

Web Site Awarded "Most Likely to Change the World" Shows Kids Can Beat Adults In The Race To Make Money Online

Young entrepreneurs lead the way on the Internet, innovating business with ease. One financial education site, Cash-Smart-Kids.com, has just been lauded by Wonderful Web Women.

([PRWeb](#)) January 9, 2008 -- When Jenny Ford, an Australian financial educator for [young entrepreneurs](#), started writing courses on financial education, she had no idea that her passion would lead to an award-winning website. Cash-Smart-Kids.com was recently awarded the 2007 "Web Site Most Likely to Change The World" Award by Wonderful Web Women (<http://www.wonderfulwebwomen.com>).

Ms Ford is pointing out that adults waste hundreds of thousands a year trying to [make money online](#) with hyped-up internet marketing get-rich-quick products, while kids like Detroit's Ashley Qualls, 17, and Manila's Carl "The Kid Blogger" Ocab, 14, make money online, starting successful businesses on a shoestring. Her new website teaches parents how to get their kids started in business and investing, for minimal cost.

"Kids have some very real advantages on the internet," says Ms Ford, business consultant and mother of three. "Most adults have some un-learning to do before they can really make money online, and many of them never make a go of it. Kids can compete on an even footing online, because on the internet, nobody knows how old you are."

Jenny's eleven-year-old twins, Erin and Rachael, are proving her point. Erin has an eBay business, and Rachael has a professional writer drafting the contents of her next eBook, due out in the new year.

"I was a bit startled when I realised I was working for an 11-year-old," says Liam Cyfrin, author. "But the concept is sound, I can see there's a market for it, so why not?"

In her blog at [raisingentrepreneurs.org](#), Jenny lists seven reasons why [young entrepreneurs](#) can do better than adults online.

"Actually there are eight reasons," she says. "Apart from all those other reasons, kids don't try to reinvent the wheel. They are not as prone to thinking they know better than the person teaching them. They follow the process much more accurately, so they get better results."

Last year, the President of India, APJ Abdul Kalam, expressed concern that the goals and aspirations of young people in India centred around getting a good job, rather than becoming young entrepreneurs and employers. He wants to create young entrepreneurs in large numbers in India to help drive economic development.

"The traditional education system really doesn't teach kids how to be young entrepreneurs," says Ms Ford. "But in this day and age, self-reliance is an absolute must. We've set up [www.Cash-Smart-Kids.com](#) to give all kids the best possible chance to succeed in a rapidly-changing world."

In designing the site, the Fords have approached the problem of "scarcity thinking" from a global perspective. In the developed nations, parents can use the program to teach their kids how to become financially independent and make money online from an early age. In poorer nations, the web site contributes by donating a portion of the profits to microfinance charities, which enable people to get started in small businesses. Cash-Smart Kids also

donates up to 60% of its revenues to schools, clubs and other organisations associated with their members' children, via an innovative fund-raising partnership program.

"Our objective is not to squeeze the maximum profit out of each membership," explains Ford, "but to cover our costs while we get the knowledge out there. In this day and age, being financially savvy is not a luxury - it's a necessity."

About Jenny Ford:

Jenny Ford is an expert in educating children about business and wealth creation. She is one of the founders of Cash-Smart-Kids.com. She holds an Honours degree in Psychology, a Diploma in Training and Assessment Systems, and an Advanced Diploma in Business Management. She is the mother of three young entrepreneurs, all of whom started successful businesses when they were nine to twelve years old. The Cash-Smart Kids program, available from the Cash-Smart Kids website, includes weekly lessons about money and business for parents to work through with their kids. Each lesson includes a children's story about a money or business concept, learning activities, and a real-world money-making idea with step-by-step instructions. The aim of the Cash-Smart Kids program is to enable kids to [make money online](#) and graduate from high school with a passive income already in place.

Visit www.cash-smart-kids.com, and www.raisingentrepreneurs.org

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Available for photos, location Sydney, Australia - Erin and Rachael, Chris and Jenny Ford (parents)

Available for comment - Liam Cyfrin (writer employed by Rachael)

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