

RAMIT SETHI • THE BOOKS, THE PLATFORM, THE PHENOMENON

Financial expert and host of Netflix's *How to Get Rich*, Ramit Sethi is the author of *I Will Teach You to Be Rich*, the perennial *New York Times* bestseller with 1.1 million copies in print. Next up: the long-awaited follow-up, *Money for Couples*. Meanwhile Ramit's online platform is surging.



RAMIT'S ONLINE REACH:

(STATS AS OF MARCH 2024)

- ▶ **Rich Life Insiders Newsletter:** 420,000+ subscribers, new issues almost every weekday
- ▶ **Instagram:** 810,000 followers
- ▶ **Podcast:** 200,000 household downloads within 30 days of release
- ▶ **YouTube:** growing so fast that over 1 million subscribers are projected by the launch of *Money for Couples*
- ▶ **X:** 283,000 followers
- ▶ **LinkedIn:** 119,000 followers

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Look for *Money for Couples* in December 2024 and ever more strength selling Ramit and his books in 2025.

