Capability Statement

BUSINESS DESCRIPTION:
TheMoneyCoach.net LLC is a financial education company that specializes in providing money-management information through a variety of delivery methods, including traditional book publishing, e-books and digital content, videos, financial workshops and seminars, as well as spokesperson and media services.

CAPABILITIES
TheMoneyCoach.net offers the following products and services:

- Financial Literacy Seminars and Money-Management Workshops
- Personal Finance Articles, Blog Posts and Podcasts
- Videos, Webinars, Tele-seminars and Digital Content
- Printed Books and E-Books
- Writing, Ghostwriting and Editing Services
- Spokesperson Services for TV, Radio, Print, Online and Social Media Campaigns
- Individual and Group Financial Coaching
- Media Consulting and Media Training Services

EXPERTISE
TheMoneyCoach.net LLC was co-founded by Earl Cox, a retail sales professional and publishing industry veteran of more than 25 years, and Lynnette Khalfani-Cox, The Money Coach®, a personal finance expert and New York Times bestselling author.

Earl earned his Bachelor of Arts degree in Retailing from Baruch College in New York. He also holds a Certificate in Publishing from Stanford University.

Lynnette earned her Bachelor of Arts degree in English from the University of California, Irvine. Lynnette also obtained a Master of Arts degree in Broadcast Journalism from the University of Southern California.

CUSTOMERS
A partial list of clients have included:

- AARP
- Bank of America
- Capital One
- Charming Shoppes
- Delta Sigma Theta Sorority
- Federal Reserve Bank of Chicago
- HSBC Bank
- J.P. Morgan Chase
- MTV Networks
- National Urban League
- New Jersey Library Association
- New York Life
- PayPal
- Prudential
- Southeast Missouri State University
- St. John’s University
- State of Illinois Treasurer’s Department
- The YWCA
- United Way
- University of Michigan
- U.S. Justice Department
- Wells Fargo

SUMMARY
TheMoneyCoach.net helps corporations, government agencies, colleges, non-profit entities and other groups to better educate their target audiences about personal finances. We also help promote consumer-friendly financial products, services, and tools in the media and to the general public. TheMoneyCoach.net LLC owns and operates the free financial advice site, AskTheMoneyCoach.com.