

## Ignore if Your Kid Is Already a Money Genius

Dear Friend:

We are in the middle of a financial illiteracy epidemic.

It's hurting Americans. It's hurting the economy.

Money mistakes are cited as the **number one** reason for teenagers dropping out of college.

What's even scarier is the fact that 18-24-year-olds are the **fastest-growing** demographic declaring **bankruptcy**.

All because they lack one basic skill.

### **Financial Literacy**

The solution is financial education. But the school systems aren't providing it. And let's face it. A one-semester class isn't enough.

Kids can start learning financial literacy before college. Well before high school even. In fact, their ability to understand financial concepts is on par with adults at age 12.

Yes, I said 12. Before they're even teenagers.

Your child can start learning at home even if **you** aren't a money genius. They can have fun learning the financial skills that set them up for a successful future. And you won't even have to nag them to finish a lesson. [Click here to learn more.](#)

Did you know that adults who can pass a financial literacy exam have a net worth 27% higher than their peers?

That's what laying a money-smart foundation can do for your child.

It's not too late to save your child's financial future. Show them the path to financial freedom. [Click here to learn more.](#)

Best Regards,

Suze Orman, Certified Financial Planner, Television Host, Author, and Personal Finance Expert

Headline: How To Make Your Kid a Financial Wiz Tomorrow Without Adding Anything to Your To-Do List Today

Body:

Dear Fellow Mom,

Imagine...10 years in the future.

Your baby no longer lives at home. Done with high school. Graduating college in just a few months. She's home for the weekend, bursting with excitement. She's got a job lined up after graduation! And she even negotiated her salary. She shows you her benefits packet, so excited about the 401K options they offer. She wants to get your opinion on this apartment she's looking at. It's got a magnificent view. All the amenities. And it's within her budget.

You're floored. This is the amazing child you raised.

Smart. Successful. Confident.

You don't have to worry about her future. You **KNOW** she has all the skills she needs.

The skills needed to make smart money choices...to never go into debt unless she wants to.

The financial savvy to earn a passive income to rapidly build her nest egg. The confidence to negotiate for a higher salary, every time.

She's a financial wiz after all.

## Sub-head: One Skill Can Almost Guarantee Success

Three out of four young adults today can't answer basic financial literacy questions.

Does that scare you? It scares me.

Because, honestly, money plays a **huge role** in our success in the world. And not learning how to manage money sets us back. A lot.

Quote block: "The benefit of savings is more than economic." Margaret Clarey, director of The Center for Social Development

Did you know that teens with a bank account are SIX TIMES more likely to go to college than teens without an account?

Quote block: “We know that financial access helps students succeed in the short and long term. In fact, having a savings account made students more likely to attend college, regardless of grades and their parents’ education.” Arne Duncan, US Secretary of Education

One simple step can have a tremendous impact on your child’s future. Unfortunately, you can’t rely on the school system to teach this important skill. Financial education doesn’t start until high school...if it’s offered at all.

So the burden falls on parents...

You know teaching financial skills at home is important. You keep meaning to take the time. To sit down and walk through the basics together. But then something comes up. Work...chores...attitude. So you push it off.

And frankly, you aren’t sure that if you found the time to teach her about finances that she would even listen to you. I get it. I’ve been there. That’s why I created Budget Brainiacs. A simple, engaging, online platform to teach kids financial literacy.

## **Sub-head: Empower Your Kids to Take Charge of Their Financial Future**

I’m a banking executive and MBA so I KNOW how important financial literacy is for our kids. But more importantly, I’m a mom. I want to guarantee success for my daughter. And I know you do too. That’s why I partnered with education experts when creating Budget Brainiacs.

Lessons are taught by videos, articles, games, and quizzes. No matter your child’s learning style, Budget Brainiacs has a way to click.

In fact, the Budget Brainiacs curriculum is endorsed by the National Financial Educators Council and the American Federation of Teachers.

Plus, every lesson adapts for their age, holding their interest. As your child grows up, they can go through chapters again to deepen their knowledge and learn new concepts.

Testimonial: “I struggled to teach my son, David, about personal finance. With his ADD, I couldn’t hold his attention long enough. I thought he was doomed to make costly financial mistakes and learn through personal experience until I found Budget Brainiacs. Now, instead of wanting to talk about basketball and snowboarding, he wants to talk about debt and compound interest. No Joke. Thank you Budget Brainiacs for getting through to my son.” Debra Walters, Boulder, Colorado

## **Sub-Head: Rewards You Can Feel Good About**

I understand how busy mom life can get. Dinner plans, soccer practice, piano lessons. Your to-do list never gets shorter.

Avoid painful arguments and endless nagging. Your son or daughter will beg you for time on Budget Brainiacs. The more they learn and progress, the more rewards points they earn.

Kids can redeem rewards points for fantastic prizes. From wallets to calculators, each prize reinforces living a financially savvy life.

And there's no limit to the rewards they can earn.

Testimonial: "Every day my kids ask...when are we going to Budget Brainiacs? They love the games and they especially love earning points when they pass the quizzes. I can't believe learning about personal finance excites my kids. The Budget Brainiacs program is FANTASTIC!"  
Tamara Bazell, Cincinnati, Ohio

## Sub-head: Take the Guilt Out of Screen Time

With Budget Brainiacs, laying a money-smart foundation is as easy as logging into a website. The extra screen time your child spends on Budget Brainiacs is growing their brain. And setting them up for a financially stable future. Hard to feel guilty about that!

Our nationally endorsed curriculum teaches critical money management and wealth creation principles with engaging modules. Here are a few examples:

**Essentials of Earning** can help your child land their dream job. Once they've mastered these secrets, they'll breeze through job applications and interviews...have the confidence to negotiate for top pay...and much more.

**Secrets of Saving** will help your child understand the value of their hard-earned money. They'll gain confidence with saving and spending...have fun creating a budget...master their money mindset... and enjoy their income to the fullest extent.

**Infinite Investing** teaches the secrets to long-term wealth-building that only the elite used to learn. In no time, they'll make their money work for them...earn a passive income no matter what the financial markets are doing...maximize their earnings by minimizing taxes...and that's just the beginning.

**Dangers of Debt** will prevent painful money mistakes before they happen. They'll adopt a debt savvy mindset that allows them to spend within their means...learn the tricks to profit from credit card companies...save for big-ticket items...and know how to get the best rates at banks.

Testimonial: "I've tried TONS of programs to teach my kids about money. Recommendations from mommy groups and top parenting blogs. Nothing held my kids' interest. The content was too bland and boring. The videos were too cartoony or childish. Then I came across Budget Brainiacs and all I can say is HOORAY!" Jane Sanders, Phoenix, Arizona

## Sub-head: Make Your Kid a Financial Wiz Without Adding Anything to Your To-Do List

You DON'T have to tackle teaching complex financial concepts yourself. You CAN avoid struggling with attitude and disinterest. Save **hours** of your time and **months** of hair-pulling frustration.

Give your child access to the only finance education program backed by the National Financial Educators Council and the American Federation of Teachers. The only one guaranteed to tailor content to your child's age. The only program that grows with them on their journey to financial freedom.

I'm excited to tell you how you can give your child access to all the life-changing lessons Budget Brainiacs has to offer...

But first, let me address something.

As concerned parents, you and I both know the potential risks our kids face online. Budget Brainiacs is a completely safe space. You control their ability to log in and can select the content they can see. We don't collect any personal information about your child. Their privacy is completely protected. Our team of experts creates and reviews all content. You never have to worry about them seeing something inappropriate on Budget Brainiacs.

Budget Brainiacs teaches your kids the real-world skills they NEED to take charge of their financial future.

It gets your kids excited about learning money skills

It turns time online into a good thing.

Let Budget Brainiacs teach them how to never go into debt unless they want to. How to earn a passive income that can rapidly build their nest egg. How to negotiate for a higher salary, every time.

Get instant access to our educational site filled with:

- Hundreds of hours of learning videos and articles that keep your child engaged
- 20 unique mini-games that teach and test practical financial literacy skills
- Endless opportunities to earn rewards for learning this essential skill for a successful future

Your child can become a Budget Brainiac today for just \$29 per month.

That's less than \$1 per day you can set your daughter or son up for a financially sound future.

If that's not enough to convince you...

Sign up today and your child will receive our amazing guide to investing:

"Turn \$100 in \$1,000,000"

Written by Bill Nye, the Science Guy.

This handy guide normally sells for \$29 but is yours free with membership for joining today.

Want to really set your child up for success?

Give them an entire year to become a financial genius and receive a 15% discount on the monthly rate.

That's right, you can get an **entire year** of Budget Brainiacs for just \$295.

Some week-long financial camps cost twice that. And you don't get convenient, anytime access from anywhere that has internet.

And you still get **our bonus investing guide**, "How to Turn \$100 into \$1,000,000" worth \$29

I know your child will benefit from the financial education they receive on BudgetBrainiacs.com...that they will be leaps and bounds above their peers...well on their way to financial freedom...that the multitude of learning methods available within the program will connect with your child. However, if you are in any way unsatisfied with the program. If your child is not excited to learn financial basics. If you don't see progress...Then please, don't hesitate to contact our team within 30 days for an immediate refund of your membership fee. No questions asked. Our amazing customer care team can be reached by phone Monday through Friday. And please, keep the investing guide as our gift to you just for giving us a try.

**Don't risk your child's future. Join Budget Brainiacs today.**

Sincerely,  
Katy Smithwick, CEO

P.S. Did you know most stocks increase 10% each year? That sure beats earning interest on a savings account. Budget Brainiacs does more than teach them the basics of investing. It allows your child to invest in the stock market without risking your hard-earned capital. Kids can purchase stocks with the reward points they earn from making progress in the program. And then they get to watch those stocks as they ride the tide that is the stock market. It's a great, low-risk way to start their investing journey.

## I'm Ready To Make My Kid A Money Genius Without Adding Anything To My To-Do List!

Yes! I want my child to be a Budget Brainiac...

- √ I'm buying my child's ticket to the get rich club! and taking the guesswork out of teaching money skills.
- √ I'm giving them access to a resource filled website with engaging and rewarding financial games
- √ My child will be motivated to learn and earn valuable rewards that reinforce a financially savvy lifestyle
- √ I will get a FREE copy of the amazing book "How To Turn \$100 into \$1,000,000" for signing up today

### **100% No-Risk Guarantee**

I understand that my satisfaction is 100% guaranteed. If my child or I don't love Budget Brainiacs, all I have to do is let them know within 30 days to receive a full refund on my membership.

#### Order Information

- Budget Brainiacs Monthly Membership Plan - \$29, billed monthly until canceled
- OR**
- Budget Brainiacs 12 Month Memberhsip Plan - \$295, a \$53 savings, billed annually until canceled

#### Personal Information

First Name:

Last Name:

Address 1

Address 2

City:

State:

Country:

Postal Code

Daytime Phone

Email

#### Payment Information

Credit Card Type:

Card Number:

CVV:

Expiration:

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