



CHARLIE
EPSTEIN

Regular Segment Treatment Idea Spring 2016

(Available for in-studio, weekly series)

You can't pick up a newspaper these days without reading how American's are failing at money, saving, spending and worst of all -- saving money for retirement.

Social Security May Be Bankrupt in 12 Years, 33% Cut In Benefits Looms, screams a NewsMax.com finance article.

The Huffington Post says a ***New Study Reveals American's Aren't Saving Nearly Enough for Retirement***

And...from high interest charges to unclaimed tax refunds to wasted food and bad health habits, USA Today shows us we just can't get it together with ***20 Ways Americans are Blowing Their Money***

Charlie Epstein, the best-selling author of two books and a wealth building expert who helps everyday people achieve the life – and retirement – of their dreams (also known as their "Desirement") says these statements don't go nearly far enough to really get at the issue American's have with money.

"We do not do a good job as a culture of teaching our children about money," says Charlie. "We simply hope the kids learn it on the streets or in school. It's a ridiculous strategy and why we find ourselves in the situation we have today."

Charlie points to rampant spending, skyrocketing credit card debt, record bankruptcies and defaults on students loans. "It's simply not sustainable."

Each week, Charlie will bring the viewers information they can put to work immediately, creating for themselves the options and the self-reliance that comes with being in charge of their financial lives.

Examples

of weekly segments include:

- **The Myths of Money:** many things we commonly believe about money simply aren't true (and worse, they're hurting our ability to save and build wealth);
- **Money Mindset:** Removing the emotion from money allows us to have clarity around our financial choices – shifting into the mindset called "Desirement Planning" allows for your life to shift in all manner of ways – what you do is up to you. Charlie helps you identify
- **Topical Money:** What's happening in the news or the markets that is affecting your ability to save and grow your financial nest egg.
- **Fiscal Fitness:** Taking stock of where you are now and where you want to be – indicators of trouble ahead or smooth sailing.
- **The Defender:** You're not the only one making decisions about your money. What to do to protect yourself – and thrive – in the face of a variety of financial threats: market downturns, on-line identity theft,

Charlie is on a mission – a mission to educate and as his second book proclaims, “Save, America, Save”. What does he advise? “We all have so many incorrect assumptions, beliefs, it’s time to turn all of those incorrect blocks on their heads and start teaching American’s what it means to have money, use money as a tool and start building some real wealth for themselves.”

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