

Quoted in the Toronto Star  
by James Daw,

“*She’s worth the price of admission.*”

Kelley Keehn is a financial expert, speaker, media personality and author of six books, including *She Inc.*, *The Woman’s Guide to Money* and *The Prosperity Factor for Kids*.

Kelley understands first hand what it means to be a woman in corporate North America today and how to overcome one’s weakness and capitalize on female strengths.

She’s overseen millions of dollars for one of Canada’s most international banks, endured the trials and successes of opening her own business and has been a sought after corporate educator by many successful corporations and individuals.

For the past fifteen years, Kelley has lived the motto and benefited overwhelmingly in every aspect of her life by practicing the principles and employing the paradigm shift of living as She Inc.



## Kelley Keehn, EPC

- Financial expert
- CNBC regular contributor
- CBC radio financial columnist
- Author
- Speaker
- Spokesperson (PayPal Canada)
- Columnist
- Corporate Trainer
- Elder Planning Counselor
- Faculty member, CIEPS

## Media Talking Points - *partial list*

### The top 5 excuses women make for not taking charge of their finances

Keehn can discuss how to stop making excuses and how to start taking control of your financial future.

### Piggy Banks & beyond - how to teach kids of any age money habits for life

Most of us learned the best and worst spending habits from our parents. Keehn discussed simple strategies for all age groups that will help them save, spend, and even understand credit from ages 2 - 18

### Intelligent Frugality - how to create a realistic financial outlook

Keehn equates budgeting with financial imprisonment. The tighter you squeeze, the worse you feel and the more likely you are to blow it. Instead, she offers tips to track your dollars and find opportunities to cut back as well as indulge with her 30 day challenge and practical tips for Canadians of any age or financial circumstance.

### What's mine is yours? Not necessarily

Money disagreements are the number one cause of divorce. Keehn proposes special spending and savings accounts for each spouse and can talk about mitigating arguments over money with sound account advice.

### Credit card debt & spending

Women feel more guilt with spending than do men but also lead the pack in looking after the household finances. Often times, like with over eating or any other destructive pattern, over-spending can be a sign of trouble.

### The holiday spending trap

Many fall prey to the holiday spending rush by waiting until the last minute and spending more money than they had intended to. Keehn offers solid solutions to avoid the holiday spending trap.



fun  
facts  
about  
kelley

- > Financial Professional: 12 years
- > Sold her practice: June 2005
- > Books written: 6
- > Books coauthored: 1
- > Columns/articles published: 45
- > Speaker for ten years lecturing to thousands of women, CIEPS students & financial professionals
- > Regular contributor for CNBC, CBC radio active financial columnist
- > Age: 34
- > Nominated for the Global of Woman of Vision award, Rothman's Entrepreneur of the Year award & the YWCA's Woman of Distinction award
- > Media: interviewed by hundreds of radio & TV shows and featured in hundreds of newspapers and magazines. Recently, Kelley was invited to meet with Warner Brothers, CNBC, and auditioned for the position of host with HGTV and the W Network. She is PayPal Canada's 2009 spokesperson.

Kelley Keehn In The Press

Kelley has conducted hundreds of radio, print and television interviews around the globe.

Here is a small sampling of her regular appearances & features.

Please visit our website under the "media room" for a full listing.



## Reviews & Quotes

Keehn's record of early success suggests hers is not an idle boast. **She's worth the price of admission** just to hear how she got guys with million-dollar incomes, and million-dollar investment accounts, to trust a woman in her 20s who had little formal education. In her book, she coaches readers on how to build the foundation of any financial plan by answering a series of questions to decide who you are, where you want to go, how far you are prepared to go to get there, and how to stay as positive as she is.

James Daw  
Toronto Star

Solid, real-world advice that will help parents raise financially savvy and successful kids.

Rob Carrick  
GLOBE & MAIL

Your book 'She Inc' is an absolute must read - I've read over 700 books (I'm only 38) and counting and I usually don't like too many out there anymore - but your book I did like and I wish you great success with it. The message is very relevant and you should be very proud.

Natasha Dern  
Host, The Buddha Lounge, CFRB Radio Toronto

I recommend it [The Prosperity Factor for Kids] to all parents of young children - the younger the better.

P.J. Harston  
SUN MEDIA

Your presentation was superlative and you're a dynamic speaker who made all the difference. I was caught up in the excitement, fervour and laughter around me.

Radhika Panjwani  
The Mississauga News

New book is a definitive guide to teaching kids about money.

P.J. Harston  
SUN MEDIA

...Kelley was a huge hit. We loved having her on the show, and may be contacting her again if one of her areas of expertise is topical. Thanks for the info.

Libby Herman  
Producer, Pia Shandel Morning Show, CFUN 1410 AM Vancouver

Keehn focuses on the subtle nuances that stifle our ability to realize that money is abundant and good while nurturing our basic needs. Keehn's calming voice makes reading ... enjoyable without feeling like you've made a million 'money' mistakes before picking up the book.

Patty Jessome  
The Edmonton Sun

A sampling of Kelley's pictures:



Fall 2006



December 2008



December 2008



Summer 2007

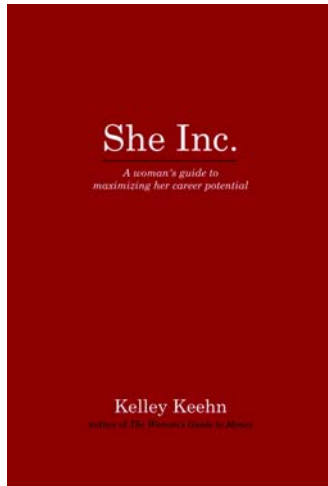


Fall 2006



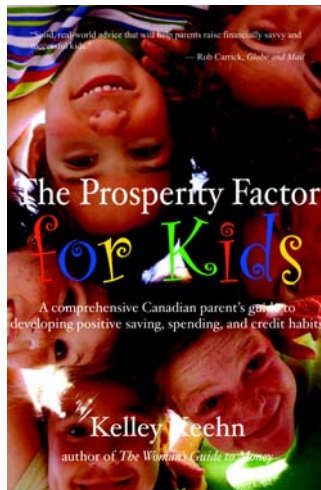
Summer 2007

A sampling of Kelley's books:



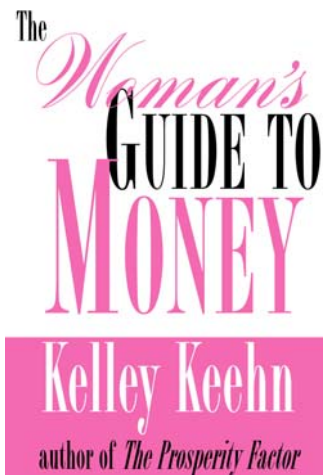
*She Inc. A woman's guide to maximizing her career potential*

- Released in Canada November 2008
- US edition released globally in March 2009
- Publisher: Insomniac Press



*The Prosperity Factor for Kids*

- Released in Canada April 2007
- US edition released globally in November 2008
- Publisher: Insomniac Press



*The Woman's Guide to Money*

- Released in Canada April 2006
- Released globally October 2007
- Publisher: Insomniac Press