

## Reasons to Learn Investments & Personal Financial Planning: Benefits & Imagery

*"The beginning of wisdom is this: Get wisdom. Though it cost all you have, get understanding."  
Proverbs 4:67 NIV*

In this activity, you're going to use a sales strategy called the "Ben Franklin Close." It's a valuable technique that sales people use to close a sale. The "Ben Franklin Close" helps you logically evaluate the pros and cons of any action you want to take.

Get a piece of paper and draw a line down the middle. On the top left write "REASONS FOR" and on the top right write "REASONS AGAINST." On the left side of the chart, write your reasons for learning about investments and personal financial planning. Then on the right side of the chart, write your reasons against learning about investments and personal financial planning.

Evaluate your answers. Do your "reasons for" outweigh your "reasons against" learning about investments and personal financial planning?

Reasons For	Reasons Against

