

MONEY RULES 101

MASTER YOUR MONEY BEFORE IT MASTERS YOU
A GUIDE FOR PARENTS AND TEENS



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By Patti J. Handy

About the Book

This book is for every parent who wishes to empower, inspire and educate their kids with money smarts. Written for the high school and college aged student, this book delivers a 'money school' in book form. In an entertaining and highly readable approach, Handy covers many topics, including the money mindset, debit and credit cards, understanding credit scores, dealing with stress as a teen, entrepreneurship, spending wisely, secrets of savings, investing, buying a home and, most importantly, giving back. Without a doubt, this book is designed for anyone seeking financial peace of mind, for themselves as the parent, or for their children. A must read for everyone.

About the Author

Patti Handy is a highly-respected mortgage expert in the California real estate market. Her expertise in mortgage finance comes from over thirty years working in the banking industry. She holds a Bachelors Degree in Accounting, a Real Estate Broker license, is a past holder of the Series 6, 7 and 63 securities licenses, and is a Certified Life Coach. Today, Handy, a single mom to a 20-year-old, is passionate about empowering our next generation to lead a prosperous and generous life.

Marketing

- Full scale On-going National Radio, TV and Print Media Campaign
- Online and Print Review Campaign
- Public Library Campaign
- Online Blog and Librarian Review Outreach
- Online Media and Optimization Campaign
- Social Media to post reviews, solicit reviews
- Speaking Engagements
- Credit Unions/Banks/Financial Planners Outreach Campaign
- Ongoing email newsletters to database
- Podcast series