



MAKE YOUR KID A MONEY GENIUS

(Even If You're Not)

by
Beth Kobliner

*FINANCIAL EXPERT AND AUTHOR OF
THE *NEW YORK TIMES* BESTSELLER
GET A FINANCIAL LIFE *

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SELECT ADVANCE PRAISE FOR *MAKE YOUR KID A MONEY GENIUS*:

“Can a book on money be fun for the whole family? This one is! Even better, it is full of wisdom, and it is a genuine public service. Beth Kobliner has produced a miracle. Your kids will profit from her amazing and brilliant book—and you will too.” —**Cass Sunstein, coauthor of the *New York Times* bestseller *Nudge***

“A much-needed, tell-it-to-me-straight book, written with wit and humor. I wish I’d had it when my kids were little—but better late than never!”

—**Amy Chua, author of the *New York Times* bestseller *Battle Hymn of the Tiger Mother***

“If you’ve ever dreaded discussing the financial facts of life with your child, this is the book for you. Beth Kobliner walks you through a conversation that every parent should have with their children early and often about money matters. The book delivers the title’s promise—you can easily teach your child to be a money genius by following Kobliner’s wise advice.”

—**Alan Krueger, former chairman, White House Council of Economic Advisers**

“Addressing everything from car loans to moving home after college, Kobliner’s recommendations are practical, thorough, and relevant (e.g., she explains why extended warranties are almost always unnecessary)...

Considering the huge burden of debt that many young people carry today, wise is the parent who starts the youngster saving early. Warmly recommended.”

—**Library Journal**

Sex. Drugs and alcohol. The benefits of whole grains. Parents these days are happy to talk to their kids about a range of tough subjects—except money. When it comes to the “financial facts of life,” most of us freeze up, run out of the room, or simply hope they don’t ask. Emotions run from terror to embarrassment when it comes to having the “money talk” with our kids, because we all have misgivings about our own money habits and financial skeletons in our closets.

Time is of the essence, though, which is why you need to begin educating on the principals of smart money management now: Studies show that by the age of three kids already grasp basic money concepts, and by age seven concrete habits that help kids manage money are already set.

Thankfully, there’s help! **MAKE YOUR KID A MONEY GENIUS (EVEN IF YOU’RE NOT)** (Simon & Schuster; February 7, 2017) is a practical guide for parents from personal finance expert and bestselling author Beth Kobliner. Having conducted numerous interviews with parents and experts, Kobliner deftly addresses questions and concerns with sound, sage advice delivered in a fun, relatable manner. Kobliner took her 30 years of personal finance journalism and policy experience, then scoured the latest research in behavioral economics and social psychology to create ways to give developmentally appropriate lessons:

- How to teach delayed gratification.
- How to instill tenacity.
- Why doling out a wad of cash can be a great parenting move.
- Why caving to your preschooler's demands at the checkout line could make him more likely to misuse credit cards as an adult.
- Why paying for household chores may turn your kid into a slacker.
- Why giving kids an allowance may not be such a good idea after all.
- Why you shouldn't pay your kids for good grades—based on groundbreaking research by Harvard's brilliant Roland Fryer, one of the many scholars she consulted.
- Why talking about paying for college with your 14-year-old may seem premature. It's not.
- Why co-signing a credit card for your kid is always a bad idea.

MAKE YOUR KID A MONEY GENIUS is full of jargon-free advice that teaches parents how to instill good habits like a strong work ethic, the ability to exert self-control and to weigh our choices carefully, the perseverance to work toward distant goals, and a charitable spirit. It is an indispensable guide for parents and kids from 3 to 23.

About the Author

Beth Kobliner is a commentator and journalist, author of the *New York Times* bestseller *Get a Financial Life: Personal Finance in Your Twenties and Thirties*, as well as *Make Your Kid a Money Genius (Even If You're Not): A Parents' Guide for Kids 3 to 23*, a new book coming from Simon & Schuster in February 2017. Kobliner is one of the nation's leading authorities on personal finance for young people. In 2010, Beth was selected by President Barack Obama as a member of the President's Advisory Council on Financial Capability, where she created MoneyAsYouGrow.org. The site, offering 20 essential, age-appropriate money lessons for kids, attracted more than 1.4 million visitors before being adopted by the Consumer Financial Protection Bureau in 2016. She has been a columnist for *Money*, *Glamour*, and *Redbook* magazines, and a contributor to the *New York Times*, the *Wall Street Journal*, *Reader's Digest*, and *O, The Oprah Magazine*. Her writing appears on *The Huffington Post*, *SheKnows.com*, and *Money.com*. Beth has appeared on TV, including NBC's *Today* show, ABC's *Good Morning America*, CBS's *Early Show*, and on radio shows including National Public Radio's *Morning Edition*. She has been a regular contributor to MSNBC as well as PRI's *The Takeaway* and APM's *Marketplace*. As a content advisor for Sesame Workshop's financial education initiative *For Me, For You, For Later*, she offered on-air money advice to Elmo. Beth graduated from Brown University and lives with her family in New York City. You can find her on Twitter and Facebook **@bethkobliner**.

For more on Beth Kobliner's book, please visit: <http://www.bethkobliner.com/moneygenius>.

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MORE ADVANCE PRAISE FOR MAKE YOUR KID A MONEY GENIUS:

"Kids today need to understand the danger of debit cards the same way humans once had to understand saber-toothed tigers. In a world of unprecedented financial complexity, Kobliner's survival guide should come with every car-seat purchase."

—**Amanda Ripley, author of the *New York Times* bestseller *The Smartest Kids in the World***

"As schools continue to recognize the need for financial education, Kobliner delivers a master class for the most important teachers of all—parents. No question: *Make Your Kid a Money Genius* is required reading for families from every background." —**Arne Duncan, former U.S. Secretary of Education**

"Many of us don't have a clue about money management and, therefore, chances are good that our kids won't either. Beth Kobliner throws a lifeline into that abyss with her frank, factual, and funny how-to manual. A must-have whether your kid is in preschool or grad school."

—**Julie Lythcott-Haims, author of the *New York Times* bestseller *How to Raise an Adult***

"How should parents handle allowance? Should your child work while in school? Are credit cards a good idea in college? Kobliner helps us think through these small, yet important, questions that lead to a life of financial literacy for both parent and child." —**Susan Fuhrman, president of Teachers College, Columbia University**

"Beth Kobliner understands that children should begin to learn money skills early, and gain new ones as they grow. This guide is designed to help parents put their kids on sound financial footing by untangling a difficult but critically important topic."

—**John W. Rogers, Jr., chair, President's Advisory Council on Financial Capability for Young Americans**

"With a keen sense of what is appropriate at each age, from allowance to math games to giving children independence, Kobliner introduces parents to money talk as part of daily interactions."

—**Tovah P. Klein, author of *How Toddlers Thrive***

"Kobliner offers down to earth, sensible, well-grounded guidance couched in fascinating stories that make her points clearly. There's nothing scary, dull, or intimidating here, just really good thinking about personal financial issues that matter to parents of kids of all ages." —**Robert T. Michael, dean emeritus, University of Chicago**