



The

BUDGETNISTA

Tiffany Aliche

2022 MEDIA KIT

www.thebudgetnista.com

LAST UPDATED: September, 2022

OVERVIEW

LIVE RICHER

With over **1.5 million** followers, The Budgetnista has the largest following of any brand that focuses on the financial education of women of color. Tiffany is dedicated to making life-changing financial education accessible to women worldwide.

"It's my greatest desire to see people live richer lives and I truly believe that one of the most effective ways to do so is to provide access to the tools and resources they need."

— Tiffany Aliche



Tiffany “The Budgetnista” Aliche is a **New York Times Bestselling author** (Get Good with Money), an award-winning teacher of financial education, and is quickly becoming America's favorite, personal financial educator.

Through her company, The Budgetnista, Tiffany has created a financial movement that has helped millions of women worldwide collectively save more than \$350 million, pay off over \$200 million in debt, purchase homes and transform the way they think about their finances. These women that participate in this global movement call themselves, Dream Catchers.

In 2019, Tiffany transformed her commitment into legislation when **she partnered with Assemblywoman Angela V. McKnight to write a bill that was later signed into Law A1414 (The Budgetnista Law)**. This law made it mandatory for financial education to be integrated into all middle schools in New Jersey.

Tiffany was the first Black woman to grace the cover of Money Magazine (solo). She also blogs about personal finance via The Budgetnista Blog, co-hosts a Webby award-winning podcast, Brown Ambition, and has an online school, the Live Richer Academy that teaches women how to create, implement and automate their own financial education path.



CREATING IMPACT

The Budgetnista has a global impact. **Dream Catchers**, created by Tiffany, is a movement and support group for women that desire to reach their financial goals, while working within a community of other women doing the same. The Dream Catcher community is present in **50 states** and over **100 countries**.

There are currently 20 official Dream Catcher Chapters in 15 different states, with membership ranging from 20-4,000+ women. These Chapters meet regularly throughout the year.



**Dream
Catchers
Worldwide**



**Money
Saved**



**Facebook
Group
Members &
Fans**

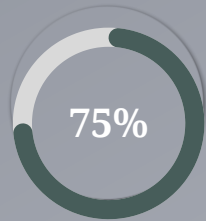


**Top Viewed
Video on
Social Media**

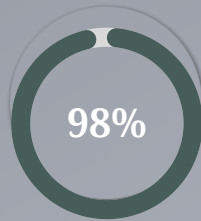
THE BUDGETNISTA AUDIENCE

The **#LiveRicher** movement makes financial education obtainable and easy to understand. When working with Tiffany, your audience will leave with; improved financial knowledge, ways to become financially secure, and confidence to make smart financial decisions

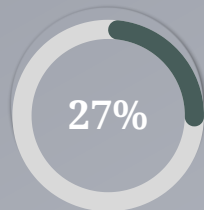
Ages 25-44



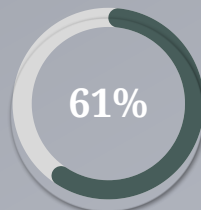
Women



Married



College Graduates



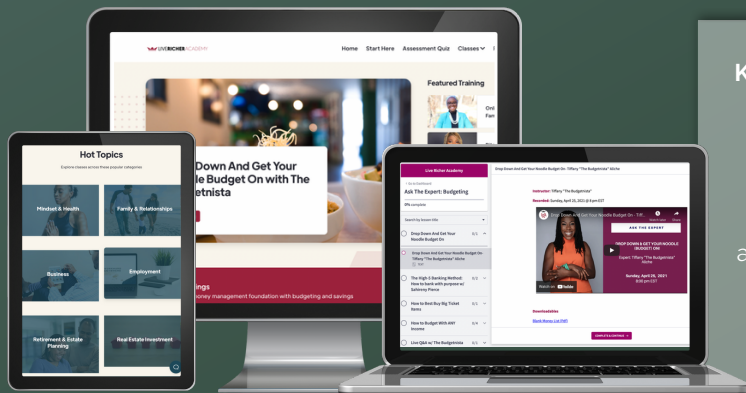
PROVIDING ACCESS

LIVERICHERCHALLENGE

The LIVE RICHER Challenges are **FREE**, online financial resources created by Tiffany to help women achieve their financial goals in 22 - 36 days. The LIVE RICHER Challenge movement has helped over 1 million women from 100+ countries save over 200 million dollars.

LIVERICHERACADEMY

The LIVE RICHER Academy is a membership site that hosts a series of courses designed to help women take their finances and life to the next level. After registering, **40,000+ members** have access to all of the courses in the Academy. These courses are designed and taught by Tiffany and a number of financial experts from around the country.



KNOWLEDGE

Over **100** Financial courses created and available with women in mind.

ACCESS

24/7 access to online courses and direct access to over 30 Financial Experts.

COMMUNITY

Encouragement and support is provided in a private and intimate, online community.

THE BUDGETNISTA *ACROSS PLATFORMS*



PODCAST

Hosted by Tiffany and Mandi Woodruff-Santos, **Brown Ambition** is a weekly Webby award winning podcast about juggling life, career, and building wealth on your own terms.

1M+
YEARLY
DOWNLOADS

SOCIAL MEDIA

1.5m+
FACEBOOK

558k+
INSTAGRAM

57.7k+
TWITTER

59.2k+
YOUTUBE

17.2k+
LINKEDIN

BLOG

200K+
MONTHLY
PAGE
VIEWS

350K+
ACTIVE EMAIL
SUBSCRIPTIONS

20% - 65%+
EMAIL
OPEN RATE



Tiffany Aliche

THE BUDGETNISTA

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Tiffany Aliche

10
SIMPLE
STEPS
to Becoming
Financially
Whole

New York
Times
Bestseller

Get Good with Money

GET GOOD WITH MONEY

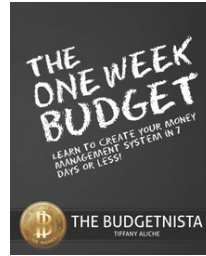
This **New York Times Bestseller**, reveals practical ten-step process for the first time in its entirety, GET GOOD WITH MONEY: 10 Simple Steps to Becoming Financially Whole introduces the powerful concept of building wealth through financial wholeness: a realistic, achievable, and energizing alternative to get-rich-quick and over-complicated money management systems. With helpful checklists, worksheets, a tool kit of resources, and advanced advice from experts who Tiffany herself relies on (her "Budgetnista Boosters"), GET GOOD WITH MONEY gets crystal clear on the short-term actions that lead to long-term goals.



ADDITIONAL BOOKS

THE ONE WEEK BUDGET

The Budgetnista's self-published book has been on Amazon's bestseller list for 10 years. The One Week Budget also sold over 40,000 copies online.



LIVE RICHER CHALLENGES

Tiffany has self-published several personal finance best-sellers, netting over 118,000 copies in sales online, with an average reader rating on Amazon of 4.8 stars.

HAPPY BIRTHDAY MALI MORE

Happy Birthday Mali More is Tiffany's new children's book. It teaches age-appropriate financial literacy to children ages 3-7, and sold over 3,000 copies in its first month.



PRESS & MEDIA

Tiffany has spoken at over 1,000 events globally with a diverse client list which includes the NFL, Prudential, Princeton University, NBC Universal and many more.

Media Placements Include:

Glamour
CNN
NBC
CNBC
The Today Show
Good Morning America
PBS
New York Times
TIME
Wall Street Journal
Forbes
GQ
Cosmopolitan
InStyle
New York Magazine
Parents Magazine
The Real Daytime Talk Show
OWN's Fear Not with Iyanla
Vanzant
Queer Eye
The Friendzone
Black Enterprise
Essence
NPR: All Things Considered

Speaking Engagements Include:

Texas Women's Conference
WomenEvolve
EssenceFest
Black Girls Lead
Think in Color
Mama Talks Money
CNBC's Path Forward: Your Money Summit
Hospitals
Colleges

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