

UNLOCK *your* MONEY

BLOCKS



HOW WOMEN CAN

BREAK THROUGH *these* 5 BARRIERS

to experience

FINANCIAL
EMPOWERMENT



FINANCIAL EMPOWERMENT

Guide for Women



You'll Learn:

THE 5 EMOTIONAL "MONEY BLOCKS" MANY WOMEN FACE

HOW TO RELEASE THEM

WOMEN ARE WIRED DIFFERENTLY FROM MEN WHEN IT COMES TO MONEY. WOMEN TEND TO VIEW MONEY NOT AS A MEANS TO AN END, BUT AS A TOOL TO IMPROVE LIVES, BUILD COMMUNITIES, AND CREATE THE LIFE THEY WANT TO LIVE.



Women are also more likely to earn less, put their own needs aside to care for others, and doubt their own abilities.

While some of these obstacles are external, many are related to internal "money blocks" that stand in the way of clarity and confidence.

Whether you are single or partnered, divorced or widowed, retired or still working: taking control of your finances and finding the confidence to create transformation isn't just about moving this money here or signing this document there.

If you only focus on the nuts and bolts, but neglect the internal issues — your personal "money blocks" — you'll find yourself in the same place

over and over again. Overwhelmed, unsure, and unheard.

Wealth alone will not give you fulfillment or make you feel in control if your internal scripts are filled with negative self-beliefs.

We all have internal scripts that we follow and self-beliefs that drive our decisions. Some scripts are good ones — the drive to grow and improve, for example. Others are negative and can turn into blocks that stand in the way of success. These internal scripts aren't just part of our internal programming, they're also often the consequence of

family and societal pressures around women and money.

This guide contains step-by-step actions to releasing the 5 biggest "money blocks" holding you back from gaining confidence, clarity, and power in your financial life.

**BLOCK #1:
PRIORITIZING THE
NEEDS OF OTHERS
(OVER YOUR OWN)**

Symptoms

I feel guilty about taking "me time."

I show my love by giving gifts or money.

Anything extra I have, I give to my kids or loved ones; they deserve it more than I do.

I sometimes give more money than I can afford.

I don't feel worthy unless I'm doing things for other people.

I don't like spending money on myself.

"EVERY ACHIEVEMENT, BIG OR SMALL, BEGINS IN YOUR MIND."

— MARY KAY ASH

Do any of these thoughts sound familiar to you?

HERE'S THE TRUTH

Put on your own oxygen mask before helping others. Taking care of others starts by taking care of yourself so you can be the best version of yourself.



UNCOVER THE BLOCK'S SOURCE

What does your internal monologue tell you about your value to others?

Where do these thoughts about yourself come from?

What would it mean for you to put yourself on equal footing with others?



REPLACE THE BLOCK

What would you like to believe instead?

What small action can you take right now to put yourself first?

TAKE CARE OF YOURSELF!

GET MY TEAM'S HELP:

Taking care of yourself (so you can take care of others) is easier with professional guidance. Take the first step by setting up a 1-on-1 call with my team. We'll discuss your current situation and answer your questions, and you'll walk away with exact next steps to follow.

BLOCK #2:
**MONEY
SECRECY**

Symptoms

I find it hard to open up about money with my partner or loved ones.

I stay quiet during conversations about money because I don't know what to say.

I think money is a taboo topic.

I don't talk about how I spend my money.

I don't like talking to financial professionals because I don't feel heard.

I dislike talking about money, salary, or other financial topics.

My partner and I are not on the same page about money.

Money makes me anxious.

Do any of these thoughts sound familiar to you?

HERE'S THE TRUTH

Staying silent about money contributes to lower salaries for women in the workplace and contributes to the common myth that women are not as "good" at money as men.

GET MY TEAM'S HELP:

Opening up about money is easier with professional guidance. Take the first step by setting up a 1-on-1 call with my team. We'll discuss your current situation and answer your questions, and you'll walk away with exact next steps to follow.



"NO ONE CAN MAKE YOU FEEL INFERIOR WITHOUT YOUR CONSENT."

– ELEANOR ROOSEVELT



UNCOVER THE BLOCK'S SOURCE

What's the first thought that pops into your mind when you think about money?

When did you start believing this?

Where did this belief come from?

SPEAK UP!



REPLACE THE BLOCK

What would you like to believe instead?

What small action can you take right now to counteract money secrecy?

Do any of these thoughts sound familiar to you?

I have thoughts like "I'm just not good with numbers. I'll never understand them."

BLOCK #3: LACKING CONFIDENCE IN YOUR OWN KNOWLEDGE

I feel overwhelmed when I think about my finances and goals.

I'm afraid I'll ask stupid questions.

I feel like I should know more about money at this point in my life.

Symptoms

I feel guilty about how I manage my money.

I feel intimidated when people use investment jargon.

I feel judged when I open up about money.

I don't feel heard by financial professionals.



UNCOVER THE BLOCK'S SOURCE

Why do you believe this?

Where did this script come from?

HERE'S THE TRUTH

Research shows women are better at saving and investing than men.¹ Studies also show that while men are quick to call themselves experts, women often underrate their skills (even when they hold advanced degrees!).²

BE CONFIDENT!



REPLACE THE BLOCK

What would you like to believe instead?

What small action can you take right now to counteract this block?

GET MY
TEAM'S
HELP:

Building your knowledge and becoming confident in your skills is easier with professional guidance. Take the first step by setting up a 1-on-1 call with my team. We'll discuss your current situation and answer your questions, and you'll walk away with exact next steps to follow.

BLOCK #4:
**UNCERTAINTY
& DECISION
PARALYSIS**

Symptoms

I feel overwhelmed when I think about my finances.

I have to optimize every choice or I'll fail.

I've talked to a financial professional and I went away even more confused.

Retirement is so far away I don't need to worry about it now.

I'm not sure what my options are or what decisions I need to make.

Retirement is so close that nothing I do now will change anything.

I know I need to make changes to my finances but I don't know where to start.

"SUCCESS IS LIKING YOURSELF, LIKING WHAT YOU DO, AND LIKING HOW YOU DO IT."

— MAYA ANGELOU

Do any of these thoughts sound familiar to you?

HERE'S THE TRUTH

Information alone will not create transformation in your life. You don't have to have all the answers to take action now. There's a perfect quote for when you're struggling to make a decision: "It is better to be vaguely right than exactly wrong."



UNCOVER THE BLOCK'S SOURCE

What does your internal monologue tell you?

When did you start believing this?

Where did it come from?



REPLACE THE BLOCK

If you didn't have to be 100% correct about every decision, what would you do differently?

What small action can you take right now to counteract this block?

TAKE ACTION!

GET MY TEAM'S HELP:

Breaking through paralysis and making decisions becomes easier with professional guidance. Take the first step by setting up a 1-on-1 call with my team. We'll discuss your current situation and answer your questions, and you'll walk away with exact next steps to follow.



"DEFINE SUCCESS ON YOUR OWN TERMS, ACHIEVE IT BY YOUR OWN RULES, AND BUILD A LIFE YOU'RE PROUD TO LIVE."

— ANNE SWEENEY



UNCOVER THE BLOCK'S SOURCE

Why do you feel this way?

Where did this belief come from?

BE OPEN!



REPLACE THE BLOCK

What kind of advice do you need?

If you didn't have to be 100% correct about every decision, what would you do differently?

What small action can you take right now to counteract this block?

I don't think the financial industry is trustworthy.

I feel bombarded by information and it's all conflicting.

I don't have anyone I can trust to talk to about money.

**BLOCK #5:
LACKING
TRUSTWORTHY
FINANCIAL ADVICE**

Symptoms

Do any of these thoughts sound familiar to you?

I don't think I have enough money to get professional advice.

I'm not sure which source of information I can trust.

Markets are rigged, so I'd rather not do anything risky.

HERE'S THE TRUTH

Research shows that getting professional advice is one of the smartest things you can do with your money. And it's about more than your portfolio. A professional is there as your mentor, behavioral coach, and your accountability partner.

GET MY TEAM'S HELP:

Trustworthy, objective advice is everyone's right. Take the first step by setting up a 1-on-1 call with my team. We'll discuss your current situation and answer your questions, and you'll walk away with exact next steps to follow.

EMPOWERMENT IS JUST ONE STEP AWAY!

Has something changed in your life that's making you realize a need for a deeper conversation about money?

- FRUSTRATED WITH YOUR CURRENT SITUATION AND YOU'RE READY TO MAKE A CHANGE?
- ALREADY HAVE A GOAL AND YOU NEED HELP IN YOUR JOURNEY?
- YOU KNOW WHAT YOU NEED TO ACCOMPLISH AND WANT A SECOND OPINION TO MAKE SURE YOU'RE NOT MISSING ANYTHING?

Sources

¹ <https://www.fidelity.com/about-fidelity/individual-investing/better-investor-men-or-women>

² https://scholar.harvard.edu/files/sarsons/files/confidence_final.pdf

Sometimes, women struggle to find the clarity and confidence they need to take action. They feel judged, or they may lack confidence in their knowledge, or just plain feel overwhelmed by information and decisions.

If this resonates with your experiences, I want you to know that you're not alone. Many women we've worked with have similar stories. Stories of feeling overwhelmed, not listened to, and unsure of their next steps.

The first step is the hardest. You don't have to take it alone.

I'd like to invite you to ask me those questions directly in a 1-on-1 meeting. You'll walk away with complete clarity about what to do next. We'll answer your questions, talk about the decisions you'll need to make, and help you walk away feeling smart, capable, and empowered with your money — and in control of your future. I believe that all women deserve to get the clarity and quality advice they need in a 100% supportive and judgment-free zone.

FIND CLARITY & CONFIDENCE!

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