

TPIS-BLUEPR-Spending-Wisely

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All right, gentlemen. Today we're going to talk about seven tips on how to spend money.

I know many of you guys are thinking "Antonio, I don't need tips on how to spend money." This is how to spend money wisely when you're out there buying men's wear, when you're building your wardrobe. Let's jump right into it. You ready?

Number one is buy before you need. I've got a friend who works at the men's wear store here in Wisconsin. He talks about half of their customers are guys that come in literally the day before a wedding, and they need this. They need something. They've got to look good. They're in this desperate situation.

When you are in a desperate situation, guys, you can get raked over the coals. You're not going to compromise. You're going to pay what you need to solve the problem. This is one of the biggest mistakes: men not being prepared, and in a sense, buying something only when they need it, and not being able to get a deal.

Because if you can buy ahead of time, if you can take the time to assemble that wardrobe before the moment you need it, when you do need it, one, you're not going to have the stress, and two, you're going to save tons of money. Sometimes 50%, 70%. Yes, you can save that much money.

Instead of buying that suit for \$1,000, you sit back. You know that you're going to need a new suit, and all of a sudden, when you notice that suit goes on sale at the department store at 70% off, you immediately buy it, because you know it already fits you. You've done all the homework. You've done the research. You go in there, and you grab it. You snag it.

Yeah, you don't need that for a year. I used to do that with toys. I've got four kids. What I do is I go out there. I'm always looking for deals on toys. I buy them. I stick them in the basement. Actually, these are gifts. They don't go in there. They're good kids. They don't go in there and open them. I probably would have opened them. But the point is, whenever we need a present, and oftentimes it's literally the night before – we get sprung on "Hey, there's a birthday party tomorrow" – I can go down to the toy bin. Depending on the age, we've got toys that most of the time, I can solve the problem. I got that toy for 50%, 70% off. I buy pretty good ones.

Think of it that way, gentlemen. You're simply going to be prepared. Buy before you need. The number one tip.

Number two: don't buy simply because you have money to spend. Oftentimes, we'll get a tax refund. We'll get an unexpected bonus. "Hey, I've got money to burn. I'm going to go invest it in clothing."

Guys, I owned a clothier. I think image is important. You guys know I push this. However, you don't just go out to buy something to spend money. Don't let it burn out. You need to have a list. I'm saying if you've got a list of what exactly you need in your core wardrobe and it's on sale, then yes, take advantage of it. But just because you have that money, don't go out there and spend it.

A lot of time, I'll see a guy come in and say "Hey, I just got my tax refund. I want to buy this." They don't say this, but they're buying it full price. Gentlemen, go back to point number one. Buy before you need it, and buy it at a discount.

Point number three: know quality when you see it so you can take advantage of those deals.

The tip I tell men, go into the best men's wear store in your area. You're travelling in Chicago, you're going over to Minneapolis – go to those men's wear stores that you can't afford, and go check out the clothing. Try it on. See what a \$1,000 sports jacket looks like and feels like. Put it back on the rack, and mark that in your mind.

Keep track of that so when you're at Niemen Marcus, you're at Nordstroms, and you see that similar \$1,000 sports jacket and it's on sale for \$300, you don't even hesitate. You know this is exactly what I want. This is almost like what would have cost \$1,000 here. I know this is a great deal.

You're not falling into that sale. You came there prepared, and you recognized quality for what it is.

Point number four: get a second opinion. Always make sure places have a great return policy, because when you buy something, or before you buy it, if you can take somebody with you, you always want to get that second opinion. Not that you're going to go with it. It's like a king. He's got his advisers. He may not go with what they say, but he wants to hear from them.

Oftentimes, I like to have advisers who give me a little bit of a conflicting view, because it forces me to really justify me grabbing what I'm grabbing. Now, many people don't argue with me when I go to a store, but it's one of those things that I do have some friends – I'll take a picture and I'll post it.

Actually, I was with Aaron Marino. He was actually helping me try on some clothing. It was very interesting for us to have that conversation. But guys, make sure you get a second opinion. If you're not part of our groups, we've got Build Your Wardrobe. I've also got the Personal Image League. These are great groups where you can go in there and you can post images. I've seen guys go in there and as they were at the store take pictures, take a selfie, post it on the group,

and literally get feedback within minutes. They walk around. They can either come back and buy it, or the next day, they can return it after they've taken it home and maybe take the selfies in their own mirror.

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But guys, be part of a community of supportive people who are willing to give you feedback. Worst case, take those pictures, mark out your face, put it on Style Form, Ask Andy. Not always the kindest places, but sometimes, you get some pretty good feedback. But you need to know what you're looking for.

Point number five: be able to handle salesmen correctly.

Four types of salespeople: the best one – the expert. This is someone that's worked around. He knows what he's talking about, and he's going to give you sound advice. You rarely run into an expert.

Number two, the fashion critic. This is somebody that's up on the latest trends but has no understanding of history and is saying "This is the latest." He is a good heart, but he oftentimes can point you in the wrong direction, because he's going to put you in something which isn't timeless and may be a bad investment for your money.

Salesman number three: he's the new guy. He may not be new, but he doesn't know anything. He's kind of clueless. He's a nice guy, but he's just "Yeah. Okay." He's just going to agree with everything you say.

That's what separates the expert from the new guys. The expert, he can give you exactly why this works for you, and it makes sense, especially if you've gone through this program.

Number four: the pusher. This is the worst. This guy is just after a commission. He just wants to get you into that suit so he can make money. He's trying to push you into it. Make sure that anytime you're buying, they've got a great return policy, because all of us could fall victim to a pusher. With that kind of guy, just say "Thank you, sir. I'll call you if I need you."

Let's get over to point number six. That's take advantage of sales. Don't have the sale take advantage of you. You don't want to just wander in on a sale, because sales happen all the time. I see people. They get excited. Seventy percent off, today only. They feel there's that scarcity.

These are psychological triggers which make you feel like you have to buy. Guys, that's why it's important you've got your list. You understand what's in the core wardrobe, and you understand what you need, and you only buy what you need.

Be very careful. Sales are going to come around again. I would rather you not buy something that sits in your closet and you never wear it versus maybe you pay 10-20-30% more or maybe even full price, but when you buy it, you're confident. You feel great about it. And you wear it.

Point number seven: know your measurements. When you know your measurements, you're going to be more easily able to find clothing that fits you right off the rack. You could actually ask for a tape measure and measure things before you actually take them to the fitting room. When you try them on, when you know what your best-fitting clothing fits like, you're able to go in there and say "Why does this look a little bit wrong?" And you realize, oh it's a little bit tight in the shoulders. Nothing I can do about this shirt. It's never going to get bigger. I know it's a bad buy. Versus saying that you're going to try to fit into it and then realizing that you've got another shirt that also is tight in the shoulders and that you never wear because you're scared to rip it. Guys, know your measurements.

That's it, guys. I'll see you in the next video. Take care.

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