

## 'Fun' finance book offers easy tips FACES & PLACES

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Patrick Mangion, Staff Writer

Readers are more likely to delve into the often sterile world of financial planning when mixed with fictional characters and easy-to-understand concepts, says Aurora author Robert Gignac.

He hopes his literary debut, *Rich is a state of mind*, does just that.

"I didn't want to write another financial text book. People like to read novels, not text books," said Mr. Gignac, a business speaker and writer by trade.

"I'm not a financial planner. I'm a client."

Such a distinction allows him to walk the reader through a series of fundamental steps in creating a sound financial plan through a fictional family.

"They're a normal, slightly dysfunctional, Canadian family. The characters are people readers can identify with."

With input from independent financial planner Michael Townshend, Mr. Gignac, 41, spent 18 months completing the 266 page book.

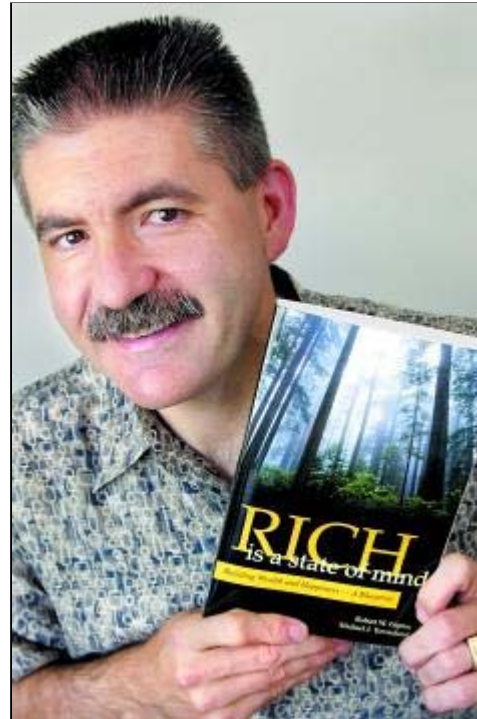
In it, he deals with topics such as selecting a financial planner, RRSPs, taxation and inflation, risk management and wills, among others.

Often, the most difficult hurdle for neophytes to overcome is their fear of what they perceive to be the complicated and intimidating field of financial planning.

It's actually much easier than people think, Mr. Gignac said.

"My book teaches the basics for a solid financial plan.

"I encourage people to take control of their personal finances.



Robert Gignac  
Staff Photo/Mike Barrett

It's important for yourself and your family. That's why I wrote this book.

"You need to do smart, simple things with your money. Once you've done that, you can get on with the fun stuff in life."

The target audience are those in their late 20s just starting out, to those in their 40s and 50s who may be dismayed at waiting too long to invest.

But, perhaps, best of all, the book's content is 100 per cent Canadian, Mr. Gignac said.

The book is self-published by Mr. Gignac and Mr. Townshend with 5,000 copies printed. It is available at Chapters and Indigo book stores for \$24.95.

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