
THE WINNERS' WAYS PODCAST

EPISODE 16: HOW TO PLAN AND PAY FOR COLLEGE.

If you live in America, you will know that the college education cost is astronomically high, and it is ever increasing. Many people go into debt to acquire a college education, and many people struggle for the rest of their lives to pay off their student loans. The total student loan in America is currently over 1.5T, and it continues to increase. I have read about people with student loans in their 60's and 70's. These are the age when people are supposed to be planning for their retirement. Now, if you are still paying for student loans at age 60, how then can you retire confidently at age 65?

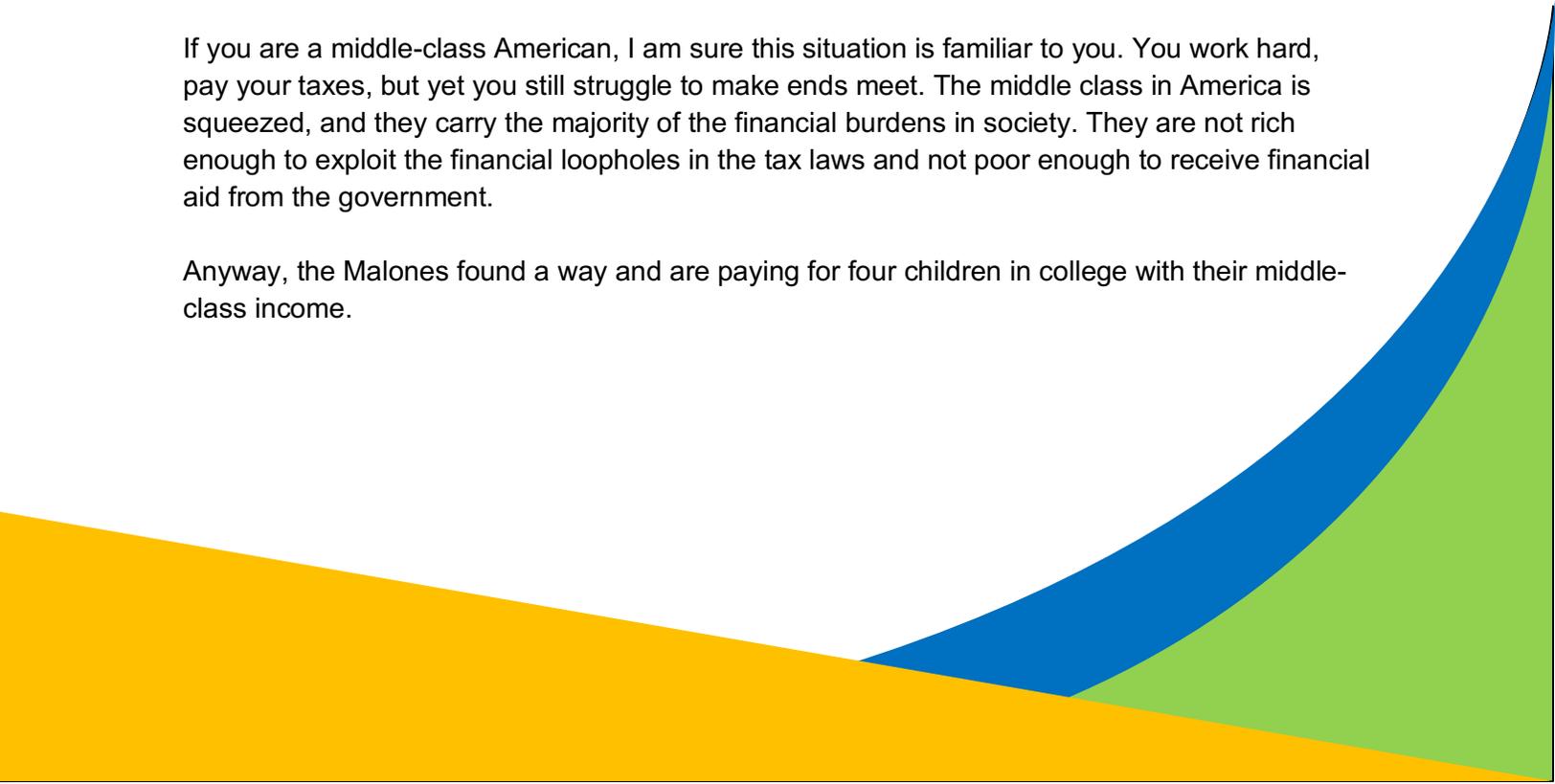
On today's show I quickly want to share some lessons from a story that I read in an article in "Money" magazine about a middle-class mom with four children in college at the same time planned to pay for college without borrowing any money. I think we can and should learn from here.

It all started about 12 years ago when Sabrina Malone found out that she was pregnant with her fourth child. One of the thoughts that came to her mind was **"How will she and her husband raise and pay for their children's education"?**

They are a perfect example of the middle-class family in America with a household income of just about six-figure. With this income in America, you are deemed to be earning too much to qualify for any financial aid from the government, but not enough to pay out of pocket.

If you are a middle-class American, I am sure this situation is familiar to you. You work hard, pay your taxes, but yet you still struggle to make ends meet. The middle class in America is squeezed, and they carry the majority of the financial burdens in society. They are not rich enough to exploit the financial loopholes in the tax laws and not poor enough to receive financial aid from the government.

Anyway, the Malones found a way and are paying for four children in college with their middle-class income.



Here are my **key takeaways** from their story and you too can learn from it as you prepare to send your child or children to college:

1. **Start early:** They started thinking about college for their children, 12 years ago. They did not wait until the children are ready to go to college before putting a plan together. The best time to start planning for college in America is when you have a child. Open a 529 college saving account or an Education Savings Account (ESA) account and start putting money towards your child's education fund.

2. **Be Flexible:** The Malones moved from their expensive location in New Jersey to Delaware to live in a more affordable state. California, Hawaii, and New York are among the most expensive states in America. Tennessee, Arkansas, and Oklahoma are among the cheapest state in the country.

You may not necessarily have to move like the Malones, since residents of a state pays lower tuition than non-residents.

3. **Strive for Academics Excellence:** College preparation is a combination of Parent-Child partnership. You have to work with your child and motivate them to strive for strong academic performance. The Malones stressed the importance of academics performance from the onset, and they let their children know about the need to go to college and that they will require a scholarship to pay for their college tuition. So encourage your child to work hard and excel in their education as early as possible, even from elementary school.

4. **Cut down on cost of living:** The Malones know that they needed to save money for their children's education, so they decided to cut down other living expenses, such as cable subscriptions, internet package, phone, and car insurance saving about 35% on their bills. I published an article on Winner's Ways Website last year; the title is "5 Awesome ways to save more money". Go and read it, you will find creative ways to save hundreds of dollars from your living expenses. Alternatively, you can grab a copy of my ebook on Amazon – "Money Equation": How to save more money and retire rich," where I went into more details about how you can achieve savings and have a comfortable retirement life.

5. **Hone your research skills:** The Malones became focused on how to help their children pay as little as possible for their college education. They research available scholarship and spend their time to manage the college application process – including essay writing and SAT scores. It worked for them, and they were able to get one of their Children to the University of Pennsylvania at the cost of only \$10,000. So for you, please do your research, there are tons of beneficial information that are not readily available, you need to explore, reach out, and research for you to get them.

Before I end this podcast for today, I will like to introduce the Kingsmen Network. This is a group of Mentors that help to coach and mentor youths and young adults about how to discover their potentials; we helped them to develop their skills and transform their lives for the better. Check us out at <http://www.kingsmennetwork.com> if you need information about the college application process.

This is where I will stop for today. The key takeaway here is that if you know you are planning to send your child/ren to college, you need to. – Start early, look for affordable colleges, emphasize the importance of academics performance, reduce your living expenses so that you can save more and finally, do your research.

I hope I've been able to serve you today, and you found this information useful. I will leave a transcript on my website.

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Till next time. This is Bola Alabi. Now, go win!

