

# Media Kit for Briana Cavanaugh And BlissYourMoney.com

## Media Kit Table of Contents:

1. Name and pronunciation
2. Bliss Your Money Mission
3. Talk Titles and blurbs
4. Briana's Bio
5. Frequently Asked Interview Questions
6. Free Gift: 77 Money Leaks and How To Stop Them Right Now!
7. As Seen on... (links to appearances, radio interviews, etc)
8. Client List
9. Testimonials
10. Contact information
11. Social Media links
12. Certifications
13. Profit First Methodology

In additional file: Headshots (in separate files)

## **1. Name and pronunciation**

Briana Cavanaugh

Pronounced Bree-ana, rhymes with banana and Cavan-aw (no f sound)

## **2. Mission: Briana's Mission**

Briana's personal mission is to end financial strife in the world, starting in the United States. She has a vision of financial peace and the social change that flows from that and her work is based deeply on loving yourself and having compassion for yourself first. And then doing right by yourself, your partner, your family, community and the world. She works to end entrepreneurial isolation and is committed to helping people get money out of their way so that they can live their passions and make the world a better place.

## **Bliss Your Money Mission**

Our mission centers around our name: we help you “Bliss Your Money!” We do that by creating excellence in financial education and practices with love, clarity, and joy. We use innovative and cutting edge and personal growth technologies to help our clients create financial clarity, set and achieve their financial and life goals and ultimately have both financial freedom and security.

We offer financial education, Profit First bookkeeping and individual Financial Coaching for business owners in alternative, sex positive and conscious business spaces.

### **3. Talk Titles/Blurbs:**

#### **How to End the Financial Feast or Famine Cycle**

Do you work a lot and still not make the money you want to make?  
Do you get bursts of clients and then get exhausted and run out of money before the next burst?  
Make "plenty of money" and wonder why you still come up short at the end of the month?  
Have you gotten windfalls and still nothing sticks in savings?

Come learn the keys to financial freedom you're overlooking and how to get:

- The 6 Keys to Ending the Financial Feast or Famine Cycle - information, discipline, and motivation that will guide you from overwhelm to financial bliss
- An immediate sense of calm and clarity about your current money situation
- A fabulous tool to create alignment between your money, your passion and your life.

#### **The Exciting Gifts of (Financial) Procrastination!**

Do you lose time to Facebook, Twitter or Instagram instead of getting things done? Do you find that you watch more TV, movies or YouTube videos than you really want? Do you sit down to pay bills, but end up ... somewhere else (or wish you were)?

Maybe you're not getting as much done as you really want to and know that you can and you blame yourself. Maybe you think you should just push on through to “make it happen” but often can't. And it bugs because you see the results in your life: things aren't as organized as you want, you don't quite get to paying down that debt, or those last worrisome few things in your brain. We often get angry or frustrated about not getting everything we want accomplished especially with our money. But really, procrastination gets a bad rap. It really is a useful little tool if you know where to look and how to use it.

Come and dive into what procrastination really is and how it's actually helped you! Don't believe me? You'll have to show up to find the truth!

#### **Come learn:**

- The real reasons why you procrastinate
- What procrastination really is (and what it isn't)
- How to transform procrastination into productivity with ease and fun!

## 4. Briana's Bio

Briana Cavanaugh is the Financial Bliss Mentor. She loves helping people really “get” money and finance and feel powerful about making money on purpose! She helps people understand money, what it is (and what it isn't) and how they can transform their relationship from being in debt, anxious and overwhelmed to one of ease, confidence, and bliss.

Her money journey has been about going from a tech professional to welfare mom to 6-figure entrepreneur. She's had an accounting practice since 2006 and is certified in QuickBooks Online and Profit First at the highest levels. She helps holistic practitioners, artists and creative types end the financial feast or famine so that they can focus on living bringing their passions to the world!

## 5. Frequently Asked Interview questions

1. What is the financial feast or famine cycle?
2. What causes it?
3. What else is possible? How could it be different?
4. How do you know, did you go through this?
5. What can we do to stop or change it? (the 7 steps)
6. Is it just you, have you done this for other people?
7. What's a good first step for folks (free gift: 77 Money Leaks and How to Stop them Right Now)

## 6. Free gift: 77 Money Leaks and How to Stop Them Right Now

You can get it here: <http://www.blissyourmoney.com/>

- Do you frequently worry about money?
- Does your business keep running into unexpected expenses?
- Not feeling like you have anything left over at the end of the month?
- If you're struggling with financial overwhelm you've come to the right place!

If you want to get control of your finances, move the obstacles in the way of financial freedom and security, and go on to bigger brighter things, you are in the right place.

## 7. As Seen On: Live

- FemTalks with Jessica Hadari. She's shared the stage with Sharla Jacobs, Mark and Shannon of Big Impact Live.
- Successful Thinkers in Walnut Creek, Fremont
- Benecia's Woman's Mastery
- Financial Mastery Weekend with Nathalie Chapron and Rowena Starling

## As Seen on: Radio shows and podcasts

**Grow Your Accounting Podcast with Mike Micahelwicz** - Interviewed by the guy who literally wrote the book on getting profit, Mike's Profit First is taking the accounting world by storm. And he talks to her about love and self-appreciation on the path to getting profitable.

**Radio with Karen Hager** – A talk about money, abundance and manifestation with Karen Hager! One of my first radio appearances. It's very sweet and talks through some deep and fun money stuff!

**Attractionpreneurs with Terry Wilderman** - Law of attraction and how to get more clients and end the financial feast or famine cycle

**Fabienne Fredrickson's success panel** for 6 figure entrepreneurs.



<http://www.blissyourmoney.com/big-secret-ewpp-2016/>

## 8. Her Clients Include

Jessica Hadari of FemTalks  
Two Hats Consulting  
Space for Play  
Docs by the Bay  
Gretchen Wegner

## 9. Testimonials

"Briana is an amazing financial coach; her ability to see you with compassion and to inspire you to action will amaze you." ~by John Van Dinther~

"What I've learned from working with Briana is that underneath each financial decision lies an emotional one. When diving into our family's finances, we're also diving into our relationship. Briana is exceptionally skilled at holding space for these very tender conversations that always leave us feeling emotionally closer, and clearer about our finances. Thanks Briana!" ~David Schlüssel~

"Briana brings amazing clarity, knowledge, compassion and excellent communication to our Financial Coaching sessions. She has skills and knowledge that give me the confidence to take on my finances and trust her with my substantial baggage in this area. She consistently offers immense value, I recommend her without reservation if you seek a holistic approach to your finances, alone or with your partner." ~Rosy Moon~

"I learned so much from working with Briana. I got much more than just Financial Coaching, I learned how all aspects of my life are related to money and finances and that when we heal our blocks and clean up our situation, we can have clarity, success and financial freedom. Thank you Briana!" ~Alice Moore~

"Briana worked with me to teach me how to manage the finances of my company using QuickBooks. I was incredibly impressed by her wealth of knowledge and her great enthusiasm for bookkeeping and for working with me on my relationship to money on a personal and organizational level. But perhaps even more important to me was her friendly disposition and her caring and patient way of teaching me new things." ~Kati Harris~

"Briana brings a wide perspective of what financial health means and how to achieve it--from the emotional challenges to the nitty-gritty practical's of bookkeeping. She is both professional and warm and engaging. I highly recommend her for anyone who wants to bring more integrity to one's finances, with a great holistic approach." ~Ursula Ferreria~

"Briana helped me figure out how to get my credit score back on track. Briana gave me sound and practical advice on how to work with a secured credit card to build my credit score back up. She explained it in an easy to understand manner and helped me to understand both the benefits and avoid the pitfalls. My credit score is now at 795 and I am completely grateful for the financial freedom she has helped me create." ~Caroline Carrington~

"Your gentle, kind and compassionate ability to be with me through the midst of my relearning my relationship with money has been such steady support. Before I started working with you, I was pretty much keeping myself blinded and in denial about finances. I almost never checked my bank balance.

With your guidance, I've found a path through my resistance and am now learning about money as a spiritual daily practice. Just recently, you helped me recognize and celebrate the continual successes

I am having as a result of our work together. Making financial choices with the lights on is meaning I am getting more of what I want, more of the time. Your work is akin to getting off the diet treadmill. I feel fresh and new, and open to infinite possibilities in regards to wealth. Thank you from the bottom of my heart." ~Pavini Moray~

## 10. Contact information

Email preferred

Email: [info@blissyourmoney.com](mailto:info@blissyourmoney.com)

Website: <http://www.blissyourmoney.com/>

Marsha Haworth: [\(319\) 214-3518](tel:(319)214-3518)

## 11. Social Media Links

[twitter.com/BlissYourMoney](https://twitter.com/BlissYourMoney)

<https://www.facebook.com/FinancialBliss>

<https://www.linkedin.com/in/brianacavanaugh>

## 12. Certifications:

1. QuickBooks Online and QBO Online Advanced
2. QuickBooks Online Accountant Diamond level provider
3. Profit First Professional
4. Law of Attraction Certified Coach

## Logos



# Bliss Your Money Financial Coaching

*Confidence, Clarity, and Joy!*



## 13. Profit First Resources

### Are you new to Profit First Methodology?

As trusted advisors we help you

- GET EFFICIENT
- GENERATE MORE PROFIT
- GET HIRED
- MAKE MORE SALES that really work for you

We have unique skills to maximize your company's profitability

Successful businesses pick from two choices: lead or [follow](#).

Doing nothing is a recipe for repetition, and repetition is what has got you to where you are.

- Is your business surviving check to check?

Profit First fixes that.

- Does your Income Statement have a "net profit" at the end of the year, yet there is no extra cash in your pocket?

We fix that, too.

- Are you tired of the old school "numbers in, numbers out, now pay me" accountants and financial experts, who don't take a single effective action in fattening your wallet?

We absolutely fix that.

- The path to profitability?

Take your profit first. **Watch the MSNBC video to learn more.**