

Barbara Stanny

AUTHOR | SPEAKER



**MOTIVATIONAL SPEAKER –
FINANCIAL LIFESAVER**

Barbara's on a mission – to inspire women to become financially empowered. Her eye-opening presentations convey an encouraging message: when you take charge of your money, you take control of your life. And it's so much simpler than most people realize.

A highly entertaining speaker, Barbara immediately engages her audience with her own dramatic story, inspiring anecdotes, and grounded advice. Barbara teaches women how to map out their financial futures, and shares her secrets for personal empowerment.

BARBARA TEACHES WHAT SHE HAD TO LEARN HERSELF

As the daughter of the R in H&R Block, she grew up relying on her father, then her husband, to manage her money. But a devastating financial crisis became a personal wake-up call. Her journey to financial enlightenment is an inspiring story, and became the basis for her best-selling books.



MEDIA APPEARANCES INCLUDE

- Good Morning America
- The View
- The Maury Povich Show
- CNN
- The Roseanne Show
- Extra!
- The O'Reilly Report
- MSNBC
- CNBC
- NPR
- The New York Times
- Fox News
- USA TODAY
- PBS
- Business Week
- Bloomberg Reports
- TIME Magazine
- NY Newsday

WHAT CLIENTS ARE SAYING

"I believe every woman walked out of our luncheon determined to get financially empowered as quickly as possible."
Mindy Ross, Senior VP • Citi Smith Barney

"Barbara has a wonderful way of sharing her personal message. Her presentation created much interest, and has already translated into new business."
Stephen Gandy, Certified Financial Planner

"I can only offer the highest recommendation of Barbara as an excellent speaker. As a result of her presentation to 200 affluent women, two investment clubs were started and more than 30 individuals requested appointments for financial consultation."
Jan Goldman, Senior VP • Mesirow Financial

"Your message of personal responsibility and self-empowerment fits so well with Merrill Lynch's wealth management strategy. The synergies were very strong."
Heidi W. Robertson • Merrill Lynch

"Barbara's story brings home points of information important to women today, and her delivery is wonderful. She captivates the audience and has them laughing and responding as she weaves her personal story and research together."
Linda V. Killmer • National Assistance League

"Your story, energy and passion in your beliefs was inspirational to everyone in attendance. Although only a week has passed since the event, I have heard from many friends and colleagues that your message inspired them to make an immediate change in their lifestyle and financial philosophy."
Debra Engle • Iowa State University Foundation

CLIENTS INCLUDE

Allstate Corp. • Allstate Foundation • American Association of University Women • American Express • Bank of America • California Institute of Technology • Chapman University • Council of 100 • H&R Block • Harvard Business School • Jewish Federation • Iowa State • Kansas City Star • Lois Frankel Leadership Conference • Merrill Lynch • Mesirow Financial • Microsoft • Morgan Stanley • National Organization of Black Women Business Owner • NYU • Orange County Woman's Conference • Organization of Women Executives • Sacramento Bee • Solomon Smith Barney • Soroptimist International • Missouri & Texas Governors Women's Conferences • The American Business Women's Association • The Atlanta Journal • The Cleveland Plain Dealer • The Everywoman's Money Conference • The Money Show • LaSalle Bank • NASD

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Barbara Stanny's Most Requested Programs

1. WINNING WOMEN AS CLIENTS... FOR LIFE

Women are a hot market these days. Just about everyone in all industries are after their business. Finding them is one thing. But, winning and keeping them as clients is a far bigger challenge. With the right strategies, you can win her business, her money, her confidence, and her referrals, for life.

- My personal story of searching for the right advisor
- Why women are a hot market: women's prosperity/women's predicament
- 3 reasons why women's predicament has created a huge opportunity for you
- What do women really want?
- 8 foolproof strategies to win a woman's business, and keep her as a client for life

2. SECRETS OF SIX-FIGURE WOMEN

A fascinating, engaging, and often humorous discussion based on her interviews with 154 High Earners. This talk is not just for women who work, but for anyone who wants to go to the next level in her life.

- Barbara's personal story: how the interviews changed her life
- Why women aren't making more: three reasons they get stuck
- Four simple steps to up your earnings and change your life
- The High Earners Epiphany

3. PRINCE CHARMING ISN'T COMING: How Women Get Smart About Money

By sharing her dramatic story, along with numerous anecdotes, Barbara motivates women to take charge of their money. Her presentation includes:

- Her personal journey to financial success
- Four steps to Financial Mastery
- Three Realizations of financial enlightenment
- Financial responsibility as a rite of passage

4. THE PSYCHOLOGY OF MONEY MASTERY

Barbara, who has a master's degree in counseling psychology, explores the inner work of wealth. Her presentation includes:

- Why women have so much trouble with money
- Getting past resistance
- Exercises to identify your own internal blocks and limiting beliefs
- The Ultimate Realization

5. MARKETING TO HIGH NETWORTH WOMEN: An Insider's Guide

As an inheritor and successful high earner, Barbara Stanny is the High Networth Woman companies are marketing to. Her personal experience and extensive research lend a unique perspective to her presentation:

- Her fascinating and dramatic story
- The psychology of wealthy women: inheritors and earners – how we think, what we need
- Critical factors for winning our business and keeping our loyalty

6. THE POWER OF PHILANTHROPY

Barbara inspires women to achieve their full philanthropic potential by becoming financially savvy. The payoff is not only economic security, but the ability to make a difference in the world. Her presentation includes:

- Why women give, and why they don't
- Four simple steps to empower ourselves financially
- Empowered Philanthropy: Four lessons from financially savvy women
- The Challenge: Claiming our power

7. WEALTH MANAGEMENT AND PHILANTHROPY

In a motivational and enlightening presentation, Barbara persuades listeners to use their philanthropic dollar as a powerful tool to leave a lasting imprint on the world. She also explores the topic of intergenerational transfer of wealth.

- Her personal story including her impact on her parent's estate planning
- How to have "the conversation no one wants to have"
- Biggest mistakes, and how to avoid them
- Six lessons for transferring wealth and charitable giving: "getting the most bang for your buck"
- What women (and the men who love them) need to know

8. FOR HIGH EARNERS ONLY. LESSONS LEARNED FROM SIX-FIGURE WOMEN

In a speech aimed expressly for other six-figure women, Barbara shares the lessons she learned from the women she interviewed, how these lessons changed her life, and how others in the same boat could benefit.

- The story of how Barbara came to write the book
- Lesson #1 – Not all high earners are powerful. How to be among the ones that are.
- Lesson #2 & 3 – The high earners two biggest regrets: Not speaking up sooner and holding on too long.
- Lesson #4 – The most important factor in their success ("belief in myself"), and how they got it. The imposter syndrome.
- Lesson #5 – The big surprise: the illusion of affluence.

9. OVERCOMING UNDEREARNING®

This is for anyone who's ever said to themselves: "I wish I could make more money."

- Barbara's personal story of Overcoming Underearning®
- Why so many women are underearners
- Characteristics of an underearner
- Why it's important to earn more
- What's stopping you
- Five steps for breaking through your earnings barrier
- Developing an action plan