

# Knowledge is key to financial freedom: Exec

**Earn money while you sleep. It's easier said than done, but easy to do once you put your mind to it.**

According to Darren Weeks, president of financial education company Fast Track to Cash Flow, altering people's money mindsets can get them out of the rat race and allow them to strive for financial freedom — being job-free with a steady source of income.

"We want to teach people that you have to look at other things in order to become financially free. Freedom comes when you don't have a job," says Weeks, 36. "It is fairly easy if you put time and effort into learning how money works."

Weeks, a multiple business owner and real estate investor, brings his seminar to the GTA this Saturday and Sunday to introduce simple concepts on how to build wealth through acquiring assets.

"My financial formula is I build businesses that provide a cash flow to buy my investments, such as real estate," said the father of two.

After reading financial guru Robert Kiyosaki's books, *Rich Dad Poor*

*Dad and The Cashflow Quadrant*, Weeks embraced and Canadianized the universal principles that shed light on a wealth of possibilities. Think outside the box, he says, like how can you turn something into a business or investment opportunity.

Creating passive income — the kind that pays no matter what — is a must.

"The concept, how amazing it is. You're sleeping and someone's paying you money."

With a genuine desire to help others, Weeks has spoken to 15,000 people across the country.

What is unfortunate, he says, is that kids are not taught money principles in school.

A \$50 deposit for the event can be reimbursed fully or donated to buy a kids' board game that teaches fundamental money principles, to be given to schools and youth organizations.

Fast Track To Cash Flow takes place at the International Centre, 6900 Airport Road, Mississauga, from 8:30am-5:30pm. Call 1-877-470-4918 to register. For more information, see [www.fastracktocashflow.com](http://www.fastracktocashflow.com).

- Jennifer Bill, 24 hours