

Email Letter Sample #2

Subject: Your Child *WILL* Be Financially Skilled



Dear parents,

Imagine this for a second...

Your child, around the age of 10 or older, *managing* finances. Imagine them, he or she, acquiring the skills of managing money, paying bills, balancing a checking account, staying afloat each month, avoiding debt, establishing savings, etc.

Just *imagine* this for a moment.

Now...In case you didn't know, most schools have no curriculum for teaching children and teens these basics.

And that is *very* unfortunate.

You would think that the school system would put more emphasis on this since they are **typically** designed to prepare people, more importantly the young ones, for success in life...*Especially* in finance.

But sadly that is not the case.

That's why, as parents, it is truly up to *you* to provide financial education to your child. And this **program** will help accomplish that in an easy way where your kid will have a positive response.

[Budget Brainiacs](#) is a fun web-based program and club for families with children ages 10 and up.

It is a *great* site that kids look forward to visiting while they learn critical financial skills and earn rewards.

The program is very *astounding*.

This unique and joyable club/membership provides a ***FUN*** way to teach your children about financial health so they can stay *solvent* in their early adult years and beyond.

Nowadays, kids flock to the web to connect with friends, find cool things to do, and enjoy games and other pursuits. However, an online financial-lessons website for older kids 10 and up — one that's fun, educational, and rewarding — is very hard to find.

[Budget Brainiacs](#) is an online community that will make a HUGE difference in relieving your children's money worries once they're on their own. In fact, it may help start them on a path to complete financial security.

For financial purposes, this program is a ***must-have***.

[Budget Brainiacs](#) is so *effective* that it's endorsed by child authorities, financial planners, banks, credit companies, and insurance companies.

Plus, this program is at an *amazingly affordable* price. The family club membership fee is **\$29/month** per child enrolled. There are rarely any other programs out there that is *this* affordable and valuable

This is what a popular blogger had to say:

"I'm a professional mommy blogger who gets about 30,000 hits on my website each month. Based on the comments on my blog posts about Budget Brainiacs, you have a home run! My readers are very enthusiastic about this club. Their kids are buzzing about the points they can earn for cool prizes... but also they talk about how dumb it is to rack up debt and how you should plan ahead for big expenses. These comments are coming from 13-year-olds! Wow! So glad you're out there. Thank you."

— H. Walters

Budget Brainiacs is unique, beneficial, and definitely produces results.

Click [here](#) to purchase this exciting new club that uniquely helps you prepare your children for *financial literacy* and *success*. Trust me, you will NOT regret it.

Sincerely,

Theo White

BestFin, Inc. (fictitious company name)

P.S. You will receive a **FREE** one-month membership if you purchase the program within the next 12 *hours*. The clock is ticking so *HURRY!!!*

Secure online access to the Club and their own Budget Brainiacs Family Center at the website: <http://www.budgetbrainiacs.com/>

SAMPLE

SAMPLE