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# AN INTERVIEW WITH THE AUTHOR OF FOLLOWING THE GOODS, TORONTO'S ADAM GOODMAN

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Adam Goodman is the author of *Following The Goods: Financial Management for the Young and Ambitious*. Adam holds an MBA from the Schulich School of Business and currently works in the telecom industry. This is Adam's first book, and it was officially launched on February 5, 2009. The book is published by Blue Pig Publishing. For more information or to buy the book, visit [www.followingthegoods.com](http://www.followingthegoods.com).

Adam recently sat down with his editor, Hailey Eisen, who asked him everything from how he was inspired to write his first book, to what he hopes his audience will gain from reading it. Hailey can be reached at [www.haileyeisen.com](http://www.haileyeisen.com).



**Q: What was your inspiration behind writing *Following The Goods*?**

AG: When I was 26-years-old I met a friend in business school who was two years younger than me, but had managed to save over \$50,000. In contrast, I had been working my whole life yet I had saved nothing. It was at this point that I clued in to the fact that I was doing something wrong and began my journey to learn all about personal financial management. I read a ton of books and spoke with a lot of people. All of the books I read were written by adults, for adults - there wasn't really anything out there talking to young people. So, I decided to take my newfound knowledge and share it with the world. It was from here that *Following The Goods* was born.

**Q: How did you decide on the style of your book?**

AG: The book is a first-person account of the financial mistakes I made throughout my life and how I learned to rectify these mistakes. Using my personal story, I teach readers about basic financial management principles, offering workbook-style examples that encourage a hands-on approach. There is no point just lecturing young people on why they need to manage their finances - my strategy offers them the tools they need to help take control of their own situations. I also had over 60 illustrations created for the book to help tell my story - after all, a picture is worth a thousand words!

**Q: Why is this a good time for a book like this to be released?**

AG: Anytime would be a good time to release this book. The topics covered should be understood and used at all times, regardless of whether the economy is doing well or poorly. Having said that, in today's economy everyone is worried about his or her own personal finances, so there is no better time than the present to embark upon the financial management education journey.

**Q: What is your key message?**

AG: Each one of us is responsible for our own financial management, and it's up to us to know how to manage our finances. Start your learning today by reading this book, and from there, continue your education by reading other books, newspapers, magazines, blogs and talking to professionals in the finance industry. Meet with your local bank manager and get to know him or her, then setup an appointment with an accountant and financial advisor and ask questions. Professionals love to help young people, and if you don't know any, just ask your friends and family for a referral. This book is about empowering the reader to go out and learn about financial management and then start using that knowledge today.

**Q: Can anyone benefit from the advice in your book?**

AG: While my book is targeted toward teenagers and young adults, it's really applicable to anyone with little to no knowledge of financial management. It's also a great book to read even if you understand financial management but are in need of a brush-up. I've had just as positive feedback from adults as I have had from young people.

**Q: What did you learn in the process of writing your first book?**

AG: If you have an idea and stick with it, you can achieve anything! When I first started writing my book, I never thought it would be finished and published. I remember one day about a year ago when I realized that this book was going to get published - it was an amazing feeling. I've also learned that you should never underestimate the value that a great editor can provide. As good a story as you might have to tell, without a strong editor your message can get lost. Finally, I also learned that I love to write. I find it to be a really enjoyable experience!

**Q: I've noticed that you're constantly updating your website/blog [www.followingthegoods.com](http://www.followingthegoods.com). How important is building an online presence for your book?**

AG: Extremely important, especially since I sell my book through my website! I've created a website where I can interact with my readers every day by asking for their opinions on certain topics like, "How many people actually have a budget in place?" By doing this I hope to engage in a dialogue with each reader. In my blog I write about everything from finance tips and tricks not covered in the book, to links and useful tools, to updates on the status of my book. Since the book is targeted at teenagers and young adults, it's important to also develop a presence on sites like Twitter and Facebook to continue to maintain an ongoing conversation.

**Q: Were there any finance books or authors that inspired your writing of this book?**





AG: Most definitely. *The Wealthy Barber* by David Chilton, *Rich Dad Poor Dad* by Robert T. Kiyosaki and Sharon L. Lechter, *The Buffet Way* by Warren Buffet and *Balancing Act* by Joanne Thomas Yaccato. The book *Johnny Bunko* that was written by Daniel Pink also inspired me. The entire book is presented in Japanese animation - it provided the inspiration for me to have my book illustrated.

**Q: What's next? Any plans for another title?**

AG: Right now I'm focussed on getting the word out about my book and engaging my readers in a dialogue online - which is also helping to feed my writing cravings. I've also started thinking about another book, which would be the advanced version of this book.

**Q: Do you have any tips or tricks for aspiring writers?**

AG: If you're just starting your book, write out a basic outline of what you want to cover, then start filling in the blanks. Carry

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