## Strategy 16 -

## Live "The Power of 10"

> We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee.
> -Marian Wright Edelman

The number " 10 " is powerful and fits a "small-steps approach" to behavior change. It is easy to multiply, divide, and remember; small enough not to discourage people from taking action; and large enough to make an impact over time. " 10 " also shows up repeatedly in expert recommendations to improve health and increase wealth. Whether it's shedding 10 pounds, exercising in 10-minute increments, saving $10 \%$ of gross income, or reducing debt by $\$ 10$ a day, " 10 " and derivatives of 10 (e.g., 1 and 100 ) are strong motivators if the magnitude of their impact is fully appreciated. Sondra Anice Barnes once made the following comment about taking action to change: "It's so hard when I have to, and so easy when I want to." Use "The Power of 10 " to increase your "want to factor" (e.g., desire to make a change). The more you know about weight loss and financial planning, the more motivated you will be to make health and wealth changes because you'll better appreciate the difference that small steps can make.

Table 11, on the next page, includes examples of the "Power of 10 " health practices and Table 12, page 72, includes examples of "Power of 10 " wealth practices. Review these examples and consider your circumstances. Then, complete Worksheet 24, The Power of 10: Healthy

Practices, page 73, by listing three ways to the use the "Power of 10 " to improve your health practices. Then complete Worksheet 25, Grow Me the Money, page 74, to see how a small regular savings rate can grow into a large sum over time.

## - Action Steps -

## Health

Take action to lower your caloric intake, increase your physical activity, or both.
Buy a pedometer and start tracking your steps. Work up to the recommended 10,000 steps per day.

## Wealth

Take action to lower your household expenses and save the "found" money or use it to repay debt.
$\square$ Learn more about investing by reading personal finance magazines on a regular basis. Save money by reading them at a local library or visiting personal finance magazine websites on the Internet.

- TABLE 11 -


## The Power of 10-Health Examples

## Power of 10 Health Improvement Practice

Set an initial weight-loss goal of $10 \%$ of body weight, achieved over a sixmonth period (i.e., gradual weight loss of 1 to 2 pounds a week).

Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, on most days of the week. If you are pressed for time, exercise in three 10-minute sessions spread throughout the day.

## Examples and Description

As an example, an appropriate initial weight loss goal would be 18 pounds for someone who currently weighs 180 pounds and is overweight or obese. Research has shown that people don't need to lose a large amount of weight to see improvements in their health status. A modest loss of up to $10 \%$ of body weight is an excellent start and, for many people, enough of a weight change to move their body mass index (BMI) back into the normal range (BMI of between 18.5 and 24.9).

Three 10-minute exercise sessions provide almost all the benefits of one 30-minute block of time. For example, get on a stationary bicycle when you first get up, take a 10-minute walk at lunch, and exercise again for 10 minutes while dinner is cooking. Remember that any physical activity is better than none. Take the time to exercise and build it permanently into your daily schedule. There are 144 ten-minute blocks of time every day to choose from. Find the times that are right for you.

Walk 10,000 steps a day, which is roughly the equivalent of five miles a day $(2,000$ steps $=$ about 1 mile $=$ about 100 calories). Additional steps may be needed for weight loss. Use a pedometer to keep track of your steps. Many pedometers can be purchased for between $\$ 15$ and $\$ 35$ (see Consumer Research at: http://CONSUMERRESEARCH.COM/PEDOMETERS).

Lose 10 pounds in a year by eating 100 calories less per day.

Lose 10 pounds in a year by burning off an additional 100 calories per day.

Visualize what gaining or losing 10 pounds of fat looks like as an incentive to change.

Most people have to work to reach 10,000 steps. The average person takes 5,900 steps per day. The America's Walking program recommends taking an initial baseline measurement (e.g., 5,000 steps) and increasing it weekly by $20 \%$ by multiplying by $1.2(5,000 \times 1.2=6,000)$ until you reach the 10,000 step level. Or, pick an increase rate that works for you. Wear a pedometer from the time you awake to the time you go to sleep at night. Recent studies have found pedometers to be a good motivator. In one study, a group of patients was encouraged to exercise but only half were given pedometers. Those who used pedometers increased their exercise by about 2,000 steps per day, a $41 \%$ increase.

It doesn't take much to consume 100 extra calories: 1 tbsp. mayonnaise, 1 tbsp. butter or margarine, 1 to $1 \frac{11 / 2}{}$ tbsp. salad dressing, a handful of potato chips, 1 medium chocolate chip cookie, 1 slice of bread, 5 oz . of wine, or an 8-oz. beer or cola beverage, for example. Simple changes involving just one food or beverage can significantly decrease caloric intake. For example, substitute water or a diet soft drink for a regular soft drink ( 0 calories versus 100-150) or sugar-free pancake syrup for regular syrup ( 30 calories versus 240 per $1 / 4$ cup).

About $25 \%$ of American adults are not physically active at all. A 150pound person will burn about 100 calories an hour sitting and only 80 lying down or sleeping. Walk 4 mph for just $1 / 2$ hour and a 150 -lb. person will burn about 200 calories.

Many people don't notice weight gain right away until their clothes get tighter. What does 10 pounds of fat look like? For a rough estimate, picture ten 1-pound cans of vegetable shortening or 40 sticks of butter.

# The Power of 10—Wealth Examples 

Power of 10 Financial Improvement Practice

## Examples and Description

Pay yourself first by saving at least $10 \%$ of your gross income every week.

Pay off an $\$ 8,000$ credit card balance at $16 \%$ interest in three years by applying an additional $\$ 10$ a day ( $\$ 300$ monthly) toward the outstanding balance.

If you don't have $\$ 10$ a day to add to debt repayment, try adding just \$1 a day (\$30 monthly) to the minimum monthly payment due on credit cards.

Save \$10 a month, or multiples thereof, using Worksheet 25 , Grow Me the Money, on page 74 , as a guide.

Save $\$ 1$ a day, plus pocket change, in a can or a jar by reducing daily expenses by $\$ 1$.

Invest a portion of long-term investments in stocks and stock mutual funds to potentially earn returns that have averaged about $10 \%$ per year since the mid 1920s.

If you earn $\$ 50,000$, you'd save just under $\$ 100$ per week, preferably through payroll deduction. If you start saving $\$ 100$ a week in your 20 s, with an $8 \%$ return, you'll have over $\$ 1.5$ million in 40 years to provide financial security in later life.

According to Pay It Down! From Debt to Wealth on $\$ 10$ a Day by Jean Chatsky, "finding" \$10 a day by trimming household expenses can dig someone out of a credit card hole in three years instead of decades. Once the debt is repaid, she advises continued $\$ 10 /$ day savings for another two years in a money market account to build an emergency fund of over $\$ 8,000$. After that, the $\$ 10 /$ day savings should be used to fund a tax-deferred investment account such as an IRA. If your IRA's performance matches the approximately $10 \%$ return of the Standard and Poor's (S\&P) 500 index since the 1920s (e.g., in an S\&P 500 index fund), you'd have over $\$ 250,000$ in 25 years from $\$ 10$ in daily savings.

According to Slash Your Debt by Detweiler, Eisenson, \& Castleman, pay ing $\$ 1$ a day more than the minimum due on a $\$ 5,000, \$ 10,000$, and $\$ 15,000$ balance on a $17 \%$ interest credit card will save $\$ 7,624, \$ 12,615$, and $\$ 16,168$, respectively, in interest payments.

To use the table, find the intersection of the average interest rate that you expect to earn and the number of years that you will be saving. Adjust the figures according to your savings plans; e.g., multiply the figures by 5 for $\$ 50(\$ 10 \times 5)$ of savings. For example, saving $\$ 100$ a month at $6 \%$ for 10 years would result in $\$ 16,470$ of savings $(\$ 1,647 \times 10)$.

You should be able to save about $\$ 50$ a month or $\$ 600$ in a year. Increase the daily savings amount to $\$ 2$, plus loose change, and you'll have over $\$ 1,000$ in savings.

When you are investing, there is usually a positive relationship between the amount of expected return and the risk of losing your money. Stocks have more risk than bonds and cash investments.

## Worksheet 24

## The Power of 10: Healihy Practices

List up to three ways to use "The Power of 10 " to improve your health practices (two samples are provided).

| Healthy Strategy | Description |
| :--- | :--- |
| Burn off an additional 100 calories per day | Burn off 100 calories daily on a treadmill instead <br> of doing no exercise |
| Eat 100 fewer calories per day | Eat one less slice of bread per day |
|  |  |



