

# GALIA GICHON

Financial Expert | Author | Speaker



**G**alia Gichon has been helping consumers and professionals understand the world of finance and wise personal money management for more than 14 years. An independent personal financial expert with nearly 10 years of experience on Wall Street and an MBA in Finance, Galia founded her company, Down to Earth Finance, in 2001 to demystify personal finance through individual sessions and seminars without selling any investments.

*“Galia provides the perfect mix of information and empowerment.”*

JEZRA KAYE, SPEAKER COACH,  
COMMUNICATE WITH POWER AND EASE

**Galia is the author of:**



**Featured  
on the  
TODAY Show**

**Please contact Galia Gichon for bookings or more information:**

212.734.0433 T  
646.304.6891 F

galia@downtoearthfinance.com  
www.downtoearthfinance.com

161 East 79th Street, Suite 8B  
New York, NY 10075

She recently published My Money Matters, a boxed set of financial cards with money affirmations, instant money tips, workbooks and a website, [www.mymoneykit.com](http://www.mymoneykit.com). My Money Matters has been featured on “The Today Show” and Urban Baby; in Newsweek, Glamour, Essence, Good Housekeeping and more. Galia is widely quoted as an expert on money and women. She has been featured in The New York Times, Real Simple and on NBC’s “Weekend Today Show,” “CBS News,” NY1 and MSN Money. She is a frequent speaker at Barnard College Alumni, the Freelancers Union and Step Up Women.

Before starting her own company, Galia was a securities research analyst at Bear Stearns and Nomura Securities and worked for Institutional Investor. She earned an MBA in Finance from Fordham University and a BS in Finance from the University of Florida. Galia lives in New York City with her husband and two daughters.

## **GALIA HAS APPEARED ON OR CONTRIBUTED TO**

NBC’s Weekend Today Show

The TODAY Show

WallStreetJournal.com

MSNMoney.com

The New York Times

Newsweek

NY1

Urban Baby

Fox Business News

XM and Sirius Radio

The Freelancers Union

Glamour

Self

Cosmopolitan

Good Housekeeping

In Style.com

Essence

Barnard Alumni Financial Fluency

Columbia University Women’s  
Business Society

# GALIA GICHON

Financial Expert | Author | Speaker

“I want to thank you for another great seminar! The evaluations we received were even more glowing than usual. Thank you for offering invaluable financial information they can immediately apply to build towards a stable financial future.”

Carol Sinozich

Director of Programs, Freelancers Union

“This is the information you wished your parents taught you when you were 18. Galia gives you money confidence and peace of mind.”

Tara Seawright, Interior Designer

“I wanted to tell you how unbelievable the class has been. I feel such a weight lifted from my shoulders.”

Caroline Cooper

“Galia and her team provide not only their expertise but also, and perhaps more importantly, the necessary tools with which to reach your financial goals.”

Catherine Brophy

## Please contact Galia Gichon for bookings or more information:

212.734.0433 T

646.304.6891 F

galia@downtoearthfinance.com

www.downtoearthfinance.com

161 East 79th Street, Suite 8B

New York, NY 10075

## MOST POPULAR PROGRAM:

### It's Your Money, So Take It Personally!

This results-oriented seminar provides an instant action plan combined with exercises that ease your mind and help you to achieve financial freedom.

You can't control the economy. You can't control the stock market. But you can control YOUR money, and you can recession-proof it. You work very hard to earn your money, but if you are not putting the same effort into managing it, you may feel overwhelmed.

If you are ready to take charge of your money, this is the workshop for you! You will be inspired and see instantaneous changes in your finances. If your personal finances overwhelm you or you don't know where to begin, you can't afford NOT to attend. An Independent Financial Expert (no sales pitch!) will be discussing:

You will learn:

- » The power of positive money conversations
- » The 7 Essential Money Steps every person must know
- » How taking charge of your personal finances leads to financial success in other areas of your life
- » How to rewrite your money script
- » How to take charge of your money in just 30 minutes a week

This workshop is strength training for your bank account!

## MORE TOPICS:

### How to Take Three Vacations a Year and Still Pay Your Bills

Is this a dream? Discover smart places to save your money and a Spending Smarter plan that really works.

### Finding the Perfect-Fit Mutual Fund

With over 12,000 mutual funds, how do you find the one that's right for you? Learn how to do a 30-minute Mutual Fund Checkup and use mutual funds to banish your financial fears.

### Make Friends with Your 401(k) and IRA

This is the easiest, most important tool you can use to prepare for a successful retirement. Say goodbye to the “bag lady” nightmare and learn which investments should be in your 401(k) or IRA.

### Change Your Money Mantra

By thinking differently about your money, you will start to see more financial abundance. We show you how.