

## A novel approach to financial literacy

*There's no doubting its value, but financial education can be a bitter pill to swallow.*

*Not any more.*

*Fables of Fortune* is an entertaining, modern-day tale that gives young Australians all they need to know about making, growing and protecting wealth. And it couldn't come at a better time. Investors have been on a wild ride recently, with headlines around the world trumpeting financial doom and gloom. Even with signs of recovery, confidence is badly shaken and many investors don't know which way to turn...

But author Michael Milne says this doesn't need to affect the next generation. "With a good understanding of basic investment principles, young people will have every opportunity to grow and protect their wealth."

### Making money magic

*Fables of Fortune* is the story of Joe and Mica, two Sydney teenagers who discover the magical ghost of Aesop. Aesop agrees to help them get rich and sends them on a whirlwind treasure hunt, using twelve of his famous fables as clues. To solve the clues, Joe and Mica must track down Aesop's friends and learn how he helped them to achieve 'real wealth'. But if they don't return before the deadline, the deal is off!

Like all good treasure hunts, *Fables of Fortune* is filled with adventure, excitement, romance and, most of all, riches.

Michael says that many of Aesop's Fables have strong financial themes. "Take 'The hare and the tortoise', which advocates regular investment over the long term to reach your goals. Or 'The milk woman and her pail', which warns against having all of your wealth in one area."

### A spoonful of sugar

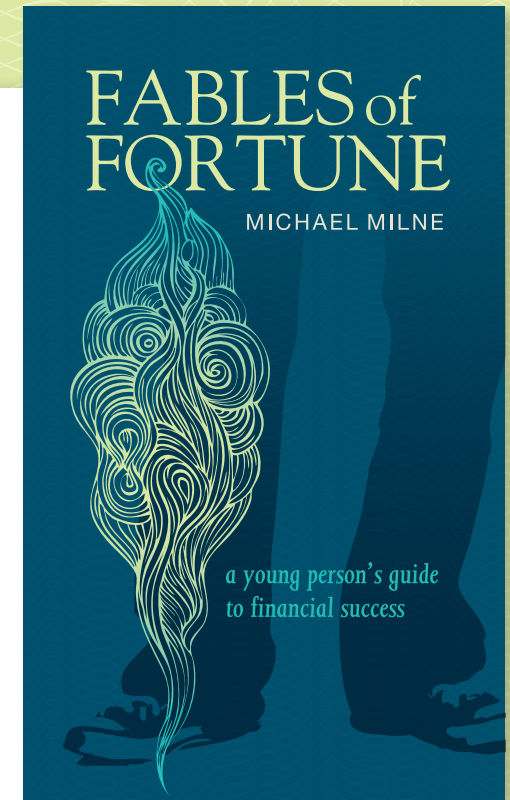
Financial literacy has been in the spotlight over the past few years, but there is very little reading material specifically for teenagers. *Fables of Fortune* is designed to fill this gap and 'help the medicine go down' more easily for young people.

"I've taken personal finance out of the text book and into their imagination," Michael says.

Parents and teachers, who are generally given the challenging task of educating children about money, will be delighted that *Fables of Fortune* does the hard work for them.

"It's written in a straightforward, informal style that appeals to a younger audience," Michael says. "Readers will learn the principles of making, growing and protecting their money through an entertaining story – without formulae, tables, charts or jargon." *Fables of Fortune* is a young person's guide to financial success.

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## Quiz

The *Fables of Fortune* book is complemented by a website where visitors can take advantage of an online quiz to score a discount on the purchase price. [www.fortunefables.com.au](http://www.fortunefables.com.au)

Do you have what it takes to achieve real wealth?  
Try this sample quiz question:

### The ants and the grasshopper

A group of ants was spending a fine winter's day drying grain they had collected during the summer. A grasshopper, starving hungry, passed by and begged for a little food. The ants asked him, 'Why didn't you collect and store food during the summer?' He replied, 'I didn't have enough time. I passed the days singing.' The ants were scathing, 'If you were foolish enough to sing all the summer, you must dance hungry to bed in the winter.'

**A** There's no reward without effort, and with some basic knowledge you can equip yourself with the tools you need to achieve financial success.

**B** Wouldn't it be great to get a regular, ongoing income without having to work for it? It's not that difficult to obtain, but if you want it to continue then you need to hold onto your assets.

**C** Once you know what you're after, don't delay. If you don't make a start, you'll never reach your destination.

## The Author

Michael Milne's career in and around personal finance spans twenty years. He has worked as a marketing professional, journalist and copywriter, both in a freelance capacity and for leading firms in the financial services industry.

Michael has written numerous personal and small business finance articles for *The Australian* and is widely published in corporate, industry and investor publications.

Michael's mission is to promote financial literacy among young Australians by transforming financial 'mumbo jumbo' into simple, reader-friendly material. With the right knowledge and information, the next generation of investors can confine those nasty global financial crises to the history books.



## Like to know more?

*Fables of Fortune* is a great read. To request a review copy, or arrange an interview with the author, contact Michael Milne directly:

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