



Latanya Stewart

FAMILY FINANCIAL SUCCESS COACH |
PERSONAL FINANCE EXPERT



MEDIA KIT 2023



Meet LaTanya Stewart

LaTanya Stewart is the go-to Financial Success Coach and personal finance expert for minority families who need to change how they handle money. With industry-certified expertise, her own struggle-to-success story, and a pure passion for helping people of color flourish financially, LaTanya's mission is to economically stabilize minority communities—one household at a time.

While she is a coach by title, LaTanya's work should be coined money therapy. Through personal experience, extensive research, and her honed expertise across all facets of the financial services industry, she deeply understands the unique historical challenges and circumstances that keep minority families marginalized in every way, especially economically. When working with clients, LaTanya is known for leading them to one a-ha moment after the next, getting to the root of their beliefs and behaviors as it relates to their finances so they move from awareness to long-lasting action.

Extraordinary at what she does, as she equips families with the right know-how and tools, their credit scores, bank balances, and assets rise, along with their money confidence. LaTanya's distinct, culturally relevant approach to money is not simply education—it's empowerment.

A multi-generational money expert, LaTanya's practical money advice is simple but strategic, teaching clients how to achieve their once-out-of-reach financial goals by making smarter money decisions from their first paycheck to retirement. Whether it's increasing income through entrepreneurship or crushing the debt that dashes their dreams of homeownership, LaTanya's signature step-by-step process to money management completely shifts how her clients earn, save, control, and leverage their hard-earned money. Dedicated to empowering the next generation with the skills and knowledge they need to take control of their financial futures and achieve true financial freedom.

With LaTanya as their coach, people learn what the power of money is really about: achieving the financial peace, freedom, and security that every family should have and deserves—finally.



Her Money Story

Growing up, LaTanya sat beside her grandmother and watched wide-eyed as she separated her money into envelopes and write checks to pay her bills. That's how a little girl who thought she was just learning about money was really learning about her destiny – to pass down her Grandmother's knowledge to change how people of color see and spend money.

If statistics had dictated her story, LaTanya wouldn't be the woman she is today. Born to young parents and becoming a single, teen mom herself, she found herself struggling financially in her early twenties, determined to take care of herself and young daughter on her own. Determined to live a different life, LaTanya immersed herself in financial education. Taking what she learned, she eventually bounced back from bankruptcy, paid off all of her credit card debt, and finally achieved her once out-of-reach dream of owning her own home. Equally as important, she became her own first client.

Realizing that the most popular money management programs were taught from the perspective of middle-aged white teachers, LaTanya decided that black and brown families needed financial education and services from a different perspective. Building on proven principles from her own money mentors, she developed her own money management methodology based on her grandmother's practical wisdom, her personal successes and her 25+ years in the financial services industry. Today, LaTanya has helped clients of all ages to control and change their financial mindset and futures, from taking their savings accounts from \$0 to thousands in six months to starting successful businesses.

The Company

An homage to her first money mentor, her grandmother Bessie Bell Blunt, LaTanya's company, 3B Financial, empowers minority communities to take control of their finances, build wealth, and secure a better, brighter future for themselves and generations to come. Through culturally relevant personalized coaching, inspiring workshops, and consulting services, 3B Financial is committed to closing the racial wealth gap and helping our communities stay in the black and not in the red financially.

Backed by industry expertise and a wealth of experience in the financial services industry, LaTanya and her team provide practical, culturally relevant financial education and support to minority communities to help break the cycle of poverty and financial insecurity that has plagued our communities for generations.

The Why

HELPING MINORITIES TO LEARN MORE ABOUT MONEY AND ACHIEVE THE FINANCIAL DREAMS THEY DESERVE A BRIGHTER FINANCIAL FUTURE FOR FAMILIES OF COLOR BEGINS HERE.

The statistics speak for themselves...

- ✓ White households reported an average wealth of \$983,400, which is 6.9 times that of Black households of \$142,500.
- ✓ The average value of liquid assets among white households was \$8,100 in 2019 compared to \$1,500 for Black households.
- ✓ Almost 70 percent of middle-class black children are likely to fall out of the middle class as adults.

The Coach

FINANCIAL SUCCESS COACHING FOR HIGH SCHOOL AND COLLEGE STUDENTS

The average millennial in the United States has a total debt of approximately \$42,000, including both consumer debt (such as credit card debt, personal loans, and car loans) and mortgage debt.

Our children need more.

Our financial literacy and money management coaching for high school and college students shows young people how to start smart when it comes to their money. We teach students basic and advanced skills and strategies they can use throughout their lives. From managing money and paying bills to borrowing and building good credit, we ensure students begin their adult lives with the knowledge and tools they need to win.

FINANCIAL SUCCESS COACHING FOR PARENTS AND FAMILIES

We teach you how to take control of your financial life and achieve true financial freedom.

Our family financial success and empowerment services bring families together to learn about money management and financial planning in a supportive and inclusive environment. Focused on money mindset and management, our expert coaches provide hands-on training and practical advice that help families understand their finances, work together to set financial goals, and develop a plan to achieve financial success. Whether you're a single parent, two-parent household, or extended family, our coaching is the perfect opportunity to build financial literacy and empowerment across generations, and help families break free from the paycheck-to-paycheck cycle and generational curses to achieve long-term financial success.



The Speaker

LaTanya brings decades of financial literacy education, historically enlightening conversations and powerful personal stories to every stage she steps on. Engaging and inspiring, she shares with refreshing honesty, openness, and empowerment, offering important insights into the world of financial success for everyday people. Whether LaTanya is speaking to an audience of 100 or 10,000, attendees will walk away with tools they can use to either set themselves up for financial success from the start or rewrite their financial stories starting today.

Formats (in-person and virtual)

- ✓ **Keynotes**
- ✓ **Live Talks**
- ✓ **Media Interviews**
- ✓ **Curriculum-based Learning**
- ✓ **Workshops**
- ✓ **Conferences**





Signature *Speaking Topics And Workshops*

FROM A POST OFFICE PAYCHECK TO PROSPERITY:

What My Mother Taught Me About Money Management And Estate Planning

When it comes to your money, it's not what you make – it's what you manage. This is one of many powerful lessons that LaTanya learned from her mom. A woman who worked hard and valued her family enough to make wise financial decisions, she was proof that, regardless of salary, anyone can set their family up for a successful financial future.

In this interactive discussion, LaTanya shares powerful lessons from a parent's point of view, providing audiences with her proven, practical blueprint that takes families from generational poverty to generational wealth. Whether the goal is to leave heirs millionaires or to at least ensure they don't have to start from scratch financially, attendees will leave this experience inspired and empowered to embrace a new way of thinking about money, invest with intentionality, and create a legacy that lasts.

THE COLOR OF MONEY: Addressing The Racial Wealth Gap In America

In this talk, LaTanya delivers a powerful and thought-provoking look at the deeply ingrained financial disparities that exist between minority communities and the rest of the country. With her personal experience and years of expertise as a Financial Success Coach, LaTanya shines a light on the historical and systemic factors that have created this gap and provides a roadmap for closing it. Through inspiring storytelling and concrete actionable steps, LaTanya empowers her audience to take control of their own finances and break the cycle of generational poverty.

Signature *Speaking Topics And Workshops*

CASH CONFIDENCE: Financial Success 101 For High School And College Students

This workshop is designed to teach high school juniors, seniors, and college students to take control of their finances and start financially responsible and successful lives. With a focus on budgeting, saving, and smart spending, our expert coaches guide students through a comprehensive program to help them build financial confidence and achieve their money goals. From credit cards and car loans to developing a personalized budget, this workshop is packed with practical tips and strategies that will help attendees to spend, save, and live wisely.

DEBT-FREE DREAMS: How To Manage Money And Avoid The Debt Trap

The goal of every high school and college student should be to live a debt-free life. Whether students are just starting college or set to walk across the stage, our expert coaches will teach participants how to manage their money effectively, avoid overspending, and make smart decisions about credit and debt. From developing a budget and paying off student loans to learning how to build an emergency fund and invest for the future, this workshop delivers the know-how to show students how to achieve their financial goals and live the debt-free life they deserve.

YOUR FIRST PAYCHECK

Specifically for high school and college students as well as young professionals, LaTanya teaches students how to handle their hard-earned money well. In this in-depth workshop, she equips attendees with the tools, strategies, and practical know-how to make the most of their first paycheck and beyond.

From negotiating your first real salary, calculating taxes and deductions, and choosing the right investment strategies, LaTanya shares the tools, strategies, and practical know-how to ensure your money works for you, your goals and your lifestyle. With real-world examples, engaging exercises, and actionable advice, audiences will leave this workshop with the confidence and clarity needed to set and achieve their financial goals, no matter what they are.

Get In Touch

LaTanya Stewart is currently open to new collaborations, speaking opportunities, interviews and media features. Her primary topics are personal finance, the racial wealth gap, and practical money management tips.

To request an interview, please email media@3bfinancial.co