition or effort; an aim or desired result.*

Goal-based investing puts your personal goals at the core of your investment journey.

### LET'S IDENTIFY YOUR GOALS:

Use the questions below as a starting point.  
Write your answers in your workbook to help you define your goals.

What do I want to get from investing?

---

---

---

---

What do I care about? How can I align it with my investing goals?

---

---

---

---

# MYTH BUSTING LET'S BUST THOSE MYTHS

There are common misconceptions about investing that linger in our communities.

Let's take a quiz and debunk those myths below.

Circle your answer.

**Men are better investors than women.**

True or False

**Investing is for the super-rich.**

True or False

**You need a lot of money to invest.**

True or False

**It's too late or too early to invest.**

True or False

Find full answers on [page 40](#)



## SESSION 2: SMART MONEY MOVES

“My goal is to make financial literacy a universal language, not a foreign language.”

- Natalie Torres-Haddad -

Founder of Financially Saavy Latina



## INVESTMENT CHECK-OFF TO-DO'S

Will or Living Trust

Life Insurance

Tax Planning

401K or Roth

Stock Investments

Real Estate Investments

Emergency Funds

\_\_\_\_\_

## REAL ESTATE INVESTING

### PRIMARY HOME OR RENTAL?

Do you own or rent?

Monthly mortgage? (rent)

Approx. value of home?

Mortgage balance

Equity in home

Length of loan

Interest rate (fixed or var)

\_\_\_\_\_

\_\_\_\_\_

### 2ND RENTAL PROPERTY



SESSION 3: MAKE YOUR MONEY WORK FOR YOU

“Keep Investing.”

- Jully-Alma Taveras -

Founder of Investing Latina

# MAKE YOUR MONEY WORK FOR YOU

We can't move forward until we identify what's holding us back. What are the hurdles that you feel are holding you back from making your money work for you? Be specific! (Student loans, credit card debt, taxes, etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Now, let's shift these "hurdles" to goals. Write out a SMART (Specific, Measurable, Attainable, Realistic, Time-Specific) goal that will help you crush these hurdles with a steadfast wealth mentality!

*Example: I will pay off my \$5,000 IRS debt in the next year, by paying \$416 every first of the month to the IRS, so this time next year, I have knocked out my debt in total.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

The best way to eat an elephant is to eat it piece by piece. Let's prioritize these money goals – rank your top priorities so you can tackle each one in a way that works for you and your money!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

10–20 minutes a day on money research makes a difference in making your money mentality strong! How will you add money mindfulness into your daily routine?

*Examples: Listen to Planet Money on NPR every morning, read finance books, dedicate 15 minutes every day to learn more about the stock market, etc.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## SESSION 4: CLOSING THE WEALTH GAP

“Investing isn’t just about how much money you have to invest. It’s also about how much time you have to invest.”

- **Sahireny's Ortega Pierce** -

Financial Educator

- **Elsa Bittar** -

Market Director at J.P. Morgan Wealth Management





# THE POWER OF COMPOUNDING

*As a rule of thumb, to see how long it takes for your money to double, you can use the “Rule of 72.”*

For example, if your account earns:

1%: It will take 72 years for your money to double ( $72 / 1 = 72$ )

3%: It will take 24 years for your money to double ( $72 / 3 = 24$ )

## YOUR TURN

Use your note page to figure out how long it will take you to double your money.  
If I invest...

\_\_\_\_\_%, it will take me \_\_\_\_\_ years to double my money.

## CREATE YOUR PLAN

Goals and priorities vary from person to person. It's critical to plan for your specific goals and create a strategy tailored to your situation. Investing can seem overwhelming for some people, but having a plan for working toward your goals can help you get started on your journey.

### Why I want to invest:

Find your why and list investing goals that are important to you.

Example: I want to build generational wealth.

My Values	My Goals	Time	How will I get there?
Family	I want to invest in my child's education	18 years	Education Investment Fund





# GLOSSARY

**529 PLAN**

A tax-advantaged investment account designed as a way to save for education expenses. You can use 529 plans for K-12 tuition, in addition to college and graduate school. You're limited to the investment options offered by the 529 plan you choose.

**BONDS**

A type of fixed income security which are debt of an issuer. By buying a bond, the bondholder extends a loan to the bond issuer. In return, the bond issuer promises to pay the bondholder interest periodically, and principal at maturity.

**BROKERAGE  
ACCOUNTS**

A brokerage account is a taxable account used to buy investments like stocks, bonds and mutual funds.

**SMALL CAP  
(BELOW \$2 BILLION)**

Small cap companies often present the possibility of greater capital appreciation, at the cost of greater risk.

**MID CAP  
(\$2-10 BILLION)**

Generally mid-sized to smaller companies that are usually not as widely recognized and are generally considered to be more volatile than large cap companies.

**LARGE CAP  
(\$10 BILLION +)**

Generally the largest and often most recognizable companies are generally more stable and secure.

**CAPITAL GAINS TAX**

The difference between what you bought and sold on an investment or other asset is either a capital gain or loss. You pay long-term capital gains taxes for investments or assets held over one year, and short-

term capital gains taxes for investments or assets held one year or less.

**DIVERSIFICATION**

Diversification is a risk management strategy that mixes a wide variety of investments within a portfolio. A diversified portfolio contains a mix of different asset types and investment vehicles (stocks, ETFs, real estate, etc.) in an attempt at limiting exposure to any single asset or risk.

**EXCHANGE TRADED FUND (ETF)**

A security that tracks an index, a commodity, or a basket of assets and trades on an exchange like stocks.

**GENERATIONAL WEALTH**

Refers to any kind of asset that families pass down to their children or grandchildren, whether in the form of cash, investment funds, stocks and bonds, properties or even entire companies.

**MARKET CAPITALIZATION**

The measure of the company's size (market cap = total # of shares outstanding x share price).

**MUTUAL FUND**

A collection of stocks, bonds or other securities owned by a group of investors and managed by a professional investment company.

**REBALANCING**

The act of realigning the mix of your investments to a target amount of each investment.



**RISK TOLERANCE**

Risk tolerance is the risk an investor is willing to withstand in their financial planning. An online application that provides automated financial guidance and services.

**ROBO-ADVISOR**

An online application that provides automated financial guidance and services.

**ROTH 401(K)**

A form of a 401(k) plan that allows you to contribute after-tax money from your paycheck. Your contributions have the potential to grow tax-free over time, and you won't have to pay taxes on withdrawals, as long as they are "qualified distributions" or a return of your regular annual contributions.

**ROTH IRA**

Retirement accounts that don't require the original owner to take distributions during his or her lifetime, but contributions to Roth IRAs are never tax-deductible.

**SELF-DIRECTED**

Defined as those who are making investment decisions on their own behalf, i.e. selecting investment types and making trades themselves without the help of a financial adviser.

**STOCKS**

An investment that represents owning a piece of a company, also called a share.

**TRADITIONAL 401K**

A traditional 401(k) plan is a retirement account offered by employers that allows eligible employees

to contribute a percentage of their paycheck on a pre-tax basis to save for retirement. Once in the account, any growth to the money in your 401(k) is tax deferred; this means you don't pay federal income taxes on your investments until you start withdrawing money.

#### TRADITIONAL IRA

A tax-advantaged retirement account is best suited for entrepreneurs where you may deduct your contributions from your income for tax purposes, but you'll likely have to pay taxes when you withdraw your money.

BONUSES! • BONUSES! • BONUSES! • BONUSES!

“Where your  
mindset goes,  
your wealth  
will follow.”

- Vanessa Santos -

Partner & Co-CEO of #WeAllGrow

# FINANCIAL YEARLY CHECK-IN QUESTIONS

What is your investment goal?

---

---

Is there a financial situation you are doubtful of meeting your goal?

---

---

Any major life changes coming?

---

---

What is the smart money move you made?

---

---

Any regrets on your money move?

---

---

Do you plan to sell an investment soon?

---

---

What's your next worth? (Total Assets- total liabilities= Est Net worth)

---

---

# MONTHLY BUDGET

NECESSITIES	CATEGORY	BUDGET	ACTUAL	CATEGORY	BUDGET	ACTUAL
	SAVINGS			FOOD		
	TOTAL			TOTAL		
	HOUSING			MEDICAL		
TOTAL			TOTAL			
UTILITIES			DEBT			
TOTAL			TOTAL			
TRANSPORTATION			OTHER I.E. CHILD CARE/ SIDE HUSTLE			
TOTAL			TOTAL			

NICETIES	CATEGORY	BUDGET	ACTUAL	CATEGORY	BUDGET	ACTUAL
	BEAUTY			OTHER ITEMS		
	TOTAL					
	WARDROBE					
	TOTAL					
SOCIALIZING						
TOTAL						
ANIMAL CARE						
TOTAL						

GRAND TOTAL

BUDGET TOTAL	ACTUAL TOTAL	BALANCE

NOTES

---



---



---



## TRUE & FALSE WORKSHEET ANSWERS:

### Here's the truth:

- Women are outperforming men in investing. Women tend to invest with a long-term time horizon in mind.
- You don't have to be an expert to invest. There are many resources on [J.P. Morgan Women investing resource hub](#) that can help you learn more about investing.
- You don't have to be rich to start investing. Contribute what you can. Setting up recurring investing contributions is a convenient and effective way to invest for the future.
- It's never too early or too late to invest. The best time to start investing was yesterday. The second best time is today.



# Thank you

## FOR JOINING!

Investing involves market risk, including possible loss of principal, and there is no guarantee that investment objectives will be achieved. Past performance is not a guarantee of future results.

Asset allocation/diversification does not guarantee a profit or protect against loss.

JPMorgan Chase & Co., its affiliates, and employees do not provide tax, legal or accounting advice. Information presented in this document is not intended to provide, and should not be relied on for tax, legal and accounting advice. You should consult your own tax, legal and accounting advisors before engaging in any financial transaction.

J.P. Morgan Wealth Management is a business of JPMorgan Chase & Co., which offers investment products and services through J.P. Morgan Securities LLC (JPMS), a registered broker-dealer and investment advisor, member FINRA and SIPC. Annuities are made available through Chase Insurance Agency, Inc. (CIA), a licensed insurance agency, doing business as Chase Insurance Agency Services, Inc. in Florida. Certain custody and other services are provided by JPMorgan Chase Bank, N.A. (JPMCB). JPMS, CIA and JPMCB are affiliated companies under the common control of JPMorgan Chase & Co. Products not available in all states.