



CRUSH YOUR DEBT

Your Ultimate 5 Step Guide to
Conquering Debt Once & For All

DALEDEGAGNE

TABLE OF CONTENTS

STEP 1

Refine a New Vision of Your Life!

STEP 2

Decide & Commit

STEP 3

Choose Your Strategy

STEP 4

Create Opportunities by Altering Habits

STEP 5

Maintain Motivation by Overcoming
Obstacles



**Your finances are a
lifelong affair...**

**...but your frustration
with them can end
anytime you choose.**



Debt has become so common in our world that often people can't imagine what life is like without it.

Seriously!

When did we decide that juggling our credit card debts with No/Low Interest Introductory rates was a cool way to live and think we're so damn smart for doing it?!? Here's a tip – If it wasn't profitable...the credit card companies wouldn't do it.

So Listen.

After climbing free from the trenches of my soul-crushing debts I discovered something that changed me forever...it's going to completely astound you too!

I went from a life of being broke, desperate, and swamped in the red to one of personal and financial liberation – not some cheesy sales pitch but the real thing! Being debt FREE is a prize so wondrous and invigorating it begs to be shared. And that's exactly what I'm doing.

Once unshackled, so far I've invested over \$40,000 producing an effective and affordable money coaching e-course, put together an ebook, and created a stellar website to help people get on the prosperous side of debt. Now, in terms of this guide, here's the point:

To inspire and prepare you for action: to face down debt, seize control of this life, set yourself free to prosper, and start kicking some real a\$\$ with your money!



If you're Ready, then let's Begin.

STEP 1

REFINE A NEW VISION OF YOUR LIFE



Did you know that almost no one I work with initially has a really clear reason of why they want to be debt free?? Honestly. If you call me after reading this and enthusiastically blurt into your smartphone:

“Dale, I’m ready. Let’s do this!”

The first thing I’m going to ask you is, “Why?” Then, after you give me some vague reason, I’ll ask you what the point is and probably hear...

...*crickets*

When I push a little and get people to envision what they would do if they were debt free, here are the three most common things people see:

- “Taking more vacations.”
- “Starting a company...”
- “Fully funding our kid’s education...”

That’s no different than a personal fitness trainer asking a married couple why they want to lose weight and hearing:

- “We’d like to be healthier.”
- “To look sexier...”
- “Live longer...”

Great, and yet here we are and our societies are suffering under gargantuan debt loads and obesity/diabetes epidemics! Obviously these goals just aren’t cutting the cake.

Why?

Because those types of goals are lazy goals. They tell me that you haven’t really THOUGHT about them, you’ve only DREAMED about them. And because of that they’re unclear, unrefined, and uninspiring. It’s time to stop dreaming and start doing.

The only thing that gets people to REALLY face their chub, or their debt obligations, and dramatically improve their lives are goals that super-charge-inspire!

It takes precision-goals with needlepoint razor-sharp specificity.

We've got to snap you out of the socially conditioned haze and narrow your focus like a predator.

- ➔ Vacations to where? For how long? Why those places? What will you do there?
- ➔ Start a company? Great! What kind of company? Brick & mortar or digital? What's the product or service? Why?
- ➔ Kid's Education? Great? How long do you have? Do you want to pay all of it, or just some? How much do you need? What sort of Gov't aid is there? Are your kids going to put in the effort for extra scholarships?

For me personally, this was my motivation:



I got ticked off, pissed off, and put-out by the fact that **EVERY FREAKIN' PAYDAY** truckloads of cash would drain out of my bank account for crap that I didn't even own anymore. And what's worse...there seemed to be no end in sight.

That (very real) pain forced me to choose from 1 of 2 actions:

- ① Make a highly motivated and emotionally charged decision to change...or,
- ② Keep taking it like a chump while years of my one and only life kept flying by.

Like someone was holding my head underwater, I sought debt-freedom like it was my only air to breathe; sick and tired of "debt" suffocating on my life; finished being stuck in the rut of poverty after making minimum payments and taking care of base necessities.

Today, both my family and I are out of debt and the hardest money decision we face is how to invest it. My twins are growing up in a healthy household without toxic money tension in the air. And, I get to spend my time showing other families and individuals how to get the whole "money thing" figured out.

Of course debt isn't the only financial issue most people have, but after hearing about how awesome it really is on the other side, they almost ALWAYS get fired-up and come to the conclusion that,

"You know what Dale, you're right! Debt-living is bullshit!"



NO more procrastination, excuses, or hesitation. No more empty promises, stalling, stagnation, or “dreaming” in place of doing.

I’m going after the Incredible Hulk effect. I’m aiming to have you tearing your clothes and plowing through debt like a financial superhero! Because that’s what it takes, but it begins by planting the ideal vision-seed in your mind.

So please, do yourself one of the biggest favors you’ll ever do and really visualize your day to day life without debt and money worries. If you’ve got a spouse – spit-ball this stuff aloud and start writing down specifics.

- ❓ What’s that dream vacation like? Sunny? Cheap drinks? 5 Star service?
- ❓ How’s that dream home treating you? Still have that “new house” smell? Where is it? How’s the view?
- ❓ What kind of car are you driving? Mine has always been a brand new black-on-black BMW 5 Series (big dream I know but man that emblem shines!).
- ❓ Are you fighting less with your spouse, friends, and family?
- ❓ How does it feel to send your kid to the best school in the country? What school is it?
- ❓ Did you finally start investing? How much is in the account?

And Here’s the Thing – You’ve GOT to realize that it’s all within Reach. It Really Is. Because...

“Debt is the #1 Thing that Limits You from Living a Dream Life!”



But this isn’t about dreaming. This is about doing. So take a minute and get started on the path that transforms vague dreams into concrete reality. **The Debt Crusher Planning Sheet.**

Throughout this guide you’ll go to this sheet and fill in the simple but straightforward questions, and when you’re done you’ll have a 100% solid, motivated plan for how YOU are going to smash your debt.

[CLICK HERE for the Debt Crusher Planning Sheet.](#)

STEP 2

DECIDE & COMMIT



“Until one is committed, there’s hesitancy, the chance to draw back, always ineffectiveness...there’s one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too.”

That was written sometime between 1750 and 1832 by a German statesman and writer named Johann Wolfgang von Goethe. He goes on to say that;

“All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents, meetings and material assistance which no one could have dreamed would have come their way.”

In my opinion it’s one of the truest most mystical sayings this side of the Galaxy.

Once you’ve got a razor-sharp image of your financially free life, and pin-pointed the deep emotional desires for getting rid of debt...you must commit!

And here’s the key, once you commit just like the man said **“then providence moves too.”**

Suddenly what seemed like Mt. Debt-Kilimanjaro is more akin to a stepping stone. I experienced it in my own life and have witnessed it in the way my clients and their families adapt and start **GETTING TO WORK.**

Money begins flowing out of cracks in your lifestyle you didn’t notice before. Support arrives from unexpected places. Like a switch flipped, debt starts disappearing at lightning speed! Then those once misty horizon-dreams begin getting closer, and closer, and closer until one day...**BOOM.**

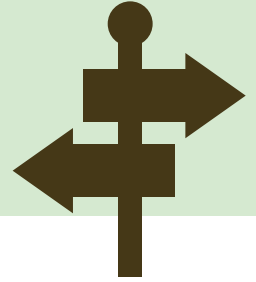
You’re free. It’s done. You did it. It’s over. You’ve arrived. And the only question becomes, “Which specific part of my dream life am I going to experience first?”

And what will you see when you look back to today as a new commitment develops in your life?

The birth of a serious plan!

STEP 3

CHOOSE YOUR STRATEGY



You've refined your debt-free vision of prosperity and life, you've made the emotional decision and committed, now it's time to choose your path to total debt-obliteration. But let's be realistic. Ambition and rampant unparalleled inspiration are great because they build powerful momentum but let's calm down a moment.

First, let's return to the most fundamental basics by having you answer this one simple question:

“Are you able to confidently make your minimum payments each month, or are you defaulting, floundering, and financially flailing about?”

I'm not screwing around with you. This is a serious question. And here's where some tough love comes in.

“If you can't make your minimums, or you're about to lose your shirt, then you may need more than just my help.”

With my help you've already formed a crystal clear image, and I can even help you save a few hundred bucks easy (that's in step 4), but if you're not making your minimums that may not be enough and so here are your options;



OPTION 1: Consolidation Loan

Now, whether you can or can **NOT** make your minimums you still may be thinking that this is the debt-stress savior – but getting a consolidation loan without working on the **CAUSES** of why you're in debt (Again...that's **step 4**) is like taking an Advil to fix a broken arm.

I mention it here though because it's a viable way to get you to a point where you can cover at least your minimums. But it doesn't necessarily help you pay off your debt faster.

If you decide to go for a consolidation loan do these 3 things:



Get rid of **ALL** your current Credit (no holding onto that spare credit card you junkies!).



Still “Mock Up” one of the strategies below and then compare the speed & efficiency at which you can pay off your debt to the option of a consolidation loan.



Don't get complacent – just because that debt is easier to manage now **DOESN'T** mean it's not holding you back. Kick the crap out of it with the same nerd rage you would if it was still in the form of credit cards and Lines of Credit.

You can get a consolidation loan at pretty much any debt lending business. Just be careful...their job is to keep you in debt to make more money so be careful of the terms you accept.



OPTION 2: Consumer Proposal

This is where things start to get creepy. A consumer proposal is basically admitting that you're up shit-creek and you can't pay everything back. With the help of a debt restructuring professional, you make a deal with your creditors to pay back less than you owe. But, it dings your credit pretty badly and sometimes you have to sell a bunch of what you own.

[Check out this link to learn more.](#)



OPTION 3: Bankruptcy

If Consumer Proposals sound hardcore, bankruptcy is like Freddie and Carrie had a baby and got Chuckie to babysit. Sure, it may sound like a good idea. Clean slate “easy done” right? Not so much...

Not only will you relegate yourself to a welfare like system with Income Surplus Payments, but the whole process doesn't exactly leave you feeling dignified and important.

Check out a consumer proposal first...and if that doesn't work, then [check out this link for more info about bankruptcy.](#)

For Everyone Else

(If you can make your minimums)

Once that's taken care of it's time to tackle the brain work. Here's a taste of what I'm talking about:

- ➔ Choosing the most effective debt-management strategy.
- ➔ Putting some numbers in and seeing what it spits out.
- ➔ Make adjustments until you've got a timeline and a plan that you're stoked to take action on.

Don't worry if it seems complicated. I'm the money guy. I've got your back. But let's revisit the fitness example for a sec – in truth most people that hire personal trainers don't technically **NEED** them.

I mean really, the formula for losing weight, tightening, and toning the body isn't rocket science. But, having that trainer or coach help to create a plan and motivate you into action cuts time and greatly increases the odds of success.

And when it comes to money, that's me! I can't show you how to look incredible in a bathing suit, but I know debt like surfers know waves. And through experience and formal training (I'm actually a Level 1 Certified Financial Planner) I've got the formula to turn you into a Debt Crushing monster truck.

So let's talk strategy. To make it easy I've broken all the financial mumbo-jumbo down to these three approaches.



1: The Snowball

You've seen what happens when a little snowball rolls down a big snow-covered embankment in cartoons a hundred times. What it means in real life is that you get the ball rolling by paying off the smallest debts first. This approach has one ginormous benefit:

You get some small-win momentum!

When obese people first hire a trainer and start working out, the body fat seems to melt off. The more out of shape they are, the quicker their body sheds that first 10-15% excess weight.

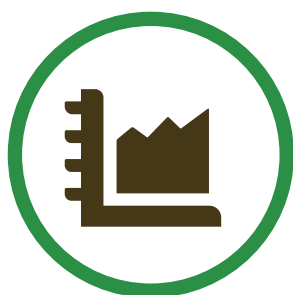
They see this tremendous change in the mirror right away and their enthusiasm level skyrockets which helps propel them through the next stage where it gets harder and harder to keep trimming. Imagine if they had to work out crazy-hard for 3 months before losing a single pound of body fat...

How hard would it be to get motivated under those circumstances?

With the debt snowball approach, you shed those first few pounds quickly. That \$1000 credit card, \$500 to your sibling, etc. Before you know it all you've got left is 1 or 2 big ones. And since you don't have those other little guys eating up their share of minimum payments anymore, you can slam those amounts down on the bigger debt and it starts to disappear even quicker.

Now as motivating as it is, the debt snowball approach has one minor downside. It does take a little longer than the Mathematical approach but for most people this is literally a few months difference, and lots of people find it a small sacrifice in order to build that initial momentum.

As a side note – even if you don't snowball your minimum payments into the next debts, having that extra \$50 or \$100 every month as some “breathing room” may be just the thing the doctor ordered for you. Again, slower debt repayment but hey, at least you don't feel like you're drowning anymore.



2: The Mathematician

Okay, so on paper this is the quickest and most efficient way to get out of debt. By tackling debts from the highest interest rate to the lowest, you save yourself money via paying less interest. This approach is awesome if you also set up a “set-it-and-forget-it” automatic payment system so that you don't have to look at your debt, you just have to make do with what's left over.

Then, once one debt is paid off, you still roll over the minimum into the next debt.

So basically, it's just differently ordered snowball effect that can be much more challenging to stick to sixth months or a year into it, but it might save you a few hundred bucks in the long run.

WARNING



Here's the biggest problem with this approach. If you lose motivation at any point, then you quit, and none of your debt gets paid off. When it comes to the debt-race, it doesn't matter how good of a runner you are if you can't finish.



3: Personal Selection

This approach worked for me. The concept is sort of like a bar brawl from one of those old western movies. It doesn't really matter who you hit as long as you hit someone. So, given the choice, who do you hit? Probably the guy you hate the most.

So for the Personal Selection method you list your debts in the order of hatred. How about that \$5000 loan from a family member who's always like, "Oh, it's okay, pay what you can when you can." But every time you see them you feel like crap because you owe them so much money? Or even worse, then they lord it over you and use it as leverage to force you into things?

Or how about the \$100 you owe a friend that's now tearing your friendship to pieces? Or perhaps that one credit card loan that's been driving a wedge between you and your spouse? If you have debts like that, then this approach is a big fat motivation machine!

Because really –Tackling the debt, and money in general really, is less about numbers and more about elevating your quality of life, your relationships. If it's causing drama then it's time to knock it out.

So here's your homework.

- 1 Choose a strategy.
- 2 Go online and Google "Debt Repayment Calculator" and choose from the literally, HUNDREDS of different options.
- 3 List your debts according to that strategy and see how long it's going to take you to pay it all off.
- 4 Decide if you're happy with that. If you are, then move on to step 4 of this guide. If you're not, then Re-jig the numbers. Try swapping strategies, or committing to paying off a little extra.
- 5 You're done when you've chosen a strategy and solidified a timeline. And don't forget to go to the **The Debt Crusher Planning Sheet** to record your strategy: the "Kill Order" for your debts.

STEP 4

CREATE OPPORTUNITIES BY ALTERING HABITS



Most people think that to lose weight you just have to start working out and the pounds will magically shed away.

But any physical trainer that knows their stuff will tell you that losing weight is about 20% working out, and 80% diet. So if they're worth their weight in salt, their eventually going to talk to you about your eating habits.

Listen, I'm not here to command that you to give up your lattes or turn out your lights when you're not using them. And I'm not a fan of using shame or guilt to get you to do something you don't want to do. But, I **AM** going to challenge you to find Win-Win situations by taking a good look at how you spend your money and your time.

Remember those money-cracks I mentioned would begin appearing in your lifestyle the moment you commit to this? Here's where that happens. When you're done with this section you're going to be like;

You: Wow, Dale apparently I have way more money than I thought!

Me: I'm shocked! (not really).

OR

You: Holy smokes, where did all those fascinating opportunities to gain financial independence come from?

Me: It must be a miracle! (not really).

We all have ways of automating our spending – sometimes it's a bill payment, but often it's more of a social or lifestyle automation. As in, we make a choice once and then hardwire our brains to make that same choice again and again. And you know I specialize in showing so-called "broke" or "paycheck-to-paycheck" families how to rock their money – well RE-Automating their spending is a prime way they do it.

Here's a simple example of social spending that most of us can relate to. I know a guy...no I really do, in his mid-thirties that works out 4-5 days a week religiously. And, every day, pre-workout he slams a \$4 protein shake. Then, post workout, he buys two scoops of protein from the smoothie bar (50 cents) then heads across the street to Starbucks and buys a \$1.90 cup of regular coffee to put it in.

Awesome. Let's quickly do the math:

\$25 a week, \$100 a month, \$1200 in a year.



Wait a sec...turns out he buys a cookie, or a raspberry bar, lemon bread, or a little tube of chocolate covered almonds every now and then! Hmmm. We're talking \$1500 and we haven't barely scratched the surface of his life yet. For this bachelor – there's the all-inclusive Jamaican vacation he's always dreaming about...

It's a small example, and I wouldn't want to get between a man and his protein-coffee, but you get the point.

That's a social spending (automated) habit and if you're human chances are you're sporting anywhere from 3-10 of them...on average. Some big, some small like his. Once we combine them and shave off bits here and there from this and that it adds up to a **MOUNTAIN** of cash.

NOW HEAR THIS:

I am NOT telling you to stop getting your lattes. That's the Other guys.

**WHAT
THEY
SAY**

*“Dramatically cut your expenses and lower your standard of living. Learn to get by and live on less. This is what you get for getting into debt *tisk tisk* you should have known better!”*

Ok seriously – if people talk to you like this, walk away... jack asses.

Trying to maintain motivation with that type of perspective, with someone beating down on you (or if you're just beating down on yourself) is damn tough and rarely works.



WHAT I SAY

Maybe you're asking "but Dale what other way is there?"

Well don't you worry young Padawan Debt-Jedi, I have a different system.

Does it work? Damn-skippy IT works.

Here's what I say:

"Identify something that's missing in your life, that doesn't cost a lot of money (i.e. more time with the kids or chiseled abs) then trade in something that DOES cost money, for it."

RESULT: You're gaining what you really want AND you're saving money.

This is what I call the **DOUBLE-WIN** (win-win) scenario. You win because you're erasing debt and improving your life by making positive changes. And, you win again because you're saving money...which is another priority.

Here's the cool thing – you want to save money so that motivates you to make the change. But, you secretly always wanted to make that change anyways, you just needed a little push which it turns out is the ability to save money. Make sense?

Huzzah!

So at first glance it seems like you're "giving up" all this amazing stuff, but then you realize that you're actually letting go of it so you can fit in all the stuff you're about to **GAIN**. At first, many families dread the idea of getting rid of technological comforts only to find out that it can bring them much closer together. Fitness nerds defend their weekend binges at first, but then discover that skipping them for a bit is the "pivot" the needed to get above average results.

I myself traded partying to start my University degree. See what I mean?

In a nutshell, your life is an equation that balances a whole bunch of things: time, energy, money. We're just rearranging the numbers, throwing some snazzy debt-demolishing calculus into the mix, and coming to a much more profitable answer for you.



The real question is – to what level of clothes-ripping-muscle-popping-rage-kickin' Hulkster do you want to go?

Some take this much more seriously than others. Ultimately it's up to you. Are you ready to swap your TV for board games with the kids? Or your 3 bedroom for 2 and stiff it out until you can afford that "Big Down" on a custom home of your dreams outside the city?

The magic happens when you step back from your financial habits as they are now, and see what you're gaining by altering them.

Here's some ideas to get you started;

- ➔ Skype more, smartphone less?
- ➔ Trade the TV costs for interesting (and free) online courses?
- ➔ Trade an expensive gym membership for a home TRX system or local (and free) Running Club?

Now if you're honest with yourself, there's probably a ton of things you **COULD** trade, but doing it all at once is a recipe for disaster. You don't just go out and run a marathon, you start small. So here's your homework.

Pick 1 thing.

That's it. Just 1 thing that you're going to trade. Figure out how much you're going to save by trading it and commit that money you save to crushing debt.

When you've nailed that one, start another.

Once you've decided on a change – head over to your **Debt Crusher Planning Sheet** and put it in there. If you're in a relationship, you can each pick one or share one together. And keep one another accountable. You're a team. Never forget that!



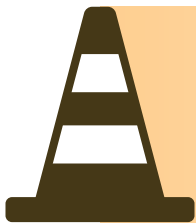
STEP 5

MAINTAIN MOTIVATION BY OVERCOMING OBSTACLES



This is a universal law here folks. If you commit to, “I’m going to be at the corner of 5th and Whatever St. at exactly 5pm tomorrow!” watch out because all kinds of obstacles will present themselves. People will try to dissuade you, friends will need you, work will call, you’ll get a flat, etc.

Disinformation and mis-leading financial “advice” will fall from the rafters of your life, and obstacles will pop up everywhere! Here are some common obstacles.



Obstacle #1 Trying to juggle too many financial priorities at once.

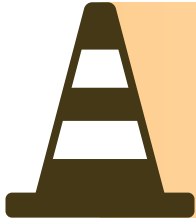
People are often told they should split their focus:

- ➔ Invest for the future.
- ➔ Pay off debt.
- ➔ Invest for your kids’ education.
- ➔ Create an emergency fund.
- ➔ Take a vacation.

The list goes on and on. But when you try to do everything at once nothing gets done. This is a motivation killer. We need you to be a laser-focused predator shark with a fricken laser beam on its fricken forehead.

So choose – Right Now.

Is crushing your debt the priority? If so, do it. You’ll have plenty of time to do those other things when your debt’s nothing but a smoking pile of rubble.



Obstacle #2

Friends & Family

You're a person, so you do things with other people right? Well what happens when you decide to trade in one of those things? Say, lunch with the peeps at work?

Your friend shows up at your cubicle.

“Hey, you ready?”

You'll be like,

“Ah, naw, I brought my lunch today.”

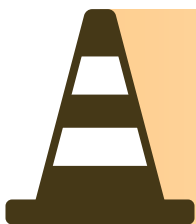
Cue Deer-in-the-headlights look.

“Ummm, well come anyways, I'll buy.”

But you can't do that. You pull your own weight and it's not like you're going to get him back next week so...you gotta tell him:

“Hey, I love hanging out with you guys, but I just can't do the lunch thing for a while. My wife and I are paying off debt and then saving for a big family French Riviera vacation.”

Whatever your reason is, it doesn't matter. You've got a new set of priorities and any good friend is going to accept those priorities and respect your choice. And if they don't...then were they really that great of friend?



Obstacle #3

Your “Trusted” Advisor(s)

Forget friends and family for a sec, even banks will begin pushing things that might not be so good for you. Like for example, consolidation loans. They may not be the best option for your situation, or if it is, they may encourage you to **KEEP** your other credit devices.

Here's a thought – if debt is your Public Enemy #1 then why take advice from the company that makes massive amounts of money by keeping you in debt?

Life will **FORCE** you to demonstrate your commitments and decisive choices. There's going to be obstacles, **LOTS** of them in the beginning. Once you accept this, you can adapt and overcome. And you know how I **KNOW** that you're going to stand up and stare down those distractions, pressures, obstacles and temptations? Because these new priorities are your lifeline to that kick-ass clear-as-glass better life you deserve. Cling to it and nothing can stop you.

The Beginning of Your Debt Free Life Starts Here...

HEY!

You didn't forget did you?

The first step of commitment is action, so remember way back in **Step #2** where you didn't do anything...in the **STEP** that had all that talk about Action?

Well here's your test. To see if you're **TRULY** committed.

Anyone can talk a big game. And a good number of people can even fill out a form and tell themselves they're committed.

But if you want to **PROVE** it, then here's your challenge. Complete your **Debt Crusher Planning Sheet**, and send me a copy. Then hit up Facebook, Twitter or any other social network and say this:

“It's about time I cleaned out the trash. [insert name of the first debt that you're going to pay off], you're first. #gettingthegoodlife”

That's it. It's a bold challenge. Most of you won't do it, I know. But for those that do, you're in for an amazing experience.

At worst, people are going to cheer you on. At best, they'll be inspired by you and join you. You're going to be the hero that showed them the way out. How freaking cool is that!?!?!?

So do those 2 things – complete the worksheet and send me a copy (dale [at] daledegagne.com), and then post or tweet that exact text. You'll be glad you did.

Sincerely,

DALE DEGAGNE

