

Discover the **REAL** Secret of Aladdin's Cave

&

Ensure Your Child's Success – Today!

Dear Financially Aware Mom,

Wasn't Aladdin a boy who rubbed a lamp, woke up a genie who gave him three wishes, and got really rich?

Thanks to mainstream schools' view of a classical education, and the further distortion of Hollywood, that's probably all anybody will remember of the ancient tale of Aladdin. Unless you're a *serious* history/literature buff you won't know that Aladdin didn't just get filthy rich, and the genie didn't just grant wishes.

You won't know that Aladdin was a poor boy with nothing going for him, not even his own personality. You won't know that the genie not only rescued him from a wicked magician, but taught him the value – not just of gold – but of intelligence.

With the help of the wise and powerful genie, Aladdin: provided for his mother... became a famous merchant... gained the favor of a king... and, despite his ignoble birth, won the hand of a beautiful princess.

What did Aladdin **really** gain in that cave where he met the djinn? I can tell you that for nothing...



Understanding the Modern World with Wisdom of the Ages

Now, I can't give your child trays of gold and caves of treasure. I can't even give him (or her) a magic lamp to rub. Whether or not you become a member of BestFin Inc. I can't promise riches and success will come your way.

What I **can** promise is that our financial youth literacy program, Budget Braniacs, will provide the same thing the genie actually offered, a precious opportunity. Knowledge and thinking skills together give your child the very best chance at that rarest of commodities, **understanding**. And the younger they learn the basics the sooner they'll be ready to apply them, and the greater the likelihood that they will succeed.

Failing Grades are the New Pass

Whether you are a busy working mom, a dedicated homeschooler – or even just a concerned grandparent – I’m sure that you’re aware of the troubling decrease of basic understanding in average students.

According to **The Nation’s Report Card.gov** students in 2015 earned these scores in mathematics:

- ◆ Fourth grade – 40%
- ◆ Eighth grade – 33%
- ◆ Twelfth grade – 26%

"When my local mommy group discovered Budget Braniacs... All I could say was HOORAY!" – J. Sanders

In economics twelfth grade students scored only a 42% average. When did failing grades become something to be proud of? The truth is something an aware parent will readily acknowledge; you can’t trust standardized education with your child’s precious, *fragile* future.

In fact, most public schools offer no particular course on financial matters. Their excuse? “Finances are too complicated for young children.”

BestFin Inc. believes that you are never too young. Young children learn faster and easier than adults. They are more capable of absorbing and storing complex information in their long-term memory. So why not finances?

Speaking of which, it is high time I introduced myself. My name is Valerie Reynolds, and I have fifteen years of experience as the Chief Loan Officer at Chase Manhattan Bank. More importantly, I am a mother.

Every day I meet with young people just starting in life. Master electricians; aspiring cosmetologists and stylists; mechanics and cooks; architects and entrepreneurs. They all have one thing in common – they need money to live. Most of them have one more thing in common – they have no clue how to handle that money.

We are Dedicated to Ensuring that Your Child will be Financially Literate – FOR LIFE

Most of us, as adults, can only view finances like we would a foreign language. And I know I have looked at the incomprehensible squiggles of Chinese or listened to the beautiful cadence of Italian and wished I understood just a piece of it.

When is the best time to learn a foreign language? The same time it is best to learn finances. Young. Given a strong foundation – and room to grow, improve, and challenge themselves – I think you will be amazed to realize just how much children are capable of mastering. I can only imagine how much better it will be for them, when they, in turn, are grown and enter a world for which they are fully prepared and equipped.

Budget Braniacs' comprehensive, user-friendly online clubhouse makes sure that your children will never be classed with the alarming national average. Instead, they will be firmly in control of their finances before they are in college, and in some cases they may even be financially independent.

Four fun levels provide an ongoing challenge for kids 10+: Through Beginner, Intermediate, Expert and Advanced, children will be challenged and excited by large maps that allow them to play games and complete tasks targeted to increasing financial wisdom. Including:

"I enjoy coming home after a long day and just taking a nap...my kids are on Budget Braniacs; they're learning, they're happy, they're *quiet*."
(Darrah LaCrosse, working mom)

- Team courses like **scavenger hunts**
- **Budgeting practice**
- **Savings accounts, banking channels**
- **Loans and mortgages; stocks and bonds; overseas banking and credit cards**
- It's all covered, it's all fun!

Videos, classes, and quizzes teach students new content all the time, and give them an opportunity to earn "real world" prizes: Enrolled students score on each video they complete, each class they are present for... plus their individual quiz scores. These points are then used to gain super cool prizes. Anything from oversized calculators and kids monopoly games for beginners...super cool backpacks and wallets for intermediate students...expert members get practical books like the classic "Little Britches" by Ralph Moody (a self-made success in the early 1900s), or board games like the award winning credit card monopoly...advanced members have the opportunity to begin working for BestFin Inc. (for wages!) as idea designers and mentors.

Videos are fun and interactive: Easy to load and watch with standard Youtube embedding, our videos are as educational as they are entertaining. Tag along with our geekiest guides, Stocky Sam and Broke Billy, while they teach your children the pros and cons of investing.

Serious classes: Remind children that they are learning something; the classes are kept short, fifteen minutes in the beginner levels, half an hour (at most) in the upper levels. Then they return to the clubhouse to practice what they have learned.

Quizzes are fun, inspirational, and easily scored: Unlike standardized education, where the goal seems to be to confuse the students as much as possible, we *want* to see our pupils excel. Each quiz is completely relevant to the course at hand, and all answers are provided in class. Failed quiz? No problem. Just assign extra playtime and your own financial genius can try again in 24 hrs. and again, and again... Are they (and you) really stuck and confused? Read on for our truly exclusive feature that sets us apart from the crowd.

Worried about your ability to help them with sticky problems? You have access to your own personal fiscal genie: Advanced level students and real world experts are members of **The Lamp**, an aid program accessible anytime from any map. Much like Aladdin's djinn companion of old, members of The Lamp are wise in the ways of people and finance, and are ready to help explain each problem to each member. We have over four hundred Advanced Mentors (and counting); our experts include:

- ☞ Dr. Ross Malcom, Professor of Mathematics at Columbia University
- ☞ Banking experts, (including myself and some of my ranking colleagues at Chase Manhattan)
- ☞ Retired Stock Broker legend Peter Gracelen Doyle
- ☞ 4 different CPA's
- ☞ Cardigan Investing House Manager Richard D. Dawson...
- ☞ And so many, many more!



Give Your Child the Keys to Aladdin's Cave

Aladdin might have seemed to lead a charmed life. But in reality he suffered every possible kind of setback. He was almost murdered many times, his wife was ensorcelled to forget him, his wealth was stolen...

And yet Aladdin did a lot of good. He disposed of a traitorous vizier, defeated a dastardly pair of evil sorcerers, and saved his wife's life. But he still prospered because he understood how to turn every good deed to his advantage.

His understanding was more than gold, more than magic, more even than knowledge. The djinn taught Aladdin to understand himself, to understand other people, and to use that understanding for his own benefit.

The keys to your child's personal Aladdin's Cave of exciting opportunities, invaluable knowledge, and vital life skills are right here, right now. The price for Budget Braniacs is only \$24.99 per month, per child enrolled, and as our personal welcome each child enrolled with start with 25 bonus points.

Before you decide you can't afford this: You should know: BestFin Inc. is making a supreme effort to become autonomous. Our belief that regulated education *is not capable of caring for your child's future* is driving us to cut all ties with the institution. So, if you reply within 9 DAYS you will be eligible for an exclusive discount to our Braniacs PLUS membership.

This is our equivalent of a gold platinum enrollment. Braniacs PLUS normally costs a one-time fee of \$250 dollars; **but** if you order within the next 9 days your one-time startup fee will be only \$98.50, a 39% savings. PLUS our welcome will now be 50 bonus points for each new student – every time you add a new student. And that doesn't account for these great benefits:

"Although I nearly flunked tenth grade math, thanks to an extra boost from Budget Braniacs my homeschooled daughter finished college-prep business math with a **95.4% average!**"

Karyl Reimer,
Snowflake, AZ

- ◆ Braniacs PLUS members only pay \$20.98 per month per child enrolled...
- ◆ If you have three or more students enrolled, you pay only \$15.49 per child...
- ◆ That means that if you are a PLUS member you can save up to **\$114 per child**, every year...
- ◆ Don't have three students right now? Don't worry, with your PLUS membership adding (or subtracting) students is simple and hassle-free...
- ◆ PLUS member students have access to nearly three times the online content, including the opportunity to "test drive" new products and map levels...
- ◆ PLUS member parents have complete control. If you don't want your child seeing something, or doing something, no need to explain why – to them or us. Just click it off and it disappears...

Their Success in the Future is Your Success NOW

At the end of his story Aladdin had such a glut of good fortune that his wealth was near innumerable, his fame unexcelled; he eventually ascended to the throne, and his wife so admired him that their true love never waned.

We all want that kind of success for our children, but most parents won't ever realize that dream, or at least, not until they are actually grandparents. By ordering Budget Braniacs or Braniacs PLUS TODAY you can rest assured that your children can play their way to fiscal literacy (and understanding). Knowing that they have all the tools they need to succeed, you are at peace that they *will*.

Happy Learning,

Sincerely,
Valerie Reynolds
Valerie Reynolds

Founding CEO, BestFin Inc.



P.S. Budget Braniacs comes with a 100% satisfaction guarantee. If you are not *thrilled* with our financial youth literacy program, you will be immediately reimbursed for the current month, even if you cancel on the very last day! And we will never hound you with notices.

P.P.S. Braniacs PLUS has the same guarantee, only with your membership your first month is FREE! And you have one year – twelve full months – to ask for a refund of your onetime start-up fee. You will receive a complete refund, and remember, your first month was already FREE.

P.P.P.S. If you order in the next 9 days – either Budget Braniacs *or* Braniacs PLUS – you will receive a complimentary copy of Aladdin and the Magic Lamp, as originally translated by Sir Richard Francis Burton in 1884. This wonderful and insightful book is fully illustrated, in color, in the style of ancient Persia.