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**ENTITLEMANIA: How Not To Spoil Your Kids,
And What to Do If You Have**

By Richard Watts

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HAVE WE CREATED A GENERATION OF ENTITLED KIDS?

**“Yes. But It’s Not Too Late To Help Them Change,” Says
Expert Richard Watts In His New Book *ENTITLEMANIA*.**

Why do so many children today believe they should have anything they want without having to make an effort to get it? According to Richard Watts, author of

ENTITLEMANIA: How Not to Spoil Your Kids, and What to Do if You Have

(Greenleaf Book Group Press; January 2017), the blame for this epidemic of entitlement

should be placed squarely on parents’ shoulders. “Well-meaning parents often weaken their children by overindulging them and over-managing their lives,” explains Watts.

“But by doing so, we are also stealing from them. We’re stealing the strength and confidence that is forged when they successfully overcome a struggle or challenge.”

Based on his thirty years of experience working with some of the country’s wealthiest families as an advisor and legal counsel, Watts has gained powerful insights into what parents should and should not do to stem the spread of “entitlement.” His guidance, illustrated throughout the book with vivid and compelling real-life examples, includes:

Break the Codependency – Take care of YOU first! By constantly stepping in to “rescue” your child, you are enabling immaturity, irresponsibility, and underachievement, the author says.

Delay Gratification – If you give in to your children’s demands immediately, they begin to expect that as the normal course of events. “The best thing you can do, by far, is model self-discipline yourself,” explains Watts.

More

Let Your Kids Struggle – Today’s parents tend to hover and overprotect. Recalling the many life lessons he learned on his own, Watts urges parents to allow their children to struggle when there is a lesson to be learned or personal growth to be had.

Give Memories Instead of Things – Most parents want to give their children “the best things money can buy.” But in **ENTITLEMANIA**, Watts contends that the best gifts are good experiences that are so memorable that they last a lifetime.

Wield the “Grandparent Weapon” – “Grandparents have a lifetime of experience and have survived setbacks and failures. Their wisdom can be a calming, credible, and secure resource for your children,” Watts explains.

Don’t Sentence Them to the Family Business – While many parents who are business owners dream of passing on their enterprises to their children, Watts warns against this path. Not only can this lead children to feel they are entitled to something they didn’t work for, it can impede them from finding their true passions.

Don’t Share Your Estate Plan – Having been involved in the disposition of countless estates, Watts has determined that sharing estate plans with your children is the wrong move. Giving them this information, he says, can cause your children to value you for reasons that deviate from pure love and respect.

Don’t Hand Down Too Much – Most parents ask themselves, “How much is too much to leave my children?” Watts suggests that the question should be “How much money is too *little* to leave my children.” Having seen that negative consequences are more often the rule than the exception, he contends that the prospect of an inheritance can bring on ugly behavior.

Throughout the book, Richard Watts acknowledges the connections between parents’ own childhood experiences and the choices they make in raising their children. He urges parents to consider whether they are trying to protect their kids from hurts they experienced, or whether their goal is to raise a “mini-me,” rather than allowing their child to pursue his or her own dreams. Entitlement is an increasingly pervasive social trend, affecting children of every age – and at every income bracket. **ENTITLEMANIA** is a wake-up call for parents, giving them the understanding and tools needed to raise offspring that will fend for themselves.

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ABOUT THE AUTHOR

RICHARD WATTS is a personal advisor and legal counsel to the super wealthy, who call on him to offer counsel on some of the most intimate decisions they have to make. He studied economics at University of California at San Diego, Earl Warren College, and was admitted to practice law in California in 1982. He is an alumnus of Harvard Business School. Watts and his wife live in Laguna Beach, California, not far from their children and grandchildren.