

# Be Financially Fearless

## MASTER YOUR RELATIONSHIP WITH MONEY

**PURSE** strings™



### PRINCIPAL • CONTACT

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### HISTORY

Purse Strings, LLC was founded in 2015 after decades of observation and current research showed women were underserved by the insurance / financial industries, leaving them unprepared for the future and often leading to poverty or women working far beyond the age of retirement.



### TARGET INDUSTRIES

Property and Casualty Insurance Brokers  
Financial Services

## What is Purse Strings?

Purse Strings is a way for financial organizations to learn how to bridge the gap between what they provide women and what women need from these organizations.

Purse Strings is a model unlike anything on the market today; it educates women how to become financially fearless and the financial industry on how to reach, engage, and earn the female dollar.

### For Women

#### INFORMATION

Purse Strings offers accessible guidance and tools for women to make informed decisions about their financial future.

#### EDUCATION

Purse Strings provides information and resources to its community of women on financial topics such as planning for retirement, investing, buying a house, or whether to keep the house when going through a divorce.

#### EVENTS & NETWORKING

Purse Strings offers small events regionally and nationally as well as in conjunction with college campuses to mix the social aspects of a happy hour with targeted, accessible financial empowerment and education.

**#selfcareforyourwallet**

#### A DATABASE OF VETTED FINANCIAL PROFESSIONALS

Know what you need? Purse Strings can connect you with a vetted, Purse Strings Approved professionals who can help you take the next step and implement your plan to be financially fearless!

#### FREE

That's right, all online access to the information and resources we provide for our community members is FREE.

### For Financial Professionals

#### TRAINING

Purse Strings provides the information, knowledge and skills needed to reach, engage, and earn the female dollar; 14 trillion dollars of potential earning power.

#### CERTIFICATION

By becoming "Purse Strings Approved" you will have your own professional webpage on the Purse Strings site. Our community members can easily view your picture, see your location and read about you and the services you provide. Purse Strings community members will be able to connect with you via email right from our site.

#### PROMOTION & MARKETING

Every time Purse Strings is recognized and promoted, you are recognized and promoted. All marketing materials will drive traffic to the Purse Strings website, and in turn, on to you.

#### A REFERRAL SERVICE & SALES PIPELINE

Becoming "Purse Strings Approved", provides a unique sales pipeline and income stream. You will be featured on the site with opportunities to be highlighted via Ask and Expert and featured blogs.

#### FEE BASED

Yes, to become Purse Strings Approved, there is a fee for training, the vetting process, and if approved, an annual membership fee.