



VOL. 1 ISSUE 1 · SEPTEMBER 2019

# THE FAST TRACK

The newsletter for tomorrow's financial professional

## To Tomorrow's Financial Professional...

Dear current or future financial professional,

What is "The Fast Track"?

It's my honest effort to supply you with musings and miscellaneous brain food that I believe can stimulate you intellectually. Intellectual stimulation will become a big part of your ability to have success as a financial professional.

How so?

Simply put. If you're not growing (physically, emotionally, and mentally) you're dying.

Enjoy this inaugural issue.

To Your Success!

Dominique Henderson, CFP®



## This issue:

Opening Words

PAGE 01

Interesting Articles & Podcasts

PAGE 02

Book Capture

PAGE 03

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Do you want to be part of a community that shares both intellectual and professional information? You'll have access to more exclusive content like my live "Ask Me Anything" group coaching sessions.

[Join the Facebook group.](#)

Know someone that could benefit?

[Invite them.](#)

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## Who's shaped your view of money?

[BIT.LY/GENERATIONAL\\_MONEY\\_HABITS](http://bit.ly/generational_money_habits)

If you've ever been curious of the effects of money habits on your family tree, you have to read this journal article. It was thought-provoking to say the least. If you don't believe that your grandparents affected the way you view and deal with money, you might be surprised. If you use money scripts to interpret and/or predict the behavior of your clients, the implications from this research are very interesting.



## The history of the profession.

[BIT.LY/HISTORY\\_OF\\_FINANCIAL\\_PLANNING](http://bit.ly/history_of_financial_planning)

I found this article years ago and thought it was a must add for this month's digest. It's always a good thing to know how things started to provide the proper perspective going forward. After reading this, I'd be curious of your thoughts about the direction the profession is headed and what you can do about it. (EMAIL ME AT [DOMINIQUE@DJH-CAPITAL.COM](mailto:DOMINIQUE@DJH-CAPITAL.COM))

## Does independent mean entrepreneur?

[BIT.LY/GOING\\_INDEPENDENT](http://bit.ly/going_independent)

Having coached dozens of advisors, I can now easily detect if they have the stuff it takes to run a firm. It is more than a notion. Most of the times it is born from a desire to do better for clients. However, is it always the right decision to just start your own? Here's what some financial professionals have said about the reason they went independent.



## A relationship elixir?

[BIT.LY/PODCAST\\_SUE\\_JOHNSON](http://bit.ly/podcast_sue_johnson)

This caught me off guard. I was actually traveling back from Prairie View for short day trip when I came across this podcast from Farnam's Street Shane Parrish. His guest, Sue Johnson, is a professional marriage therapist and her perspective on what it takes to build a lasting, loving relationship with your spouse is just amazing. No matter your worldview, her simple truths will improve the way you relate with people. I haven't got her book yet, but it is on my "to read" list.

## Being Creative with Your Personal Brand

[HTTP://BIT.LY/GARY\\_VEE\\_PODCAST](http://bit.ly/gary_vee_podcast)

Love him or hate him, Gary Vaynerchuk spits some serious knowledge. I recently caught an interview he did on branding. It made me think of how many men and women may be pursuing the traditional path of financial advice (as a wealth manager or planner) but ignoring the growing need for financial "coaching". Should we be getting more creative with the ways we help people with their finances? What do you think?

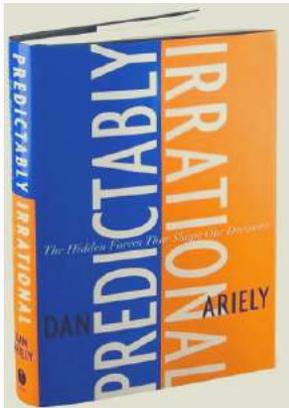




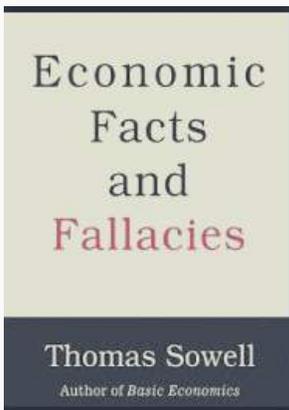
I call this my "book capture" because I don't necessarily read everything from cover to cover anymore, I now "capture" ideas in books. I stopped doing that for two reasons. The first of which is time. To solve this I've started listening to most books (on Audible). The other is that the more I read (or listen) the more that I find similar ideals and principles across each book. I think this is why the most voracious readers "re-read" the same books over and over again--it's at least a cheaper habit. (LOL)

That said, this section is dedicated to what I've captured from either the listening or more traditional format reading format.

Enjoy!



"Predictably Irrational" by Dan Ariely was a pleasant surprise to me. Fully acknowledging that I'm a nerd, this was a real page-turner. In particular, it was insightful to past and current interactions I've had with irrational behavior from my clients. As the title suggests, it contains very interesting experiments revealing the motives behind how we think, the problems caused, and possible solutions. The topics range from education, to sexual behavior and (of course) financial disciplines. I highly recommend it.



In "Economic Facts and Fallacies", Thomas Sowell unearths surprising facts about some of the most popular societal myths of our time. The basic theme being: "how much of our accepted way of life, is the result of choices we don't make for ourselves?" Do, in fact, harmful third parties interject their thinking and planning on those that would make better decisions if left up to their own devices? Maybe this is a give-away, but one key sentence: "what government planning means in practice is the suppression of individual plans and the imposition of a politically or bureaucratically determined collective plan instead." Given our current business/economic cycle, public policies that aren't in the interest of the "public" this is an interesting read. If you want to be either the highlight or the pariah of your next dinner party, this is one for the ages.

**“Reading is essential for those who seek to rise above the ordinary.” – Jim Rohn**