

stop BUDGETING
START LIVING



by *lisa* CHASTAIN

HOW TO CREATE YOUR DREAM LIFE,
BUILD WEALTH, AND SPEND GUILT-FREE



About lisa CHASTAIN

Money Coach. Mentor. Unshakeable Optimist.

Lisa Chastain is a Personal Finance Coach with over 20 years of experience offering independent financial advice to executives, professionals, and business owners. She has been seen on Cosmopolitan, CNBC, NBC News, MSN Money, O – The Oprah Magazine, Fortune, Forbes, Business Insider, Business Newsweek, and Entrepreneur Magazine, and she is one of Las Vegas Women Magazine’s people to watch. A best selling author, Lisa is also the host of the Real Money radio show on VoiceAmerica - the second largest online radio broadcaster in the nation with over 3 million listeners.

After burning through \$100,000 and nearly going completely broke, Lisa was forced to reinvent herself. Her aspiration wasn’t to own a mansion or drive a Ferrari; she wanted simple things (like so many of the women she now works with) such as savings, retirement funds, and a secure future for her family. Put plainly, she didn’t want to have to stress about money any longer.

In 2016, Lisa took what she learned and launched her business as a money coach, with a mission to help women fix their finances without a budget so they can live their best lives. She has now helped countless clients learn how to track without budgets, invest wisely, and make smart money decisions so they can get off the financial roller coaster and attain longterm stability.

709K+

total reach monthly

20K+

followers across all social
media channels

8K+

Facebook followers

BY THE

Numbers

Lisa will use her platforms to promote and sell the book:

1000%

increase in total monthly reach (64,000 to
700,000+) in the past 30 days!

23K+

podcast downloads

7K+

LinkedIn followers

3K+

Instagram followers

A POWERFUL Network

Lisa is deeply connected within her local community and across the United States. In addition to the individuals listed below who will help promote her book, Lisa has relationships with hundreds of financial professionals with practices at major financial institutions. All of these resources will help get Stop Budgeting seen by countless eyes.



STACEY O'BYRNE

President and CEO, Pivot Point Advantage
(podcast reach of 60K)



JESSICA WEAVER

Founder, Women's Wealth Boutique



ROBYN CRANE

CEO, known as the #1 business coach for female financial professionals



TREVOR CRANE

10-time #1 bestselling author, advisor, speaker, and founder of Epic Author Publishing



LISA SONG SUTTON

Entrepreneur, Forbes Writer, TEDx Speaker, Miss Nevada US 2014 (122K Instagram followers)



JAMIE HESS

President and CEO, Pivot Point Advantage
(podcast reach of 60K)



CHUCK GARCIA

Best-selling author, professor, coach, professional public speaker, and mountaineer



GINA TRIMMER

Founder, Revitalized Womanhood



SANDI HERRERA

Founder and CEO, Educator Dynamics



HANNA OLIVAS

Co-founder and CEO, She Rises Studios



JOE LUCHESSA

Executive Vice President, Groundswell Experiential



BOJO ACKAH

Host of several of the biggest sporting events in Las Vegas (18K Instagram followers)



KENDALL TENNEY

Channel 8 Las Vegas NOW host



ROSE HAN

Money expert YouTuber with 700K subscribers



PATRANYA BHOOLSUWAN

Emmy Award winning storyteller & media coach



CHARLOTTE HOWARD COLLINS

Award-winning author, entrepreneur, publisher, producer, female business success expert & coach (80K+ Instagram followers)

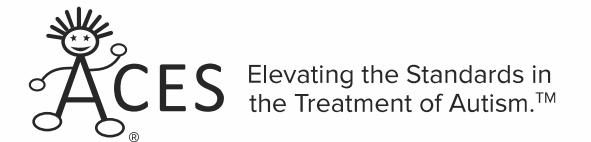
STRONG CORPORATE *Connections*

Lisa has earned her position as a go-to money expert in Las Vegas and beyond. She is frequently called upon to address corporate audiences and will publicize the book during upcoming engagements. These connections will help get *Stop Budgeting* in front of a staggering number of prospective buyers.

Relationships she will leverage include:



SHE RISES
STUDIOS



PENDRY





TRADITIONAL *Media*

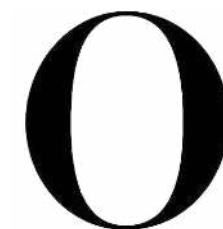
Lisa appears frequently as an expert commentator across local and national news outlets. She has strong relationships with the Las Vegas Aces (WNBA), TV and radio personalities, Las Vegas resort and hotel executives, and a variety of PR professionals who work at the local and national levels. All of these connections will be instrumental in publicizing the book.

Additionally, Lisa has been featured in Cosmopolitan, CNBC, NBC News, MSN Money, O – The Oprah Magazine, Fortune, Forbes, Business Insider, Business Newsweek, and Entrepreneur Magazine. The immense readerships of these publications ensure that Lisa - and the book, once published - will be seen by millions.

FORTUNE



Entrepreneur



THE OPRAH
MAGAZINE

TRADITIONAL *Media*

Lisa has had her own show on VoiceAmerica, the nation's second largest online radio broadcaster (3+ million listeners), for the past 15 months. Real Money with Lisa Chastain has over 23,000 downloads.



In addition, Lisa is regularly featured as a guest on top podcasts. Recent appearances include:

- Sell Without Selling with Stacey O'Byrne
- The Sharkpreneur Podcast with Kevin Harrington and Seth Greene
- Revitalized Womanhood with Gina Trimmer
- She Rises Studios Podcast
- Growing Your Financial Business... The Woman's Way with Robyn Crane

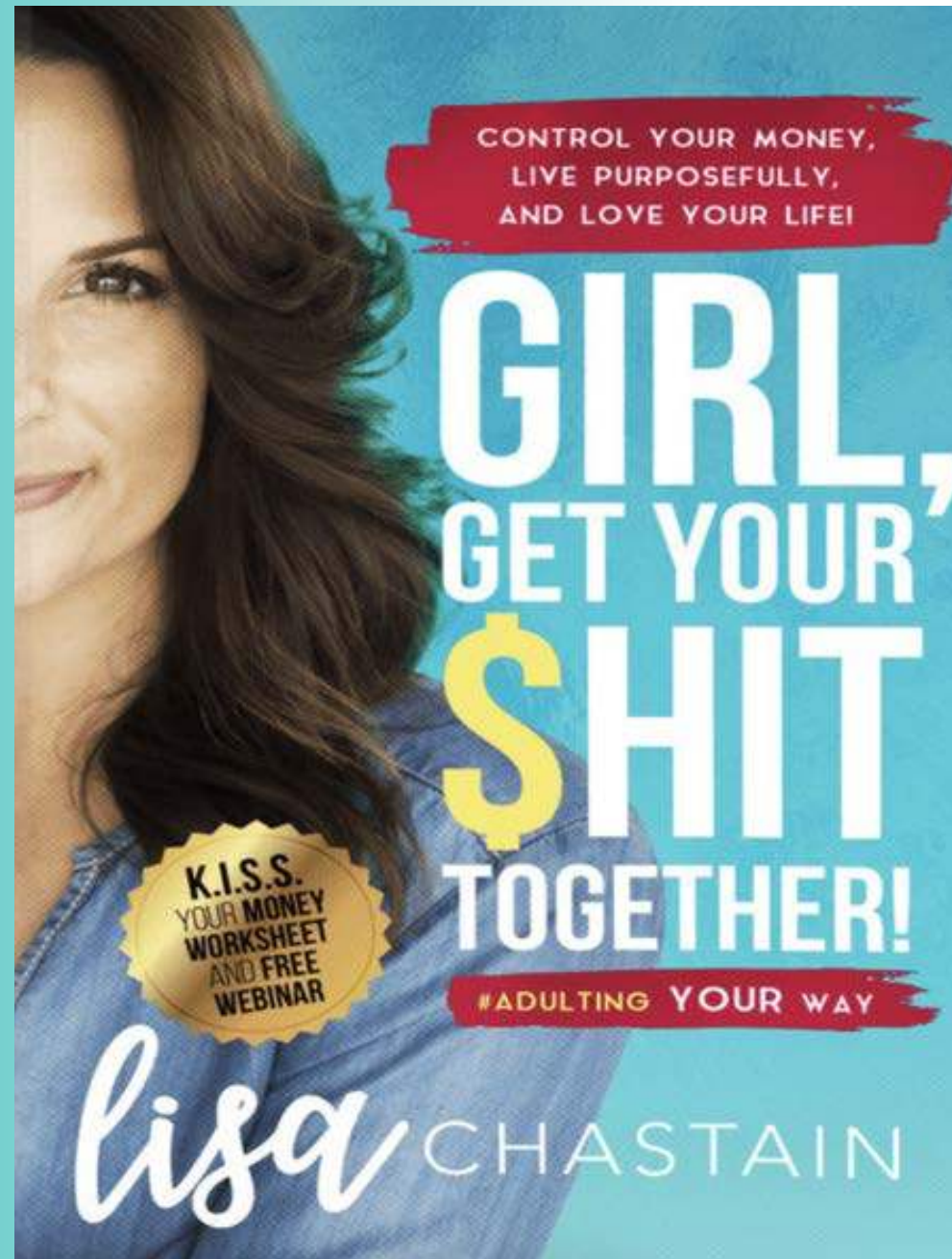
COURSES AND SPEAKING *Engagements*



Lisa meets women where they are, offering events and courses that fit any schedule and budget. She offers one day, six week, and 12-month programs that teach participants to ditch their budgets, squash limiting money beliefs, and create a financial plan to support their dream lives. The book will be a core piece of these courses.

Additionally, Lisa regularly speaks about money and mindset to large audiences. Recent engagements include the “Women + Money Summit” for the State of Nevada Treasurer’s Office (400+ attendees) and Women Decision Makers (200 attendees). She will publicize the book during all upcoming sessions.

PAST PUBLISHING *Success*



Lisa published her first book *Girl, Get Your \$hit Together!* which quickly became a bestseller with over over 5,000 copies sold.

Select reviews:

“

This is one of the few books I've read that I've taken many things away from to implement in my own life. Lisa does a great job of acknowledging that understanding money is about understanding yourself and what you want out of life. I'm very excited to start doing what I've learned and reduce some of the debt load I have!”

“

Real talk for real people. Lisa not only gives great advice, she speaks from experience, a desire to help others and a passion for understanding money and your beliefs about it. Finally a book about money that is truly relatable to everyone, especially if finance is not in your natural wheelhouse. Thank you Lisa for getting real.”

“

This book is what we all need to give us a kick in the rear to wake up and live! To make conscious choices with how we spend our money, get out of debt and how we want our money to work for us. It's about creating a life that will holistically serve you and one that you will thoroughly enjoy!”

OVERALL BOOK *Promotion*

Lisa will use everything in this deck to promote *Stop Budgeting*, which in summary is:

01 Strong relationships with local and national news outlets and influencers

02 A top podcast hosted by the nation's second largest online broadcaster

03 Her own courses, presentations, and programs where she can promote the book to large audiences