

Capability Statement

TheMoneyCoach.net LLC
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Mountainside, NJ 07092

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NAICS Codes:

511130
519130
523930
541611
541613
541990
711510

CAGE Code: 6X9R9

DUNS Number: 078853931

Certifications: EDWOSB;
Minority Owned-Business

FINANCIAL TOPICS

We offer specialized advice,
help and content in these areas:

Budgeting/Cash Management
College Financing
Credit Reports & Credit Scores
Credit Cards
Debt Management/Elimination
Family Finances
Financial Planning
Homeownership & Real Estate
Insurance
Investing/Investment Products
Loans (Personal & Business)
Mortgages
Retirement
Saving Money
Student Loans/College Debt
Taxes
Wealth-Building Strategies

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.