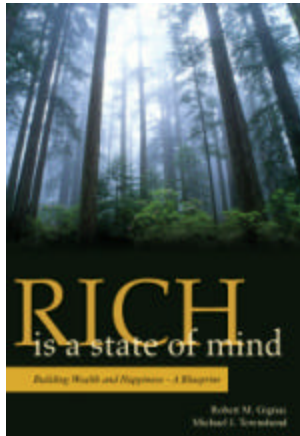


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by Julie V. Watson  
November 2003



“Rich is a State of Mind: Building Wealth and Happiness - A Blueprint” is a book with a difference. Dozens of books tackle the subject of personal finance, most of them dry and stodgy. Not this one. From the moment you begin to read Chapter One you are drawn into the tale of a slightly dysfunctional Canadian family who author Robert Gignac describes as “tracing the last 13 months in the life of Richard Jarvis - moderately eccentric, financially savvy, and wanting to connect with his family in a way he never has before.”

This book is an easy read - a return to basics, which manages to enlighten about financial planning and challenges the readers to really look at their own strategy. Gignac, and author and speaker specializing in personal development, is a client of co-author, independent financial planner Michael Townshend.

The Ontario duo have crafted a tale that breathes life into the concepts of good financial planning from a holistic perspective. They take the approach that good money management is just one aspect of an individual’s life and because of that earn top rating as a truly usable investment.

Rich is a State of Mind is not limited to the basics; it’s a well-rounded presentation that uses exceptional storytelling abilities to explore the principles of managing your finances in a very humanized way.

Rich is a State of Mind: Building Wealth and Happiness

Authors: Robert Gignac and Michael Townshend

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More information: [www.richisastateofmind.com](http://www.richisastateofmind.com)