

ANDY: Hello, and welcome to the "Wealth Wise Podcast" with Andy and Samantha.

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ANDY: Today we're coming to you from our studio where financial advisor Blake Robertson is joining us to share some investment tips for our guest, small business owner Emma Wilson.

SAMANTHA: Blake has over 15 years of experience in wealth management. He's a Certified Financial Planner with Peninsula Wealth Strategies.

ANDY: Blake also conducts financial literacy workshops in the community.

BLAKE: Thanks for having me, it's great to be here.

SAMANTHA: Emma, welcome! We're excited to pick your brain about your entrepreneurial journey.

EMMA: Thanks Samantha, I'm thrilled to share my story.

ANDY: So Emma, I understand you took an interesting path into starting your own business?

EMMA: You could say that! It was pretty unconventional. After college, I was just doing temp office jobs while figuring out my next move. One day, I took on a gig as a gift wrapper at this high-end boutique during the holidays.

SAMANTHA: Oooh I love a good gift wrapping story!

EMMA: Well, it turned into much more than that! The owner took notice of my creative flair and attention to detail. A few months later, she offered me a full-time visual merchandising role.

BLAKE: That's fantastic. Those roles are so pivotal for creating an enticing retail experience.

EMMA: Exactly. After a few years, I started consulting for other businesses on merchandising and store design. Then in 2016, I took the plunge and started my own firm. We now have over 20 corporate clients!

ANDY: Wow, that's an awesome entrepreneurial journey! So I'm guessing building up that nest egg is on your mind?

EMMA: You got it. I've managed to sock away a decent amount from my business profits. But it's just sitting in a savings account earning peanuts. I need to start investing and growing it properly.

BLAKE: Smart move, Emma. Investing is so crucial, especially for entrepreneurial goals like expanding your business or ultimately funding retirement. As a starting point, do you have an adequate emergency fund set aside?

EMMA: Yes, I have about 9 months' worth of living expenses in a high-yield savings account.

BLAKE: Excellent, that's a very wise buffer to have. Now, when it comes to investing, there are various vehicles like stocks, bonds, mutual funds and more. The key is understanding the risks and trade-offs with each option.

SAMANTHA: Can you break some of those down for our listeners, Blake?

BLAKE: Absolutely. Let's start with stocks - when you purchase a company's stock, you're buying a share of ownership in that business. The value can fluctuate based on their performance...

\*conversation continues, covering investment fundamentals\*