



## **Consumer Debt**

### **The Good, The Bad and The Ugly**

The use of Consumer Debt is at epidemic proportions in our society. The average American with a credit card has a running balance of \$10,700.00. What do you do when your Consumer Debt is out of control and you see no way out?

**Topics to be covered include:**

- **The History of Consumer Debt**
  - It is really not that old
  - Just the facts jack
  - Balances grow and we never know
  - How much is a trillion anyway
- **The Marketing of Consumer Debt**
  - Marketing does not impact me
  - The Ad Slogan Test
- **Dealing with Collectors**
  - What they can and cannot do
  - Smother them with communication
  - Be Nice
- **The Debt Snowball**
  - Strategy for paying off your consumer debt
  - The power of momentum
- **Make Cash King**

Culture educates us to “Just do it” and use consumer debt to pay for it. Getting a handle on your use of consumer debt is a key part of controlling your financial future.