



For Immediate Release

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Local Author Kicks Off Motorcycle Book Tour with Book Signing Party
June 1
More than 100 copies of The Money Thing Made Easy sold in pre-sale

Everett, Wash – May 31, 2007 – This Friday, Howard Bono will hold his first book signing at the place where the idea for the Everyday Millionaire began: Old West Mortgage. With approximately 200 former clients, colleagues and others in the community expected to attend, Bono will also use the occasion to announce a special book promotion trip in Mexico that starts June 3 with Steel Thunder Outfitters that will air on the Men's Channel in early fall.

Billed as "The Best Biker Tour On Earth," Bono will join six other Harley enthusiasts, including the editors of the premier Harley enthusiast magazine, American Iron, on a kind of reality show tour of the Devil's Backbone in Mexico. The 7-day trip starts and ends in Mazatlan and covers more than 1,000 miles of the Sierra Madres. Along the way, Howard will have the opportunity to talk about his first book and his vision to create 1,000 millionaires sending back pictures and blog entries of this once in a lifetime trip.

"The enthusiasm we've received for the Everyday Millionaire and this first book is already taking us all by surprise," explained Bono. "We can't wait to see how many families we are able to help get on a stable financial track that works as this book grows in popularity."

The bulk of the book's approach is taken from Howard Bono's "Road to Wealth" workshop, which he has been teaching for free at his mortgage business as well as in other community venues. Having learned the hard way himself about financial security, Howard distills the lessons he learned in an easy-to-read book that includes charts and worksheets that readers can then immediately apply to their own financial plan.

The Everyday Millionaire has also set up an e-mail where people can ask questions or seek personal financial coaching at coachme@theeverydaymillionaire.com.

"Most of us are operating from a financial playbook that just doesn't make sense anymore," added Bono. "Our mission is to help working Americans get out of the gnawing debt that is causing them undo stress and start building wealth one day at a time."

Later this summer, Bono will take his Harley book tour across the Northwest as the freedom that the motorcycle evokes is what he expects his readers to achieve in their financial lives as they apply the lessons of his book.

About Howard Bono

Howard Bono is a 15-year veteran of the real estate industry and owner of Old West Mortgage www.oldwestmtg.com. His first book, *The Money Thing Made Easy*, distills more than five years of educating clients on how they can dump their debt and start building wealth. More information about the Everyday Millionaire mission can be found at www.theeverydaymillionaire.com.

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