



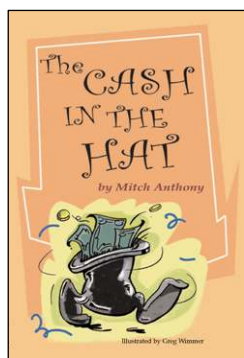
**FOR IMMEDIATE RELEASE**

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## **Dr. Seuss Meets Warren Buffet**

*An Easy Way for Financial Professionals to Start Encouraging Financial Commonsense*



**ROCHESTER, MN— It's official: we're in a recession. How can financial advisors help their clients understand the importance of fiscal responsibility?**

Now more than ever, financial advisors need to help their clients understand the importance of getting their debt under control in a way that will make them stand up, take notice, and take action. How much they spend is the only financial issue that is totally within the control of each advisor's clients.

In a style that is reminiscent of Dr. Seuss but fortified with the common sense of Warren Buffet, *The Cash in the Hat* is a simple story that delivers a powerful message in an entertaining way: if you don't get your financial house in order, you're sunk. Based on feedback and requests from financial professionals for a tool that will help them get the word out about understanding the importance of balancing the family budget, financial services expert Mitch Anthony and artist Greg Wimmer, have created a beautifully illustrated book to help financial professionals communicate to their clients the importance of living within their means. In meeting after meeting with financial services professionals, Mitch has heard that advisors' clients are not responding well to charts, checklists or graphs, and don't have the time or interest in being handed a 350-page tome about how to be a better investor.

Mitch is committed to helping financial advisors help their clients understand the importance of taking control of their financial future. He has already received more than 500 requests from advisors for his book! *The Cash in the Hat* drives home the message of financial fitness in an entertaining way that both adults and their children can appreciate.

**Mitch Anthony** Mitch Anthony is the founder and president of Advisor Insights Inc. and The Financial Life Planning Institute, training companies serving advisors and the financial services industry. He is the author of several bestselling books for advisors and their clients including *The New Retirementality* and *StorySelling for Financial Advisors*. Anthony is a contributor to *Financial Advisor* magazine, and is regularly quoted by the media as an expert on financial life planning and advisor/client communications.

*The Cash in the Hat* (December 2008) \$12.95, 32 pages, 6x9, hardcover, ISBN: 978-0-9727523-5-0 is available from Insights Press (507/282-2723) or mitchanthony.com.

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