

Money is nothing to kid around about

New book aimed at teaching parents to teach children the ABCs of wealth building

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EDMONTON - Kelley Keehn says her self-published Prosperity Factor for Women opened the door at Insomniac Press -- which then published her Woman's Guide to Money and soon will release her Prosperity Factor for Kids. But she's learned that an author never can coast; each new book requires fresh ideas, a compelling style and a commitment to marketing.

Keehn's characteristic style is one of storytelling, perhaps influenced by David Chilton's bestselling Wealthy Barber, which proved that good advice can also be a good read.

She has worked as a financial planner but tends to avoid academic abstractions in favour of instructive accounts -- often from her own life or those of her pseudonymous clients -- from which helpful lessons emerge.

After her first two books, with the second now selling in Canada, the United States, Britain and Australia, Keehn co-authored the more scholarly Mutual Fundamentals -- which never found a publisher. "A lot of people think, once you're published, you're guaranteed to have your other works published," she says. But no, you're only as good as your latest manuscript.

To understand readers' minds, Keehn regularly checks the comments on competing publications, posted on the Amazon website.

"I see what they like, and what they don't like," she says. "And I'm starting to get some feedback on my books."

With Prosperity Factor for Kids, she has returned to the more readable perspective of the client -- not of the expert.

Keehn's website bills it as "a comprehensive Canadian parent's guide to developing positive saving, spending and credit habits."

Keehn knows that this book, even with its light-handed approach to an important topic, won't sell itself. She will travel from her Edmonton home this fall to promote it in Calgary, Kelowna, Vancouver, San Diego, Dallas, Atlanta, and Washington D. C.

In any city, Keehn may do book signings at one or two stores but those are not her main



CREDIT: Candace Elliott, The Journal
 Kelley Keehn has written a book, The Prosperity Factor for Kids, for teaching children about money. Here, Kelley plays a game with her niece Jocelyn Keehn, 13, and nephew Adam Keehn, 11.

events.

As a professional speaker who often is hired to address conferences or employee groups, Keehn contacts women's organizations in each city that she will visit, and offers to appear as an unpaid speaker, for 10 to 60 minutes.

"I talk a lot about the psychology of money," she says. "Financial planning still tends to be very male-dominated."

She urges audiences not to blindly rely on the money management of spouses or planners. "I don't think anyone should ever default it to anyone else."

Besides publicizing her latest book, such encounters "let me test new material, so I can see where it resonates and where there are holes," she says.

To complement her new Prosperity Factor for Kids book, Keehn hopes to develop a day-long or weekend kids' camp, and possibly a radio show.

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