

LUKE VILLERMIN

AUTHOR MEDIA KIT



AUTHOR BIOGRAPHY

Luke Villermin opened a retirement account and started investing in the stock market at fifteen years old. His only regret...he didn't start earlier. Since then, he has become the best-selling author of the Invest Now Play Later series and has shared his investing knowledge on multiple podcasts and interviews.

When he isn't working his corporate day job or advocating financial literacy for young people, you can find him hiking, camping, and traveling to new places.

CONTACT DETAILS

[Website](#) [Facebook](#) [Goodreads](#) [Email](#)

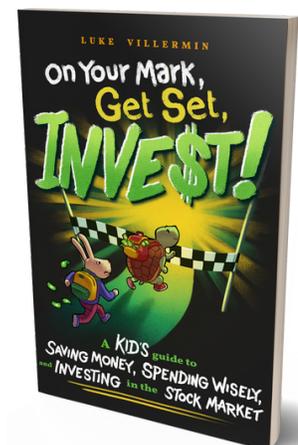
BOOKS

A TEENAGER'S GUIDE TO INVESTING IN THE STOCK MARKET

If you start early enough, you only need to save and invest \$125 per month to become a millionaire. Buckle up for the most "adult" thing you have accomplished since you passed your driver's ed test.

ON YOUR MARK, GET SET, INVEST!

Slow and steady wins the race—an intro to personal finance and investing for kids ages 8 to 12. With over a dozen interactive worksheets, fun illustrations, and kid-friendly examples, this book will get you closer to the finish line with every turn of the page.



A TEENAGER'S GUIDE TO INVESTING IN THE STOCK MARKET



BOOK SYNOPSIS

INVEST HARD NOW | PLAY HARD LATER

Did you know that you can become a millionaire just by investing the money you make from delivering pizzas one night per week? In fact, any amount of money you invest in the stock market today will grow to a much larger sum later—the key is starting **now!** The average American waits until age thirty-one to begin saving and investing for retirement, and they end up 2.5 million dollars poorer because of it.

In *A Teenager's Guide to Investing in the Stock Market*, early-investor Luke Villermin breaks down the Wall Street lingo, levels the playing field, and serves up seven chapters to help young investors obtain:

- Inspiration to start saving and investing for retirement today
- Confidence in how the stock market operates and how to choose investments
- A step-by-step road map to opening an online account, purchasing stock, and putting money to work

If you start investing early enough, you only need to save and invest \$125 per month to become a millionaire. Buckle up for the most "adult" thing you have accomplished since you passed your driver's ed test. There is so much to lose by not starting ASAP.

If you invest hard now, you will truly be able to play hard later.

[DOWNLOAD A HIGH-RESOLUTION COVER](#)

BOOK DETAILS

Reading age: 13-18 years

Formats: Kindle, Paperback

ISBN-13: 979-8571617444

ASIN: B08PXJZG2K

STATISTICS

#1 Best Seller on Amazon in "Teen & Young Adult How Things Work" for over 50 weeks straight.



Over 400 ratings, 4.6 stars

"If a young person would take these lessons and start investing, it could potentially save them millions of dollars." —**Rachel Murphy, host of Raising Confident Teens Podcast**

NEW RELEASE

ON YOUR MARK, GET SET, INVEST!



BOOK SYNOPSIS

A KID'S GUIDE TO SAVING MONEY, SPENDING WISELY, AND INVESTING IN THE STOCK MARKET

...GO! Feet thumping and arms swinging, Thrifty Tortoise and Ritzy Rabbit set off on a race to the finish line. At the end awaits a brand-new bike! Follow this competition to see who can earn, save, and invest their way to the ultimate prize. Lots of money decisions will be made along the way—some good and some bad—but you'll get to learn from them all!

Geared for kids ages 8 to 12, *On Your Mark, Get Set, INVEST* provides seven engaging chapters to simplify the essential concepts of personal finance and money management...many of which are not taught in schools. You will find answers to questions like:

- Where does money come from, what do I need it for, and where do I store it?
- Why will I be better off later if I spend less and save more now?
- How does creating a budget help me reach my money goals?
- What is the stock market, and how is compounding a kid's most awesome superpower?

With over a dozen interactive worksheets, fun illustrations, and kid-friendly examples, this book will get you closer to the finish line with every turn of the page.

[DOWNLOAD A HIGH-RESOLUTION COVER](#)

BOOK DETAILS

Reading age: 8-12 years

Formats: Kindle, Paperback

ISBN-13: 979-8986558400

ASIN: B0BB5QQ7ZG

STATISTICS

#1 New Release on Amazon in "Children's Money" during first month.



Over 45 ratings, 4.9 stars

"If you're a parent or teacher looking to teach kids lessons that aren't always addressed in the classroom, look no further than Luke Villermin's new children's book, which teaches young readers valuable lessons about earning, saving, and investing money...using kid-friendly examples, hands-on activities, and vocabulary lessons." —**Felicia Bengtsson, editorial manager at Reedsy Discovery**

SAMPLE INTERVIEW QUESTIONS & ANSWERS*

How did you get started in investing?

Influence from my parents was substantial in sparking my interest, beginning in elementary school. In 5th grade, I had to participate in a social studies fair, and my father suggested that I focus my project on comparing the investment returns of stocks vs bonds vs certificates of deposit (he himself was also only just starting to learn about the investing world at that time). I fell in love with stocks after the project...not only because they were the best performing over that time period, but also because I could pick my favorite company and follow its performance—PetSmart!

Why is investing important?

Investing is important for people in any stage of life, but people who have more time to let their investments sit before they tap into them have a huge advantage...because of compounding. With compounding, the money that your investments make makes money, which makes more money, which makes more money, and so on—year after year. I came up with the "Cheeseburger Rule" in my teens book to help visualize this, in combination with the concept of opportunity cost. Indulging in something that I may not really need to spend money on now, causes me to give up something in the future. For example, if I spend \$20 on a burger, loaded fries, and shake today, I'm taking something like \$900 from my future self, 40 years down the line. The question to ask yourself is, "What does that \$20 grow to if I instead invest it in the stock market?" Oftentimes, the future reward is too great to ignore.

How did your parents teach you about money?

My parents were great role models. From a spending perspective, my parents were always very cost-conscious and firmly believed in paying for things using cash instead of credit. From a saving perspective, my sisters and I all had to have a summer job starting at age 15. And as we got older, we were required to pay half of all bigger purchases...I believe my dad got the idea from Dave Ramsey. We had to pay for 50% of our first used car, and 50% of our college tuition, and 50% of our living expenses after graduating from high school. This made us quickly learn how to earn money, save it, and spend wisely!

What key takeaway do you have for someone just starting to invest?

The concept is simple but it isn't easy...because it requires sacrifice. The average teen doesn't have the capital or the credit to build wealth through real estate or start their own business...but they do have time, which is SUCH a valuable resource. And with the stock market, they can use an online account to literally own any public company in the world and build wealth through them with compounded returns. There's so much to lose if you don't start as soon as possible. Read about investing and educate yourself (they unfortunately don't teach this stuff in most schools). Then, you actually have to take ACTION...open an account, and put your money to work.

INVEST HARD NOW
PLAY HARD LATER