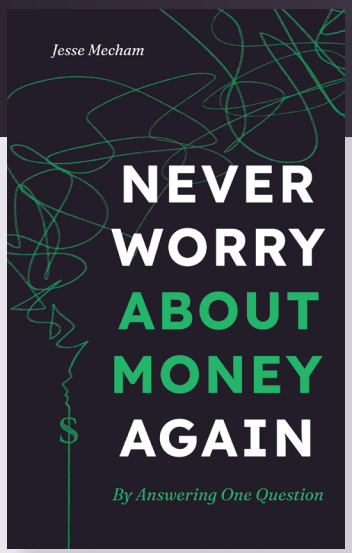
PRESS & MEDIA KIT

NEVER WORRY ABOUT MONEY AGAIN

By Answering One Question

JESSE MECHAM • FOUNDER OF YNAB



ABOUT THE BOOK

There's only one thing you can do with your money: spend it. That may sound odd. Most of us are taught that getting good at money means earning more and spending less. But that well-intentioned advice overlooks money's purpose, and it keeps us stuck worrying about it.

Money is for spending. So if you want to get good at money, you need to get good at spending it.

But nobody is born knowing how to spend well. Most of us live with a constant gap between how we *think* we should be spending our money and how we actually *want* to be spending it. You'll never stop worrying about money until you close that gap.

Jesse Mecham shows you how. His approach is simple, but the shift is profound. Two changes make all the difference:

Change how you see money. Each dollar represents real time, energy, and effort. Your money is an extension of you, and is therefore meant to be spent as an expression of you.

Change how you spend money. Ask one question — what's it for? — to take control of your money, spend with confidence, and stop worrying.

This practice has helped millions of people silence the low-grade hum of money worry. The mental math at dinner. The hesitation at the grocery store. The sleepless nights running numbers that never seem to add up. You don't have to live like that. Jesse Mecham's proven method has helped millions of people get good at money, and never worry about it again.

ONE-SENTENCE SUMMARY

Never Worry About Money Again teaches that your money is you, it's meant to be spent, and that one question — **what's it for?** — is all you need to stop worrying about money forever.

BOOK DETAILS

Category	Personal Finance
Pub Date	Aug 11, 2026
Book Gallery	Coming soon
Price	$22
Format	Hardcover, audio, eBook
ISBN	979-8-9928729-0-3

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For media inquires, event bookings, and review copies.

*"Your money is **you.** It represents everything you've traded to earn it — your time, your energy, your attention, your life. Once you see it that way, you can't unsee it."*

ABOUT JESSE MECHAM

Jesse Mecham is the founder of the beloved money app **YNAB**, bestselling author, and host of the top-rated podcast The Jesse Mecham Show. As seen in *WIRED*, *Fortune*, and *The New York Times*, Jesse is a leading voice in the personal finance space. He has helped millions of people get good at money and never worry about money again. He lives in Utah with his wife and family.

Pronunciation Jesse (jeh-see) Mecham (me-come) • YNAB (why-nab)
Website neverworryaboutmoneyagain.com

WHY THIS BOOK? WHY NOW?

We've all been told how to be responsible with our money: spend less, save more, tighten your belt. And most of us have played by the rules. But if that advice worked, 85% of Americans wouldn't be worried about money. Now money worry has become so normal that we've stopped questioning whether it has to be this way. Areas of our life unrelated to money have been negatively impacted: our relationships, health, and ability to focus.

This book is a way out. What if instead of following someone else's rules, you looked at your money and decided for yourself — what's it for? This isn't your typical personal-finance book. ***Never Worry About Money Again*** helps readers get good at money, stop worrying, and never go back by accepting an idea that contradicts everything they've been taught: money is meant to be spent.

IN ***NEVER WORRY ABOUT MONEY AGAIN*** YOU WILL DISCOVER:

- → **Being good at money isn't something you're born with** — It's a completely learnable skill.
- → **Your money is you** — There is no such thing as your "financial life." Your money represents your time, energy, and attention. It touches almost every aspect of your life.
- → **Stop saving, start spending** — We've been taught a misleading dichotomy: saving is good, spending is bad. But the truth is every money decision is a spending decision.
- → **You don't have a money problem, you have a timing problem** — How to create more time between earning money and spending money to break the paycheck-to-paycheck cycle.
- → **One question to get good at money without earning more** — You can get good at money no matter your income with just one question.



Author Image Gallery – coming soon

CONNECT

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MEDIA APPEARANCES

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The New York Times
nytimes.com

Fortune
fortune.com

The Skinny Confidential
youtube.com

So Money
podcasts.apple.com

NEVER WORRY ABOUT MONEY AGAIN (WHAT TO KNOW, WITHOUT READING)

Introduction: Most people worry about money because they are bad at it. But it's not your fault. Being good at money is a skill we rarely see done well. The good news? It's a learnable skill and it has nothing to do with how much you earn. Getting good at money requires changing two things: how you see money and how you spend it.

Part One: To get good at money you must learn that your money is you and it's meant to be spent. Every dollar you'll ever earn will be spent. Every money decision you ever make is a spending decision. So, if you want to get good at money and never worry about it again, you must learn to spend it well.

Part Two: Your money is you. It's meant to be spent. But spent on what? One question, three words — what's it for? — gives you a framework to spend with clarity, confidence, and zero worry. There are only five answers to this question that together will eliminate money worry for good.

NEVER WORRY ABOUT MONEY AGAIN
IS FOR YOU IF YOU...

- → Don't know what you can afford, so you spend as little as possible
- → Believe you're just not a money person
- → Get overwhelmed by making decisions about money
- → Can't picture a life without debt
- → Avoid talking about money with your partner
- → Your paycheck is already spent before it arrives
- → Worry about money no matter how much you have
- → Have lost hope that things will ever get better

QUOTABLES

"Money is not the most important thing in the world. However, the most important things in your world are all impacted by money."

"Every money decision you make is a spending decision. So, if you want to stop worrying about money, you need to get good at spending it. All of it. When you are spending well, you are by definition being good at money."

"It's rare to grow up around examples of people who are good at money. Instead, we witnessed adults spend and stress—in any number of ways—and it contributed to us becoming adults who spend and stress"

"If you decide to start a family, or grow yours further, it will be inspired by love, but funded by money."