

NOTE: This is a demo letter. The product, person, and testimonials are fictional.

Email Lift Note

from

Beth Moneyworth, President, Budget Brainiacs

subject line

<<FIRSTNAME>>, will your children be financially independent?

headline

Will your kids move back in with you after college, or will they be living a life of financial freedom?

You have the power to make that decision right now...

lead

Millions of parents and grandparents give their kids a loving home and a good education only to see them struggle financially.

But you can give your kids the keys to financial independence.

body

It's not rich parents...not a Harvard Education...not blind luck.

It's **knowledge**. Join us to learn how your children can enjoy the best, most motivating method to teach them how to manage money.

They won't get it in school. Only **17 states mandate financial education**, and **12 states are failing miserably**. And how much do your kids want to listen you talk about money?

I invite you to join thousands of parents who have found the way to give their children a solid foundation in financial principles.

[***Start your free trial now!***](#)

Designed to engage and motivate children ages 10 and up.

Visit [Budget Brainiacs Online](#) to see how your kids can learn about

- how to manage bank accounts
- what to know when you apply for jobs and apartments,
- how to delay gratification for greater rewards,
- and much, much more.

[Start your free trial today](#), or [visit us](#) to find out how your kids can enjoy financial freedom.

Beth Moneyworth

President

Budget Brainiacs

[Get Started](#)
[Today](#)

I didn't learn about money management until I joined the banking industry as a teller. Up until then, I was just like everyone else--including my parents. We were expected to struggle when we were young.

It's just the way it was. We learned the lessons of hard knocks and didn't get serious until we had real responsibilities.

My parents tried, but what active kid wants to listen to Mom drone on about finance?

Now, with three growing kids of my own, I am on a mission.

I became determined my children will grow up to be financially responsible, and I don't want your kids to be left behind. I have launched an effort to teach every child what he or she needs to know about money.

Over the years, I became a close colleague of our Director of Training. She told me about advancements in online e-learning that have turned traditional learning on its head. She told me how the same techniques game designers use to make their app go viral work in e-learning, too.

So, we assembled a team of interested business owners, education experts, and web designers to build ***Budget Brainiacs***, the best way ever to motivate kids to want to learn sound financial principles.

subhead

Education they won't get in school

body

CNN Money recently reported that 85% of college graduates must move in with their parents, but you can give your children the tools to live life on their own. Your kids can learn how to buy their first car with money they earned, save to buy their own home, and prepare for their retirement, while their former schoolmates move back in with Mom and Dad.

*... only one third of high school students feel "very confident" in their ability to manage their own finances, and one third have already encountered issues with managing their own finances.
(High School Seniors' Financial Knowledge and Outlook: A Discover Pathway to Financial Success Survey, April 2013)*

This program is not coins and counting for young children. It's sound money management for ages 10 and up. You can join the Budget Brainiacs community to give each of your kids his or her personal learning channel where they will soon know how to manage

- bank accounts, including the types and purpose for each;
- applying for jobs and apartments and their obligations toward employers and landlords;
- creating a realistic monthly budget;
- buying and financing a car,
- and much, much more.

[Start your free trial now!](#)

subhead

A proven, effective method of motivation

body

Cash for chores, lessons, and worksheets, or counting games can quickly become boring. We created Budget Brainiacs with kids in mind. Each child earns points for understanding financial concepts, then redeems the points at our online store for cool prizes, such as a wallet or backpack. The learning methods are endorsed by leading child authorities, financial planners, banks, insurance companies, and most important—moms and grandmas.

"I'm a professional mommy blogger who gets about 30,000 hits on my website each month...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!

- H Walters

I home-school my children and I'm always looking for ways to bring real-life lessons into my teaching. Your program is fantastic. Every day, my kids ask, When are we going to Budget Brainiacs? They love the games and they especially love earning points when then pass the quizzes. They each opened a bank account, and now they understand how interest works.

- T. Bazell

subhead

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One subscription for the whole family

body

You and your kids will have your own online Budget Brainiacs Family Center that provides each child his or her own individual learning experience. With just one low-cost monthly subscription, your family can join the elite club of parents and grandparents who are providing their kids with critical concepts and skills for life-long financial success.

Your kids will learn the **#1 secret to financial success**. It's not an expensive education...not a big corporate job...not luck...

...it's how they **think about money**.

Enroll in your 1-Month free trial today.

Enroll Now

At the end of your trial, you pay a monthly subscription of ~~\$29.00~~ **\$21.49**.

During your trial, you can contact our customer service staff at www.budgetbrainiacsupport.com or by phone at 1-800-555-5555 to cancel your subscription with no obligation.

And, you can cancel your subscription at any time with no further obligation.

subhead

My 100% satisfaction guarantee

body

We are so confident your kids will love this program, we will happily refund your entire purchase within the first 90 days.

Yours now at a surprising discount

This program has been so successful I am able to offer this subscription to you at 25% off the original \$29 subscription price. **You pay only \$21.75 per month!**

But before you click the button, let's review what this exciting family program can do for your children:

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- Not rote lessons and worksheets, but proven methods to motivate children to learn.
- Not pennies in jars, but real-life money skills.
- Not childish games, but the tools to become financially independent.
- Delivered with engaging, motivating online fun.

All at a tiny fraction of what financial mistakes can cost you and your children.

Beth Moneyworth

P.S. If you enroll now, will receive the **bonus e-book** every family should have: ***How to Talk with your Children about Money***. It's yours to keep, even if you cancel.

Imagine the ability to easily discuss the principles of planning, saving, and making good choices in your everyday family conversations!

[Enroll Now](#) to get your free e-book and a 25% discount on your family subscription.

[Join Budget Brainiacs today](#) or call our Customer Service Staff to order, or for more information, 9 AM to 6 PM EST, Monday through Friday.

[Start your free trial now!](#)

Order Device

Yes! I want to give my kids the keys to financial freedom! Enroll my family in the ***Budget Brainiacs Community***.

Subscription Information

Name:

Email:

Enroll me now for my 1-month free trial subscription and give me the link to my free e-book *How to Talk with your Kids about Money*.

I understand that my credit card will be charged ~~\$29.00~~ \$21.75 monthly after my free trial, and that if I am dissatisfied for any reason or no reason, I can cancel within the first 90 days and receive a full refund.

All major credit cards accepted.

[Sign me up!](#)