

BOOK ANNOUNCEMENT

**The Secret to Lasting Financial Health From
a Popular Personal Finance Blogger**

Pocket Your Dollars
by Carrie Rocha

More than two-thirds of American households still live paycheck to paycheck, despite the abundance of budget plans at their fingertips. Why? In her new book *Pocket Your Dollars*, Carrie Rocha, creator of PocketYourDollars.com, explains that the key to financial stability and success isn't just about money—it's about attitude.

A trusted personal finance expert, Carrie Rocha has proven her money-saving strategies to be successful—she and her family overcame more than \$50,000 of personal debt in just two and a half years. In 2011, more than one million people visited her website, seeking advice, coupons, and grocery lists. Now with her first full-length book, Rocha goes deeper, tackling the underlying causes of financial issues. Providing real-life examples, she explains faulty thinking about money and offers step-by-step instructions for overcoming the lies we tell ourselves about spending. By helping readers to develop healthy attitudes toward money before building their budgets, *Pocket Your Dollars* shows readers how to get started on the path to financial freedom today.

“I highly recommend *Pocket Your Dollars*. This book addresses the root causes behind most money problems.”

—Will Chen, cofounder of Wisebread.com

“With prices soaring higher than incomes are growing, families everywhere need to learn what Carrie Rocha teaches in *Pocket Your Dollars*.”

—Mary Hunt, author, *7 Money Rules for Life and Raising Financially Confident Kids*

“This is a must read for anyone who doesn't know why they can't make their budget work. Carrie will help you figure out what makes you tick when it comes to money.”

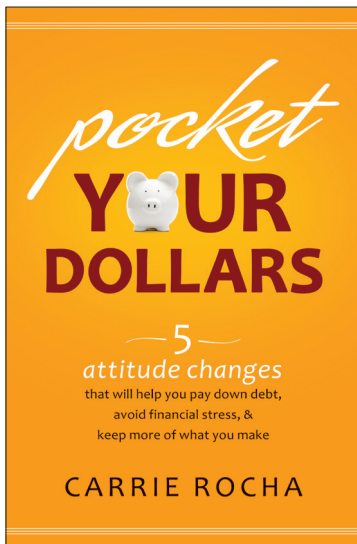
—Stephanie Nelson, *The Coupon Mom* (couponmom.com)

ABOUT THE AUTHOR:



Carrie Rocha [ha-sha] owns and operates PocketYourDollars.com, one of the most popular personal finance sites on the web. A sought-after media personality, Carrie has been featured on *Wall Street Journal Radio*, *Glamour*, Yahoo! Finance, CNMoney.com, FoxBusiness.com, and many other magazines and websites. She is a regular guest on the TV show *Twin Cities Live*. Carrie lives with her husband and two daughters in Minneapolis, Minnesota. Learn more at pocketyourdollars.com.

Available at your local bookstore, bethanyhouse.com or by calling 1-800-877-2665.



Pocket Your Dollars

by Carrie Rocha

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