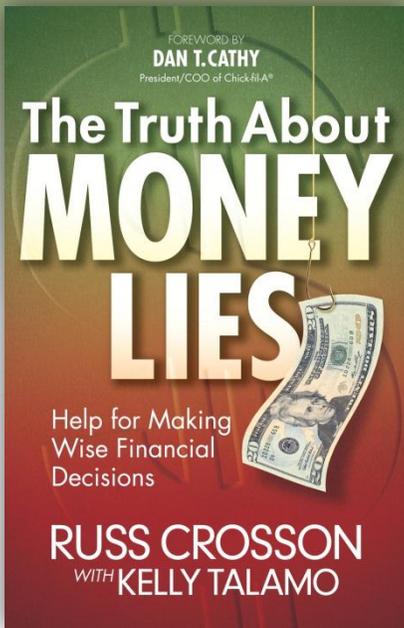


Money = Time = People



“Buy now, pay later!” “Get rich quick!” “Special Offer...Today Only!” It seems that no matter where we turn we are constantly tempted to spend our hard-earned money instead of saving it. Instant gratification has become the way of the world today, but at what price? With so many opinions available on what to *do* and *believe* with regard to our money, how do we find the truth? What can our money do for us...really?

Russ Crosson, CEO of Ron Blue & Co., a highly successful Christian-based financial advisory firm, believes that money should be used to *buy time* and *help people*. In *The Truth About Money Lies*, Russ teams up with gifted communicator Kelly Talamo to offer readers the truth about popular money lies; lies that have for decades influenced the spending decisions of millions. Sharing stories about men and women who wrestle with everyday spending decisions, Crosson and Talamo expose

the lies and provide Bible based truth principles. These principles will allow readers to trade the lies for the truth and set them on the path to financial and spiritual freedom.

Common lies include:

- My talents and abilities produce my wealth
- The harder I work, the more money I make
- What we do with our money is our business
- I can't afford to give
- My security is in my investments

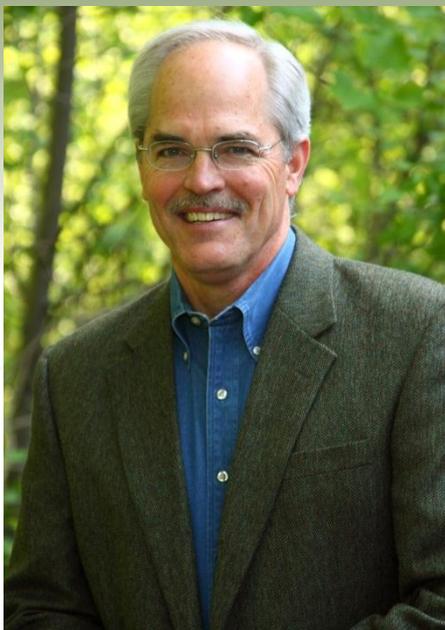
“We know it’s not what *we* think about money...but what *God* thinks that matters.”
—From the book

The Truth About Money Lies will help readers become better equipped to manage money, make informed financial decisions, and use their resources wisely as they understand and replace the common lies they’ve been taught with the Biblical truth.

Also available by Russ Crosson is *Your Life...Well Spent* in which readers will learn the difference between prosperity—the accumulation of goods on this earth, and posterity—the heritage left to the generations that follow. They’ll discover a new way of thinking about money, about their life’s work—and about how to get a higher return on life itself.



BIOGRAPHIES



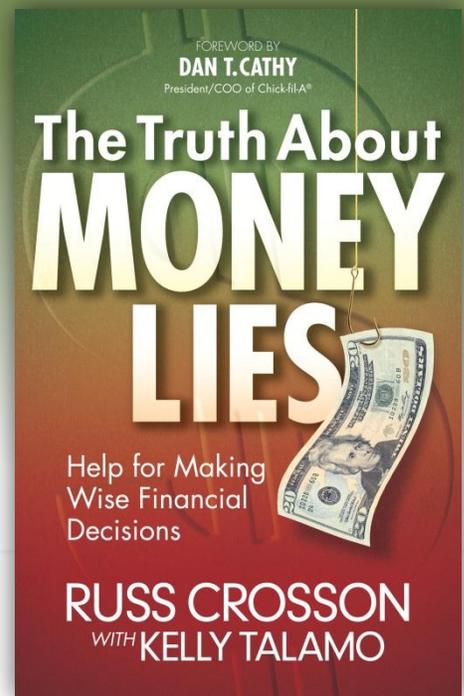
Russ Crosson is President and CEO of Ronald Blue & Co., LLC., one of the largest independent fee-only financial, investment, tax, estate and philanthropic advisory firms in the U.S. With a network of 15 branch offices, the firm serves over 6,500 individual and business clients. (For more information, visit www.ronblue.com.) Crosson obtained his undergraduate and Master's degrees from Kansas State University. He and his wife, Julie, are the parents of three adult sons, live in Roswell, Georgia and are active in the teaching and mentoring of married couples. Russ has spoken at "Promise Keeper" events through the years and most recently at a men's conference of over 10,000 at First Baptist Church of Woodstock in Georgia. Russ speaks regularly at client events, men's breakfasts, and couples retreats.

Kelly Talamo is an author, speaker, and pastor. Kelly is the pastor at Trinity Church in Covington, Louisiana. He is also the founder of "Men Step Up," a ministry providing men with the leadership tools needed to start and maintain a ministry of their own. The group meets once a week, exploring the issues closest to their hearts. "Men Step Up" compares the lies of this world with the truth of God's word. (For more information, visit www.menstepup.com.) Talamo attended Louisiana State University and Columbia International University, where his focus was Biblical Studies. He and his wife, Mary, are the parents of three adult children and make their home in Louisiana.



INTERVIEW QUESTIONS

- How did the book's "truth vs. lies" concept come about?
- What would you say are the 2-3 most prevalent 'lies' people believe today?
- Why do you believe this book will work and help readers?
- What makes this book unique?
- Your comments on 'retirement' are somewhat provocative. Why are you so counter-cultural in this area?
- Why do you believe this book resonates with both the 25 and the 80 year old
- Is it true you don't need to read this book start to finish?
- From your experience, what would be the most important 'first step' someone should take to gain freedom from the financial lies they have always believed?
- Why do you feel it is so difficult to live the truth regarding money in today's culture?
- How did you identify the 15 specific lies shared in the book?



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ENDORSEMENTS

“This is not your typical book on finances. It is a book about life’s experiences and what God has to say about how to handle them. In the process you will learn how to manage difficult financial decisions. This book is well worth your time.”

Mark Richt, head football coach, University of Georgia

“I have read many, many books on personal finances. This one is refreshingly different. It really gets to the heart of the worldly deceptions that lead so many people astray.”

Buck McCabe, CFO, Chick-fil-A, Inc.

“Russ Crosson and Kelly Talamo do a great job of joining Kelly's real life experiences with Russ's thirty-plus years of financial consulting. This book is not a financial "how-to," but rather a captivating comparison between the traditional view of money and God's view.”

Andy Stanley, Senior Pastor, North Point Community Church

“Birthed out of more than three decades of experience, Russ knows how to communicate, coach and equip us to get it right. In these challenging economic times I want the very finest counsel and advice I can get. Buy this book and you’ve got it!”

Dr. Dennis Rainey, Host, FamilyLife Today and President, FamilyLife

“*The Truth About Money Lies* is filled with stories of everyday financial situations so many of us face, coupled with strategies for surviving those financial challenges with ease. As with so many challenges in life that often seem daunting, the answers can be easily found by adhering to basic Christian principles and avoiding the financial traps and lures of our modern world.”

Jenny Sanford, author and former first lady of South Carolina

“I was privileged to introduce Russ Crosson into the Christian financial planning world over 30 years ago. I can say with certainty that Russ knows truth and is committed to truth. He has advised and counseled multitudes of people through his speaking and writing with biblical truth. This book is well-written, enjoyable to read, and potentially life changing”

Ron Blue, founder of Ronald Blue & Co.

“Russ Crosson and Kelly Talamo cleverly present 15 life stories that demonstrate how easily we can fall for the world’s lies about money. Yet we’re not just left there. They then give sound, biblical counsel that will keep you from those traps...whether you’re newly married, about to retire, or anywhere in between.”

Lee Steckel, veteran NFL coach and president/CEO of the Fellowship of Christian Athletes

