

Leading  
Women  
in Business

LAS VEGAS

# MILLENNIAL MONEY \$SMARTS

**BEST-SELLING AUTHOR AND MILLENNIAL-MONEY MENTOR LISA CHASTAIN AIMS TO LIFT WOMEN UP SO THAT THEY CAN BECOME THEIR OWN FINANCIAL BOSSES, ONE CLIENT AT A TIME.**



Lisa Chastain, Owner, Founder, Money Coach, and Author

“Growing up, the subject of managing and building wealth was never a conversation in my family,” says best-selling author and millennial-money mentor Lisa Chastain. “It was always about cutting back.” But as a communications student at University of Nevada, Las Vegas, Chastain began to realize that other people lived differently, focused not just on getting by, but on thriving by conquering debt and saving money.

Chastain has been working with millennials for 15 years, first as a college advisor, then as a financial advisor, and now as a money coach. By the time she was 31, she’d also managed to save \$100,000.

Despite her financial background, Chastain struggled with finances. All of the money she had saved at 31 was lost during a three-year period of financial hardships. But this didn’t stop her. Instead, these experiences gave her the foundation she needed to realize a lifelong dream: helping other women—particularly the millennials she’d worked with early on—become financially stable and realize dreams of their own. In 2016, she founded Millennial Consulting LLC, a full-time life coaching practice with a strong emphasis on financial coaching. Her goal? “Helping clients know their money, invest wisely, save, and make smart choices so they can achieve their ideal lifestyle.”

## STRENGTH IN SISTERHOOD

In addition to having authored the best-selling book “Girl, Get Your \$hit Together! #adulting YOUR way,” Chastain’s signature program is SISTER mentorship, a program that helps clients create and stick to a solid financial plan by emphasizing Strong, Independent, Successful, Talented, Empowered RESULTS for a financially secure future. The SISTER mentorship is a six-month program that includes one-on-one coaching with Chastain, group coaching with peers, monthly calls, and weekend retreats. “There’s such power for women who come together in community and sisterhood to discuss money honestly,” says Chastain.

Perhaps no client embodies the program’s success better than Nuria. When Nuria first began working with Chastain, she was ashamed of her spending habits and the \$12,000 in credit card

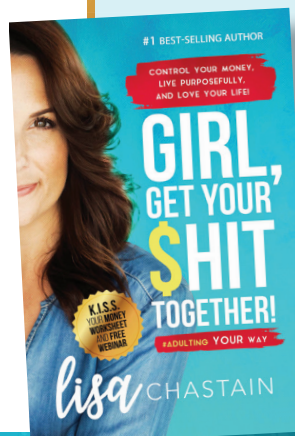
debt she carried. But after six months in the SISTER mentorship program, Nuria is now nearly out of debt, making savvy spending choices, and feeling confident about the new direction of her life. “In fact,” says Chastain, “Nuria is joining the program again because now she wants to level up on life and focus on building wealth.

“There’s a misconception in the financial industry,” she adds, “that you can’t save and invest at the same time you pay down debt. I teach my clients that it’s all possible—they can accomplish all those goals simultaneously. And with the right coach or mentor, they can do it in a much shorter amount of time.”

Lisa Chastain’s strength in advising women comes from her own life and financial experiences; clients understand that she can truly relate. “Women have a very emotional relationship with money,” she says.

“There’s a lot of shame and guilt wrapped around finances for them, and they don’t typically take the same financial risks men do. Often, fear about the outcome stops them from making decisions altogether.”

Chastain is perhaps proudest of the big-picture view she provides clients. By encouraging them to make intentional choices with their money and advocate for themselves, “I inspire women not just to control their finances,” she says, “but to learn how to live purposefully by using sustainable financial practices.”



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