

BLISSFINANCE

Media Cheat Sheet

About The C.A.S.H. Formula and Author, WenFang Yang Bruchett

1. Why is The C.A.S.H. Formula resonating with readers?

In her new book, Author WenFang Yang Bruchett shares her unique and proven formula for true prosperity: C.A.S.H. - Credit, Assets, Savings, Health.

The author gives hard-hitting monetary advice and step-by-step guidance to allow readers to take control of their finances and be their own Financial Boss.

At the same time, she stresses that one cannot achieve true wealth without one's health and gives a roadmap for achieving both. She constructively reminds readers that many people get so focused on money and attaining things that they neglect their health - which, in turn, negates any financial success they achieve.

2. What prompted the author to write this book?

When Hurricane Harvey struck in 2017, WenFang was displaced from her home for nearly a year. During that time, she watched the devastating financial stress that the hurricane wreaked on her fellow Texans. She credits her comeback to her financial know-how. But it's the fresh outlook she gained during that time that makes the book not only unique, but compelling.

3. How specifically did Harvey lead to The C.A.S.H. Formula?

Here's how WenFang describes it in her own words:

"I've offered financial guidance to consumers and business owners for more than 20 years – and I've enjoyed a great deal of success as have those I have advised. But it wasn't until I lost everything during Harvey that I realized how empowering my financial know-how was. It was invaluable to my getting back on my feet and reclaiming my financial footing – and I now, more than ever, want to share that knowledge with as many people as I can.

The experience with Harvey also gave me something a little less tangible but immensely powerful: perspective. And that is where the health and wellness aspect of the book factors in."

4. Why have so many budding entrepreneurs, students and others flocked to the author's seminars and responded to her book?

The author is truly eclectic, which makes her relatable to a variety of audiences. WenFang was "Made in Taiwan", educated in Swaziland, South Africa, and graduated with a finance degree from Texas A&M University. She lives in Houston, Texas with her French husband and rescue pup, MoiGee. Her global experiences have given her a unique perspective on wealth that is inclusive of wellness, innovative solutions and time-tested banking principles.

WenFang also openly shares the serious financial struggles she faced in her early 20s due to ignorance of how credit worked and lack of budgeting knowledge along with a number of other bad money decisions. Here's what she says about her decision to take charge of the situation:

"I decided to get smart on all things to do with finance so I could bounce back and come out even stronger."

5. What are the author's credentials in finance and education?

WenFang has 20+ years of finance experience. She is a former corporate banking executive for a global leader in financial solutions and the founder of BlissFinance.com, a company that helps starts-ups become bankable. She is well-versed in guiding consumers and business owners in how to obtain loans, get out of debt, and improve their finances. She travels internationally offering her workshops and seminars and is widely sought after as a trainer for sales professionals in the financial services industry.

6. What is unique about The C.A.S.H. Formula?

The book does not feel like the typical, often dry, book on finance. The author not only offers guidance and concrete financial tips based on 25 years of banking experience but reinforces her points through meaningful lessons from her own life.

7. What can readers expect to learn from the book?

Readers can expect to receive advice that empowers them to:

Put their financial worries in the past

Make smart money decisions

Avoid being taken advantage of by lenders or others

Be mindful of their wellness

8. Are there specific financial skills that readers will be exposed to?

The book gives strategies and step-by-step guidance to financial freedom specific to:

Attaining loan approvals

Capitalizing on credit

Leveraging assets

Saving wisely

Maintaining overall health

Common problems that are addressed include: Poor health and poor eating habit;

Consequences of too much borrowing; Lack of cash reserves; Lack of budgeting; Not

understanding credit; and Not being properly prepared for a new business launch.

9. What is the main message the author hopes readers will take away from The C.A.S.H. Formula?

She stresses that achieving ultimate wealth is a balancing act yet every person is capable of achieving it. By applying the C.A.S.H. Formula, readers will be able to achieve financial freedom and a better quality of life. WenFang assures readers that by learning sound financial practices, having the right mindset and maintaining good health, nothing can stop them from enjoying a truly rich life.

10. Where is the book available?

The book is available at Amazon and Barnes & Noble.