

Subject Line: Money Know-Hows That Can Save Your Children Millions...

Parents - by taking these steps now, you can literally save your children millions of dollars throughout their lifetime.

Dear (First Name):

Understanding personal finances matters. It matters a lot. Teaching our children about managing their money - matters even more. It should be the goal of every parent.

But it's not.

Money missteps are a growing epidemic in this country. Especially our affinity for credit cards and our ability to purchase anything we want 24/7 on the internet.

We need to safeguard our children.

"Money is a great way to teach your children about decision making," says Paul Richard, Executive Director of the Institute of Consumer Financial Education. "Almost everything to do with money is based on a decision. Is something too expensive? Should you save for something else? etc. etc."

As a parent, you worry about everything regarding your kids. Their health and well-being – their safety. Absolutely everything. But somehow we get sidetracked from teaching them the basics about money and *their* finances.

Well, ok – maybe we teach them the basics, but in this world, they need a leg up to be able to maneuver and navigate a very complicated financial world.

As a graduate from Georgetown's McDonough School of Business with a Masters in Finance (MSF), I missed the train on teaching my own children about finances. I'm not proud of that, by the way. Maybe you can relate.

My degree taught me to manage an organization's assets and help them grow their business. It also taught me financial planning and how to execute various financial strategies.

All great things to know.

And yet, even with my considerable background in this very subject – I failed to execute the most important lesson to the most important people in my life: *my children*.

When my 26 year-old adult daughter said to me one day: “Mom, for all that you and Dad taught us and the amount of time you spent with us – you never taught us about managing our finances.”

Wait, What??

Right then I realized the impact of that profound failure for my children. I literally set my kids up for financial disaster.

And I didn't want that to happen to other parents or to their kids or now, my grandkids. So I developed a program for elementary school kids up to college age young adults called **Budget Brainiacs**.

Budget Brainiacs, takes the pressure off of parents to teach a very intrinsic financial lesson. A lesson that we may not have the background to teach - or to teach well.

All lessons are designed to be age appropriate. Each module engages the student every step of the way. They will be engrossed in games that teach them financial literacy, money management and how to use financial strategies to ensure financial stability.

It's a game changer.

These lessons will become the lessons of a lifetime.

Budget Brainiacs lays the foundation for **Your Kids** to make their best financial decisions.

- A foundation that will keep them financially sound.
- A foundation that will keep them from losing millions on bad money decisions over the course of their lifetime.
- A foundation whereby the lessons they learn from childhood will be the lessons they draw upon for their entire life.
- A foundation that is learned in a fun and engaging way through games and challenges that keeps them piqued and motivated to learn more and advance through the modules.
- It gives them financial confidence.

We created **Budget Brainiacs** with parents in mind. It takes the pressure off of you and your schedule but gives you the perfect resource to teach your children all they need to know to go out into the world and be fiscally responsible.

We especially had children in mind when we created **Budget Brainiacs** because we want them to **WANT TO PLAY** this game and succeed at it. Then we want them to go out and succeed in the world.

Sounds perfect, doesn't it?

Sounds necessary too.

To learn more about **Budget Brainiacs** click here: www.budgetbrainiacs.com

Learning more about how this can impact your life as a parent, as you watch it impact your children's future is a no brainer. There is no risk to check us out!

Sincerely,

Sharon Neff, MSF
Creator and Co-founder of Budget Brainiacs

P.S. For a limited time we are offering a bonus just for checking us out. It's a free written report that goes over the financial pitfalls that children and college students face when they don't learn the value of saving their money. It's a parents guide with tips on how to avoid these pitfalls while providing great ideas on how to motivate your kids to save more – not less!!

Click here to learn more! www.budgetbrainiacs.com