



GET STARTED

YOUR MONEY
YOUR LIFE



the value issue ★

RATE YOUR PURCHASE

Are you getting the most bang for your buck? With ads and sales everywhere, it's not always easy to know how to spend your cash. One way is to figure out how much something would cost each time you use it. This is called, "rating your purchase," and it's easy to do. Simply calculate your Cost Per Use (CPU) and see for yourself.

HERE ARE SOME EXAMPLES:

Example 1: A new pair of jeans

Cost: \$50

Usage: 2 times a week for
1 year = 104 times

CPU (cost ÷ usage): **\$0.48**



Example 2: A new video game

Cost: \$60

Usage: 5 times a week for
1 month = 20 times

CPU (cost ÷ usage): **\$3.00**



NOW IT'S YOUR TURN:

Item purchased: _____

Cost: \$ _____

Usage: _____

CPU (cost ÷ usage): _____



IF YOUR CPU EQUALS:

★★★★★ \$0.00 to \$0.50 = GREAT BARGAIN

★★★★☆ \$0.51 to \$2.50 = PRETTY USEFUL

★★★☆☆ \$2.51 to \$10.00 = WEIGH YOUR OPTIONS

★★☆☆☆ \$10.01 to \$25.00 = ARE YOU KIDDING?

☆☆☆☆+ \$25.01 + = SPECIAL OCCASION ONLY
(like prom or graduation)

Next time you're trying to decide if you should buy something, calculate the CPU to see if you're getting the best value for your money.



GET STARTED'S FIVE MOST FRUGAL CELEBS



NOT ALL CELEBRITIES LIVE AN EXTRAVAGANT LIFESTYLE AND SPEND MONEY CARELESSLY. SOME LOOK FOR DISCOUNTS AND SAVE THEIR MONEY. WE'VE PICKED OUR FIVE FAVORITE FRUGAL CELEBS:

- ★ **DAVE GROHL.** Foo Fighters singer and ex-Nirvana drummer has money to spend. But according to Dave, he says he's afraid to spend it. He adds, "I'm going to be really careful with what I've got."
- ★ **SELENA GOMEZ.** The actress and singer says she rarely buys anything expensive. She said in an interview, "when it comes to shopping, I love a bargain. I feel so much better buying a top for \$20 that isn't so different from the one that costs \$200."
- ★ **ANGELINA JOLIE.** While most celebrities attend premieres in expensive clothes, Angelina isn't afraid to shop used. Her best bargain? A \$26 dress she scored at a vintage shop and wore on the red carpet.
- ★ **KATE MIDDLETON.** The possible future queen of England has people talking about her frugal fashion sense. Unlike past royals, Kate likes to clothes swap and wear outfits multiple times. She even swaps clothes with her mother.
- ★ **ZOOEY DESCHANEL.** It was reported that the New Girl star saves 76% of her income. When you consider that the average American saves about 6%, Zooey is well above average when it comes to saving money.

I SPY A SUMMER OF SAVINGS PHOTO CONTEST!

Share a photo of how you have fun this summer without spending too much money, and you may be eligible to **WIN \$250!** Visit www.elementsofmoney.com for details!



FOUR TIPS TO SAVE MONEY SHOPPING

- 1** **Pick your shopping friends wisely.** If you think you'll be pressured to spend more money than you have, go alone and meet up with your friends later.
- 2** **Don't shop when you're bored.** It's easy to spend more money when you shop to entertain yourself. Make a shopping list and stick to it.
- 3** **Buy used.** You can save big bucks by checking out vintage stores, or buying used online.
- 4** **When in doubt, don't.** Only buy things that you're sure you'll use. If you're undecided about something, skip it.



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