



Thin Waist, Fat Wallet

As a financial adviser and a woman who fought the weight battle for 35 years, finally and permanently winning that was in 1998, Angie Hollerich is an authority on setting goals and reaching them, personally and professionally. Hollerich, who lives in Gahanna, saw parallels between what it took to successfully manage personal finances and weight. Her book, *The Weight and Wealth Factors*, parallel factors for weight management and wealth accumulation (Brass Ring Productions, \$19.95), which she wrote, offers solutions to the two major issues facing Americans these days: 1) How to successfully manager their weight and 2) how to accumulate enough wealth to pay for those added years in retirement. “Everybody wants to be healthy and wealthy. The key is to figure out what external and internal forces affect the ability to be successful.”

While setting her own weight loss goals, Hollerich discovered some of the same factors that helped her clients achieve financial success – environment, motivation, attitude, habits, family, budget, education, goals, time, age, needs vs. wants and risk – also applied to losing weight. “The desire that propels each of us to make a change in our lives is very personal,” Hollerich says. “To accomplish what you set out to do, you need to know what motivates you. Know what you want and why.

Like the other experts we talked to about how to keep your dreams for change energized, Hollerich says it’s essential to establish clear, precise, doable objective. But if you’ve lost your way, lost momentum or lost the willpower to continue, don’t give up.. Instead, she says, “Identify behaviors that sabotage your efforts and look at the habits and circumstances that lead to those behaviors... Figure out how to avoid those situations or formulate alternatives. “Also she recommends writing things down and keeping a journal about what happens. Once you do that, Hollerich says she believes you will be on your way to getting where you want to go.

-----by Laura Taxel