

Sam X Renick

Dream Big Day & "It's a Habit"

In a single sentence, what does your business offer.

We help parents, educators and trainers to teach children to dream big and establish great money habits.

How will your business make money?

Our primary sources of revenue come through services, programs, products, sponsorships and advertising.

Who are your competitors?

Our focus is doing the best work we can do. Our programs and products fit into a variety of areas including education, financial literacy, entertainment, literacy, etc.

What is your Unique Selling Point. (Why would someone use your business over another?)

There are several things that distinguish our strategy. Sammy Rabbit. Trench experience and testing. Music. Easy to execute whether in a home, classroom, car or at a community event. Strategies, products, and programs that satisfy a variety of curriculum requirements including reading, writing, career and college readiness, etc., as well as financial education. Cost effectiveness. Purposeful fun.

How have you funded it so far?

We are a double bottom line for profit social enterprise funded through our shareholders and sales.

What were you doing before you set up your business?

This is my third career. I spent twelve years working in Aerospace and Defense. I was also in the Financial Services industry as a financial consultant for eight years which I where I discovered the need for youth and family financial education.

Where did the idea come from?

As a financial consultant clients repeatedly shared with me their despair for either not being taught to save and invest early in their lives or just not doing it.

What's the smartest thing you've done so far?

Getting an education and getting in the habit of saving-investing starting with my first professional job.

What's the one thing you would do differently?

Marry someone wealthy who loves and believes in the power and possibilities of Sammy Rabbit!

If your business was a flavor of ice-cream, what would it be?

Neopolitan. We employ a variety of learning strategies and mediums across subject matters to reach learners.

What outside ideas have inspired you?

We are creatures of habit. You can have anything you want if you are willing to work hard for it. Dream big. Kids minds are like sponges. Empower and encourage. Prioritize paying yourself. Net worth over income. Service. Always be learning and improving. Compound your interest and growth. You can do it, now let's get to it.

Where are you going to be in 12 months' time?

Engrossed in educating, empowering and being inspired by the dreams of kids-families around the globe.

What's the best financial advice that you have received, that you would like to pass onto our audience?

Benjamin Franklin –The best investment is in educating yourself.

Benjamin Franklin – Money is of a prolific generating nature.

Richest Man in Babylon – A part of everything you earn is yours to keep.

Sammy Rabbit – Saving is a great habit!

What 3 attributes are most important to you if were going to hire somebody?

Commitment to learning. Drive. Ability to lead and follow.

Find out more about

DreamBigDay.net | SammyRabbit.com | Itsahabit.com