

# Empower Your Kids with Financial Literacy – Learn, Play, and Win REAL Prizes!

Dear Involved Parent,

With growing inflation and rising debt, *there has never been a greater need for financial literacy than there is now.*

In a recent Junior Achievement survey of 1,000 teens, **54%** of respondents said they don't feel prepared to tackle future financial challenges.

And according to a 2015 study by the Financial Industry Regulatory Authority (FINRA), *teaching financial skills to kids before they enter college or the workforce is crucial to helping them achieve *financial security and success* in adulthood.*

Yet, **41%** of teens reported they had no financial literacy classes in school, and only **20** states require high school students to study economics.

## *Financially Literate Kids are Responsible Kids*

Financially literate kids are more likely to:

1. Be more responsible.
2. Be more confident and independent.
3. Have improved decision making.
4. Have long-term financial success.
5. Have enhanced money management skills.
6. Be prepared for adulthood.

And that's not all. Financially literate kids are also less likely to participate in financially risky behavior, take on debt, and declare bankruptcy in adulthood.

Imagine your 10-year-old setting up and managing a budget on his own. And keeping to it!

Or your 12-year-old setting the prices and profit of her babysitting business, by herself.

Or your 17-year-old with a large savings account prepared for college (and scholarship offers).

## *10 Minutes a Day is All it Takes*

At Budget Brainiacs, we are all about teaching kids about money. We know that financial literacy is a crucial skill for today's kids, and one that's not really being taught anywhere.

With interactive and FUN games (and REAL prizes!) aimed at teaching everything there is to know about money, Budget Brainiacs provides all the learning kids need to become financially literate, financially responsible adults, paving the way for them to avoid common pitfalls and achieve financial success in life.

In just 10 minutes per day your child can become financially literate and know all there is to know about money.

10 minutes. That's less time than it takes to cook a frozen pizza. Or the same time it takes to watch a funny cat video or two.

We see success stories EVERY SINGLE DAY.

Take Jake, for example.

"Before Budget Brainiacs, I was constantly asking my parents for money. I spent my money on the stupidest stuff, like candy or soda - - as soon as I got it. Then my parents told me I had to earn and pay for everything myself. That changed everything. They signed me up for Budget Brainiacs and I was mad at first, but it only took me a few days and I was hooked. Now I play for fun so I can win the real prizes. Doesn't even feel like school to me." -Jake, age 15

This mom said:

"They love the games and they especially love earning points when they pass the quizzes. They each opened a bank account, and now they understand how interest works. It's such a relief to know my children will be well-prepared for managing their money when they embark on their own lives as adults." — T. Bazell

And this dad said:

"We needed something for older kids (twins), which was very hard to find. Then we came across Budget Brainiacs, and all I can say is HOORAY! Each of us enrolled in The Club and our kids love earning points for stuff they really want... while also learning how to budget for things and avoid debt. Thank you!!" — J. Sanders

*We make learning fun. So fun that it doesn't even feel like learning at all!*

Practical skills your kids will learn include:

- Bank accounts

- Applying for jobs and apartments
- Creating a monthly budget
- Buying a car
- Establishing a savings account
- The power of interest (earning interest rather than paying interest)
- And so much more

Basically, if it has to do with money, we have a fun and interactive lesson for that.

### *Join a Community of Like-minded Individuals*

Budget Brainiacs is more than a game server...

It's a community.

We call it The Club.

With your Budget Brainiacs membership you have instant access to a super-involved group of parents, all concerned with one thing: helping kids become financially literate.

So you're not alone in this journey, and neither are your kids.

"If you have a tween, you need to join The Club. Seriously, what a gamechanger (no pun intended!). Instead of what he used to do spending hours on mindless games teaching him who-knows-what, my gamer son just bought his own car, adds regularly to his own savings account, and has real financial goals for the future. Thanks, Budget Brainiacs!" –S. Meservy

### *Activate your ZERO RISK 14-day Free Trial Now*

Try Budget Brainiacs today and see what happens.

We are so confident that you and your child will love Budget Brainiacs that we want to let you try it FREE for 14 days. We won't even ask for your credit card until after your free trial is up.

The normal price of these financial courses (i.e. fun and interactive games) is \$29/mo per kid.

But if you ACT NOW, once your free trial is up, you'll get our special introductory offer of **\$9/mo** per kid, with a max of \$75/mo per family. (\$20+/mo savings!)

But don't wait. Demand for Budget Brainiacs has never been higher. As a result, we may not be able to offer this special pricing again.

Become a member now to activate all the benefits of membership for your family and start seeing these financial literacy benefits become a reality.

Remember, this is a ZERO risk 14-day trial, so if you or your kids don't love it (although we know they will), simply cancel no questions asked.

Looking forward to you becoming part of The Club!

Laura



Laura Cogswell  
President  
Budget Brainiacs

**P.S.** Did I mention? Join our community today and receive **50 bonus points** added to your online store as a thank you for your membership. Redeem points for dollars to be used for REAL prizes!