



**For Immediate Release**

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## **BE ONE OF THE 2%**

**Seattle, WA** - Materialistic Millennials: young people who are absorbed with themselves and their spending. Entitled to have whatever they desire. A recent article by **USA Today** states, "1,065 Americans 18 and older, including 243 ages 18-29, suggests 60% feel their generation is being dealt an unfair blow because of the recession." Now that we are in a recession, with jobs less secure, houses foreclosed, and the cost of living increasing...

### ***What is the future for this next generation?***

Multi-millionaire, business entrepreneur and author, **Dani Johnson**, has good news. "The future, and the opportunity to change the future, lives in your home," states Dani. "The fact that you have the opportunity to change the course your child is heading on...all you need is the right motivation and skills to successfully accomplish this." Her new book, [\*\*\*Grooming the Next Generation for Success\*\*\*](#) (available December, 2009), will give you the skill set.

***Grooming the Next Generation for Success*** incorporates ten *proven* strategies to move parents and children alike in a profitable direction. The strategies Dani includes are strategies she implements at her business training seminars. "We're laying a foundation of people skills, financial management, living a healthy, well-balanced life, and setting a foundation for success, not failure," states Dani. "**We have tens of thousands of written testimonials from our successful clients who are now earning 6-and 7-figures due to our training.**"

Strategies include points on: self-image, people skills, correction and accountability, financial responsibility, dreams and goals, and nutrition, among others. Though Dani's strategies are common sense and biblically based, they are anything but conventional!

Johnson says, "I essentially teach my kids and clients to *find out what everybody else is doing, and then, do the exact opposite*...it's the concept of 98 and 2. Statistics affirm that the vast majority of people (98%) reach the end of their lives having not accomplished their original goals. But the rest of the population (2%) is doing financially well at the same age. There are hundreds of thousands of our clients that are a part of the 2% crowd, desiring something greater than the status quo." Handing these skills to the next generation is a calculated advantage and a necessity in order to survive these trying times.

[Dani has appeared on CNBC's, "The Big Idea with Donnie Deutsch"](#) and other media programs. **If you are interested in an interview, please contact Scott Spiewak, #425-678-8750.**