

## Announcing the Launch of "The Gen Z Money Manual"

*A Groundbreaking Financial Guide for a New Generation*

**MEDIA KIT:** <https://mark-bolton.com/press-and-media>

*Tampa FL USA— September 12th, 2023* — In a timely response to the financial challenges facing young Americans, MARK BOLTON and TRANSFORM MEDIA are thrilled to announce the launch of "The Gen Z Money Manual". This much-anticipated book aims to serve as the ultimate guide to personal finance, tailored specifically for Generation Z (born 1997-2012) also known as the Zoomers Generation.

### **The Financial Literacy Gap**

The financial landscape has dramatically evolved over the years, leaving Gen Z with unique challenges and opportunities that previous generations never faced. From dealing with student loans to navigating the gig economy and cryptocurrency investments, young people today require a new roadmap to achieve financial success and security.

"The Gen Z Money Manual" addresses these challenges head-on by offering actionable advice on budgeting, investing, saving, and retirement planning, all presented in an engaging and relatable manner.

### **What Makes "The Gen Z Money Manual" Unique**

**Focused Content:** Tailored specifically for Gen Z, covering topics like student loans, credit card debt, side-hustles, the cost of living crisis and online investment platforms.

**Expert Insights:** the book incorporates industry-specific advice and tools for managing credit and protecting identity.

**Interactive Features:** The digital edition offers embedded financial tools and resources for a hands-on learning experience.

**Affordable and Accessible:** Priced to be accessible for young adults and available in multiple formats including print, eBook, and audiobook.

### **Availability**

"The Gen Z Money Manual" will be available for purchase starting September 19<sup>th</sup>, 2023 through major retailers like Amazon, Barnes & Noble and select independent bookstores. Pre-orders are open now, offering early buyers exclusive bonuses like downloadable worksheets and discount pricing.

### **About Mark Bolton**

Mark is a 30-year veteran executive of the banking and financial services industries. The Gen Z Money Manual is his first book. Mark's biography is on page 5.

### **Contact Information**

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## Book Synopsis

Gen Z faces huge challenges navigating the world of money as they move from teens to adults – especially as they tackle the all-digital, AI powered new economy.

In fact, there has never been a more demanding time and being prepared is not a luxury but a necessity.

The ‘Gen Z Money Manual’ is a guiding light through the fog of fiscal responsibility, providing practical, step-by-step strategies.

- **Credit Card Debt** – get debt rapidly under control and eliminate it in favor of sustainable payment solutions
- **Student Loans** – manage the high cost of college education, decide where to study and minimize student debt to emerge in good financial shape
- **Side Hustles** – use a structured process to select the best side-hustle for you
- **Cost of Living** – focus on the high costs and manage them to save money
- **Credit Score** – understand how it works and gain control to save money on loans, insurance and rent
- **Investing** – start early to leverage compounding using tax breaks to become financial free
- **Scams** – avoid old and new scams that can drain wealth and energy
- **Taxes** – minimize taxes and use the latest strategies for boost income and investments
- **Goal Setting & Planning** – set goals that align with your Personal Core Values and then create simple plans to achieve them.

Making use of extensive research amongst Gen Z and contributions from Boomers, Gen X and

Millennials Mark demystifies complex financial concepts, giving readers the knowledge and confidence that they need to make informed financial decisions.

This is a great book for:

- Gen Z stepping out into the world
- Parents, grand-parents, family or guardians hoping to guide your child

- Educators seeking a valuable resource
- Counsellors, therapists or advisors working with Gen Z clients
- Bankers, financial advisors, wealth managers or consultants who wants to better understand Gen Z

The Gen Z Money Manual is the indispensable guide to turning financial challenges into opportunities for growth and empowerment.

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## Author Biography

MARK BOLTON has 30 years of executive level experience in banking and financial services in the US, UK, Mexico, China and EU for companies such as Goldman Sachs, Morgan Stanley, Wells Fargo, HSBC, Citi, PWC, Accenture, Capgemini and Cognizant.

Mark was born in the UK, educated at City University in London and is a graduate of the Stanford Graduate Business School, CA USA. Mark is an author of the ACMP Global Standard in Change Management and a published thought-leader and public speaker on several financial topics.

Mark took a career break to write 'The Gen Z Money Manual' working closely with Gen Z family members, research sources and drawing on his experience working with large corporations designing products and services for Gen Z and his deep knowledge of the New Economy.

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## Suggested Author Interview Questions

- Q1. Please introduce yourself readers would love to know more about you?
- Q2. What were the key challenges you face while writing your book? The Gen Z money manual mastering our new economy.
- Q3. What books or authors have most influenced your own writing
- Q4. What's your favorite spot to visit in your own country and what makes it so special to you?
- Q5. What inspired you to write the book the Gen Z money manual mastering our new economy?
- Q6. How long did it take you to write the book?
- Q7. On what platforms can readers buy your books?
- Q8. Tell us about the process of coming up with the book cover and the title.
- Q9. When writing a book how do you keep things fresh for both your readers and also yourself?
- Q 10. What is the most valuable piece of advice you've been given about writing?

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## Resources Library

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