HAPPINESS FOCUS
THE PLEASURE SEEKER

A desire to enjoy what their time and money will provide is what drives those with a Happiness Focus Money Mind. Although their primary quest is to experience satisfaction, they regularly feel that they never have enough money or time. Regardless of the amount they have saved, their income levels, or the opportunities presented to them, they find that there is always something more they’d like to do or enjoy. The thought of having to save for the next big thing frequently leaves them feeling frustrated and impatient.

POSITIVES AND NEGATIVES OF THE HAPPINESS FOCUS

THE GOOD:
• Decisive, even with big decisions
• Maximize the pleasure from their resources
• Experience very little anxiety about future problems

Pleasure Seekers will often make big decisions quickly. After making them, they will not spend much time agonizing over the possible consequences. In addition, they tend to focus on the positives and are quick to see opportunities.

THE BAD:
• Often feel like they don’t have enough
• Don’t spend enough time evaluating financial decisions
• Too casual about future risks
• Over-emphasize instant gratification

Pleasure Seekers are susceptible to making decisions too quickly. They are also more prone to worry about missing opportunities rather than agonize about losing money. Their decisiveness can lead to creating circumstances where they live beyond their means or become too comfortable taking on debt. And instead of worrying about high credit card balances, they focus on enjoying life today and figure that things will work out later. Their perspective may lead them to be overly optimistic despite the contrary opinions of others. This can result in big gains, but unrestrained, this can also send them down the wrong path. In addition, they don’t like to delay gratification. Therefore, they regularly speed up the possibility of enjoying things now. They do not spend enough time considering the consequences or the true costs of the decisions they make. They are often unprepared when negative financial circumstances occur.

THOSE WITH A HAPPINESS FOCUS CAN IMPROVE THEIR DECISION-MAKING BY:
• Understanding that they will almost always envision better outcomes than they might ever experience
• Evaluating if they are thinking objectively about the potentially negative outcomes
• Recognizing the importance of slowing down and conducting objective analysis
• Understanding that their perspectives may be leading them to be overly optimistic about their circumstances
• Ensuring that you’re not making impulsive decisions based on your need to seek pleasure
If you have a Happiness Focus you must remember to slow down when making financial decisions. While it’s wonderful to enjoy the present, you also have to be prepared for future challenges as well. It’s OK to both protect yourself and enjoy life too.

As far as your investments are concerned, you must ensure that your drive to make more money isn’t clouding your judgment. Whenever you have the urge to change course, remind yourself of why you made the investment in the first place.

WHEN TALKING TO A PLEASURE SEEKER:

- Understand their need to live life to its fullest and acknowledge their appreciation of the present moment
- Remind them of the importance of planning and protection
- Make it clear to them that you’re aware of the sacrifices they may need to make, and outline the steps you’ll take to ensure that they’ll still benefit from the decision over the long term

It’s very important to point out to Pleasure Seekers that their future may include a lot less freedom and choice if they neglect to slow down and consider the true costs and consequences of their decisions. On the other hand, if they’re forced to act against their wishes, they may resent you afterwards. This is especially true if things turn out differently than expected because it may seem as if their sacrifices were unnecessary. In order to make financial discussions easier, you’ll need to approach them with a clear description of the benefits they will realize.

QUESTIONS TO ASK YOURSELF

- Do you know your dominant Money Mind?
- Can you identify situations in the past where your Money Mind drove a financial decision?
- How would you change those decisions knowing what you know today?
- Think about those you care about. Can you identify their dominant Money Minds?

THE WRAP UP

Each of us has traits of all three Money Minds, but one routinely dominates. Furthermore, depending on your financial circumstances during a particular time, your dominant Money Mind may change. As you’ve read, the Happiness Focus is not all good or all bad. Like the other two Money Minds, seeking pleasure has a powerful ability to influence your life.

An unchecked Money Mind stops you from making balanced decisions. Therefore, the goal is to consider all three. And the first step to accomplish this is to understand how your dominant Money Mind is affecting your point-of-view. When important financial matters must be addressed, rather than allow one Money Mind to drive your decisions, you’ll be able to consider everything that you want your money to do for you.