

A person with long dark hair, wearing a black and white patterned sleeveless top, is walking away from the camera on a wooden suspension bridge. The bridge has wooden railings and is surrounded by dense green foliage. The scene is dimly lit, suggesting dusk or dawn.

“Heal their wounds by providing support and community”

“Let them know theres a way out”

”change their money-mindset”

THIS BRAND IS

WITHOUT BEING

Knowledgeable

Condescending

Supportive

Coddling

Empowering

Fawning

Progressive

Hasty

Dependable

Immovable

Savvy

Unreachable

Professional

Stodgy

Relatable

Inexperienced

Honest

Callous

Rigorous

Nagging

BRAND THEMES

Authentic and Honest Guidance

Empowering Women

Expert Advice and Fiscal Knowledge

Fun—Personable Experiences

A Network of Support & Community



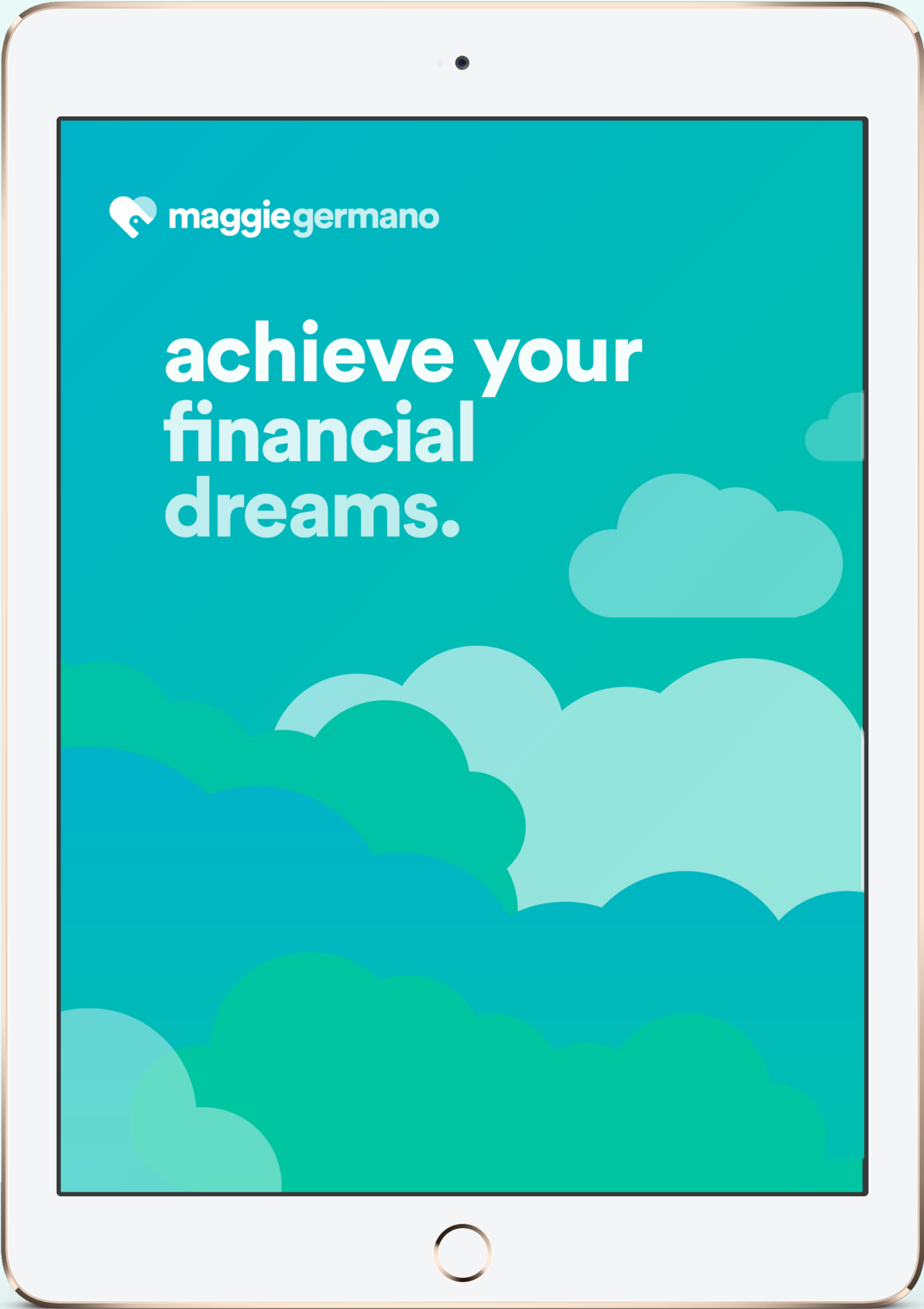


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Fusce Vulputate Eleifend

Integer tincidunt. Nam eget dui. Maecenas vestibulum mollis diam. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo. Nullam sagittis.

LEARN MORE

Budget Worksheet

Sample Budget

Monthly Take Home Pay (After Taxes, 401k, etc.)	\$3,570
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Monthly Fixed Costs

Rent	\$650
Utilities (Electric and Internet)	\$100
Phone Bill	\$50
Subscriptions (Hulu, Netflix, Spotify, etc.)	\$17
Total	\$817

Monthly Debt Payments

Student Loans	\$500
Credit Card Debt	\$250
Total	\$750

Total Monthly Costs (Fixed + Debt)	\$1,567
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