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## RYAN EIDSON



Ryan Eidson has the unique ability to make complex ideas easy to understand as he speaks and writes. He founded Macon The News and The Maple Messenger, community newspapers in rural Missouri, and works as the controller for a family farm and trucking operation. He lives with his wife, Lori.



### Connect with Ryan

<http://ryaneidson.com/>

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## REVIEWS



“I urge you to do something special for those you love most—read this book!”

– Dan Miller, Author of the New York Times bestselling book "48 Days to the Work You Love". 48days.com

“Over the years, I’ve met so many Christians who were gifted in various areas, but when it came to their finances, they lacked common sense. It’s difficult bringing up the issue to such people, as money is a sensitive matter. Ryan Eidson has solved the problem for us. He has written an excellent, highly readable, modern-day parable that most North Americans can relate to. The book packs a lot of practical insight into the whole realm of finances. “A Couple with Common Cents” is a book you can happily hand to those people you want to encourage and inspire with respect to their finances.”

– Frank Viola, Author of "Jesus Now and God’s Favorite Place on Earth". frankviola.org

“I mainly read self help books, not fiction. I got both here, and a bonus that has me setting new goals and rethinking my finances to make positive changes. I loved the message in this book.”

– Robin

“I totally identified with the mom in this book. There were some good actionable tips in here.”

– Kate

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## THE BOOK

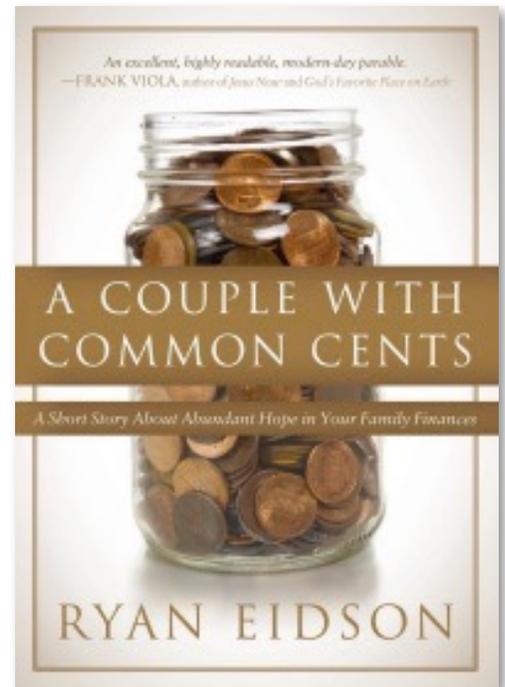


A couple's struggle with financial stress can cause major strain on their relationship, family dynamics, and life in general. Although working themselves to the bone seems to be the only solution, Eidson suggests alternative ways for couples to organize their finances and come to an agreement about money.

### A Couple With Common Cents: A Short Story About Abundant Hope in Your Family Finances

Tabitha is a young mother of two who struggles with her family's money every day. She's tried to talk with her husband, Jack, about their money struggles, but he won't listen. A friend of Tabitha's invites her to a weekend women's conference. How can Tabitha take off work and go to a conference, when she doesn't have the cash to go, and can't miss a day of work because their money is so tight? Told in a easy-to-read parable, *A Couple With Common Cents* teaches family finance lessons through a realistic and believable story.

One of the great challenges of living a life based in faith is how to integrate faith into the messiness of daily life. Not only does *A Couple With Common Cents* feature themes of perseverance and mentoring, but it also exemplifies the principle of integrating faith into daily financial decisions. Ryan encourages spouses, soon-to-be spouses, and even small groups to discuss the topics in the parable together with his study guide section. Armed with easy-to-understand words of financial wisdom, this inspirational story will take readers on a journey that will immediately impact their life.



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## INTERVIEW TOPICS



- Agreeing About Money... How to Find Abundant Hope in Your Family's Finances
- The Couple With Common Sense—Parables About Family Finances
- A Foundation of Pennies... How Your Money Decisions Can Affect Your Relationships

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## SAMPLE QUESTIONS



1. Why did you write the book *A Couple with Common Cents*? (20-30 seconds)
2. What will someone learn after reading this book? (15 sec)
3. You've combined fictional storytelling with real-life lessons and applications. How did you do that? (20 sec)
4. This story takes place in the modern American Midwest. Will people outside that region still benefit from reading your book? (10 sec)
5. How did you come up with the title, *A Couple with Common Cents*? (15-20 sec)
6. In the story, the wife is the bookkeeper and the husband doesn't care so much about the state of their family finances. What if the roles were reversed? What advice would you have for couples where the husband is on top of details and the wife is not concerned about their money? (30 sec)
7. What is the first thing someone should do after reading *A Couple with Common Cents*? (15 sec)
8. Besides young married folks, who else should read this story? (15 sec)
9. Did you model your characters after real-life people? (30-45 sec)
10. In the book you include a sneak peek at another story with the same family as your main characters. Is this the beginning of a series? (15 sec)
11. This book is much shorter than most novels. How did you manage to fit a full story and study guide into a book that you can read in just one sitting? (20 sec)
12. What is the best way for people to contact you? (10 sec)
13. Where can people go to get a copy (or two) of this book? (10 sec)
14. What is the biggest lesson you learned as an author while writing this book? (20 sec)

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## SAMPLE SOCIAL MEDIA PROMOTIONS



- Are you and your spouse struggling to agree on money? Find out what you may be missing in @theyaneidson's new book #ACoupleWithCommonCents
- Financial stress can cause strain on any relationship. Learn how to organize your money and make every penny count in #ACoupleWithCommonCents
- Let @theyaneidson show you a new way of thinking. Abundant hope for your family finances is right around the corner! #ACoupleWithCommonCents