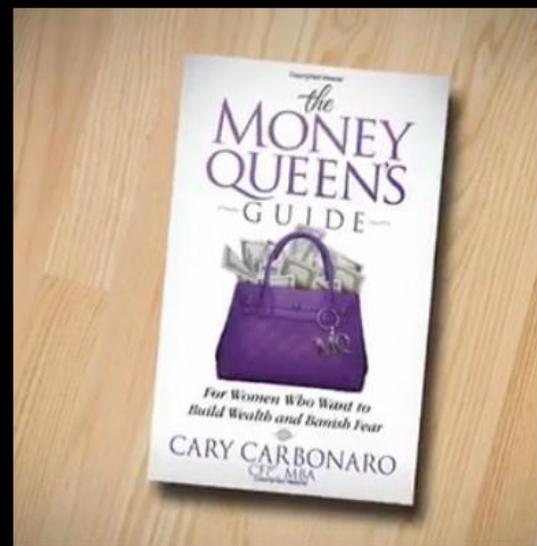
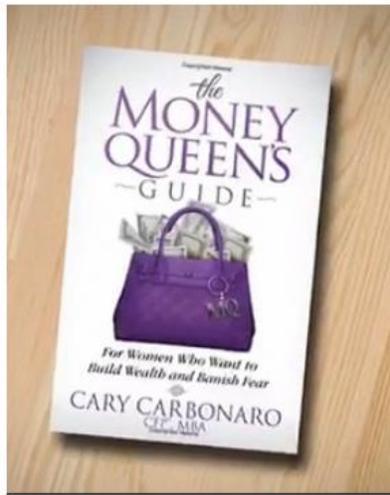




CARY CARBONARO

2016 MEDIA KIT





MISSION & POSITIONING

MISSION STATEMENT

Cary Carbonaro aims to inspire and uplift women through the knowledge and attainment of wealth.

POSITIONING STATEMENT

2016 Women's Choice Award winner, Cary Carbonaro believes the most important thing about money is freedom. With that belief she educates and motivates women of all ages to get their finances in order. With the Amazon Best Seller, *The Money Queen's Guide For Women who Want to Build Wealth and Banish Fear*, Cary is reaching generations from millennials to baby boomers.

A BIT ABOUT CARY CARBONARO

Cary Carbonaro aka "The Money Queen"™ is an Author, Speaker, and Certified Financial Planner with an MBA in finance, and has over 25 years of experience in financial services. In 2014, she was named an Ambassador for the CFP® Board, one of only 50 in the United States. Cary's latest book *The Money Queen's Guide: For Women Who Want Build Wealth and Banish Fear* (Morgan James, October 2015) is an Amazon #1 Best Seller in the U.S. and several other countries. In March 2016, *The Money Queen's Guide* **was named one of the 10 Best Books to Make You Rich by DailyWorth**, a personal finance and business website voted 100 Best Websites for Women by Forbes.

Cary is currently a Managing Director with United Capital and divides her time between New York and Florida where she is a yoga instructor in her free time.



As an Author, Speaker, and Certified Financial Planner, Cary has been featured and quoted on multiple media platforms.





CLIENTS & AUDIENCE

CLIENTS

The affluent female knows the value of a dollar and is aware of being a part of the financial planning process. She is interested in what's happening to her money! More like an informed Material Girl, the affluent female is making sound choices to increase her net worth and even her designer bag collection.

Average Age: 52

HHI: \$150K+

Education: B.A.+

Employment: Retired/Working Executives

Marital Status: Single/Married/Divorced/Widowed

Median Home Value: \$650K+

Financial Accounts: \$500K+

READERS & SUPPORTORS

Brand supporters consist of women who may not fall into the client demographic when it comes to finances. They are the women who read the books, hear the speeches and tell others about The Money Queen Brand because they are inspired to have *and* to be more. These women are college students, wives, mothers, entrepreneurs, divorcees and sisters. They are the tribe of loyal followers who spread the word about Cary Carbonaro.



amazon
Best Seller

dw
DAILY WORTH



ABOUT THE BOOK

The Money Queen's Guide is an Amazon.com #1 Best Seller and was named Top 10 Books That Will Make You Rich by DailyWorth.com

The Money Queen's Guide is an uplifting and informative financially grounded book that helps women obtain and then protect financial success through the evolution and growth of their professional careers and personal lives.

As much as women today are motivated to make money, we often do not consider the crucial relationship between what we do today and how it can impact our lives tomorrow. **The Money Queen's Guide** is a book written for the woman who has it all, but often struggles with the ability to balance her success with her future needs and goals. **The Money Queen's Guide** will help readers plan out their financial lives for growth and success, while avoiding the pitfalls that can derail financial security along the way.

Chapter 1: Are You a Material Girl?

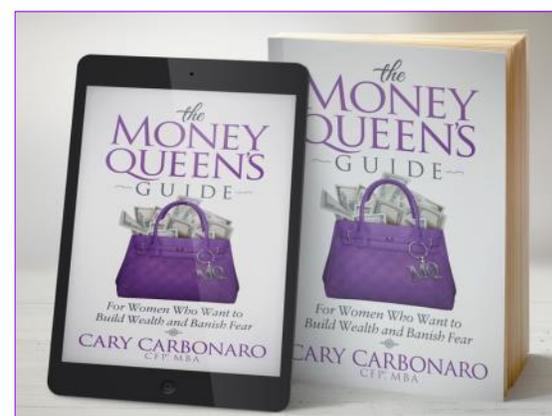
Chapter 2: The Five Keys to Financial Planning

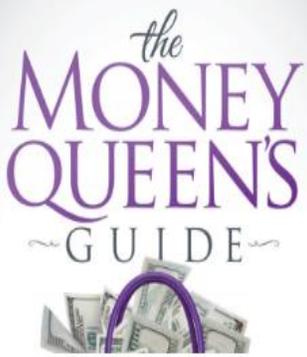
Chapter 3: Fail to Plan; Plan to Fail

Chapter 4: Your Best Financial Life

Chapters 5-9

- Roaring 20's: The Journey Begins
- Chapter 6: Your Thrifty 30's: Becoming Established
- Chapter 7: Your Fantastic 40's: What's Next?
- Chapter 8: Your Fabulous 50's: Avoiding the Landmines
- Chapter 9: Your Smooth 60's and Beyond—A Time to Celebrate





CARY'S SPEAKING TOPICS

Cary is a regular media personality and speaker.

Her feature keynotes include:

The Money Queen's Guide to Investing

How to Build True Wealth & Banish Fear:: The Decade-by-Decade Blueprint

Women & Money: The Realities & Decisions

The Money Queen's Guide For Millennials

The Top 5 Roads to a Happy Retirement

Happy Financial Wife Equals Happy Life!

Money Queen Make-Over

Women In The Workplace

Money Queen's Guide to Surviving Marriage





WHO'S SAYING WHAT

"Oh, girls, you are soooo gonna hate Cary Carbonaro's ex-husband. But you are gonna love her book." — **Lauren Ritchie, Orlando Sentinel**

"...my favorite Keynote Speakers to date, Cary Carbonaro [is a fine] example of what a woman can accomplish regardless of the odds...Her ability to convey her story of courage and commitment while keeping it entertaining and enjoyable caused all 300 of us in the ballroom to fall in love with her and what she has accomplished. — **Melody R. Keeth, Executive Director Serene Harbor, Inc.**

"Cary does an incredibly smart job of making you understand money instead of fearing it. If your dream is to build wealth and a lucrative future for yourself this is a must read. She is indeed the Money Queen!" — **Tamsen Fadal, TV Anchor and Host/Author of "The New Single"**

"Carbonaro's book is **a must read for all advisors**, and they should give this book to their female clients to help them better deal with their own unique financial issues." — **Bob Clark, ThinkAdvisor.com**

A heartfelt and well written message empowering woman to take control of their finances, and their life...it's for your mother...sister and best friend. Reminds all women that they are in charge of their net worth, and even more important: they're true worth.

—**Stephanie Bogan, Founder, Quantuvis Consulting**

"Cary's story helps people understand how money can quickly come and go. Cary shared how she was able to rebuild her life and her financial well-being. **Cary is a real person - didn't inherit wealth. She earned it.** I bought several copies to give to my sister, niece and friends." — **Monica T.**

"Cary Carbonaro has created a very user friendly common sense guide for woman to manage their financial life to achieve their life goals. I would highly recommend it to any woman seeking financial advice and independence. —**D.D. Darlene DeRemer, Managing Partner/Grail Partners**

"Cary Carbonaro, CFP®, brings financial expertise, advisory experience, and best of all, her savvy and style as a professional woman to her new book "The Money Queen's Guide." This is one book that talks straight to women, helping them navigate the special financial issues that they, as women, have to deal with."

— **Eleanor Blayney, CFP® Consumer Advocate CFP Board, Author of "Women's Worth: Finding Your Financial Confidence"**

WHO'S SAYING WHAT

Great read! This book feels like sitting in deep conversation with a good friend who has great advice. Cary is funny, warm and informative all at the same time. – **L. A.**

Cary Carbonaro hits a home run with her Money Queen's Guide. Buy one for every woman in your life. I wish I would have had this...when I was in my 20's. – **M.A.**

A total page turner. Carbonaro bravely [shares] her personal story and... a well thought out plan to avoid the mistakes she made early in life. – **B.R.K**

Great practical money advice for today's woman. Easy to understand, short on insider Wall Street lingo and long on common sense. – **A.H.**

NOT Just for Women!... A must read for anyone who wants to get rich slowly! – **R.R**

Great book! Bought it for my wife and she loves it. Highly recommend this book. – **Amazon.com**

You need to protect yourself financially! This book addresses issues regarding women and their finances I have not seen anywhere else. – **Allan/CPA**

Wow! As a financial professional, I'm going to recommend this to every woman client! – **R.B.**

I [couldn't] put the book down! Cary Carbonaro uses plain language to offer great advice to women on how to keep, manage and grow their wealth! I feel absolutely empowered! – **Amazon.com**

Learning about financial principles has never been so engaging or entertaining. I loved the book so much I bought copies for my girlfriends! – **S.B.**

Very relevant and insightful. Cary obviously has a passion for this subject...Not just about money but how we feel about it and its effect on us. – **G.S.**

A must read for any woman who wants to take charge of her financial life. – **Mari**

If you've ever watched Suze Orman's show, Cary takes it to a whole other level with her insight and wisdom into a woman's financial future. MUST READ!!!! – **Amazon.com**

This guide is full of great advice, makes several good points and is easy to understand. Definitely giving it my daughters and friends as gifts! – **R.S.**

Cary's candor in describing her own obstacles offers many of us hope in recognizing how we can turn our thoughts and actions into a positive outcome. – **B.G.**

ONLINE MEDIA & VIDEOS

Watch Cary online at www.MONEYQUEENGUIDE.com



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BAM! BOOKS-A-MILLION

The book cover for "The Money Queens Guide" by Cary Carbonaro. The cover features a purple handbag and the text "For Women Who Want to Build Wealth and Slash Four".

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