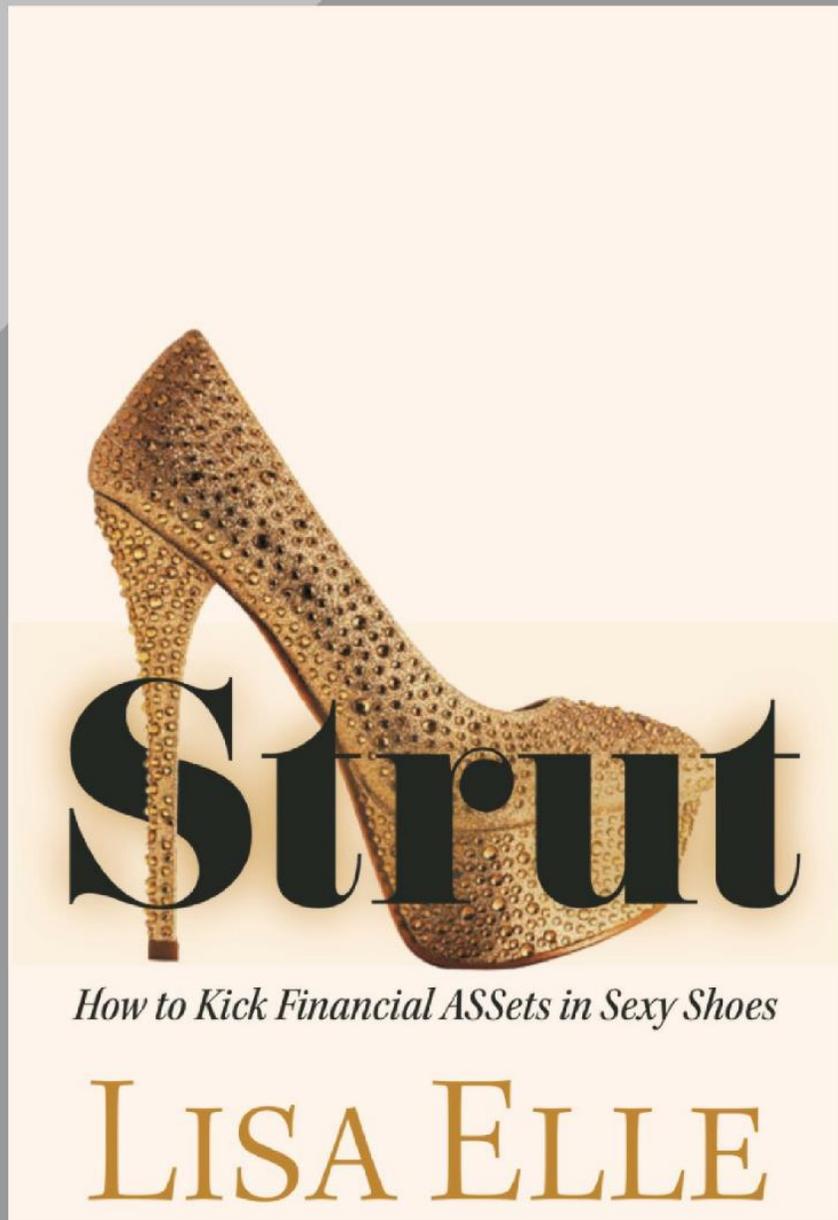


• MEDIA KIT •

# STRUT

HOW TO KICK FINANCIAL ASSETS IN SEXY SHOES

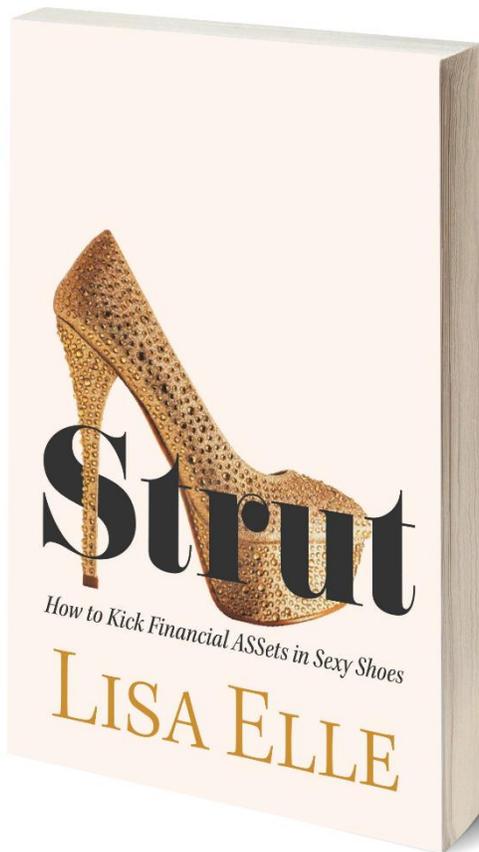
BY LISA ELLE



# ABOUT THE BOOK

**STRUT: *How to Kick Financial ASSETS in Sexy Shoes***

**By Lisa Elle**



WHOEVER SAID MONEY CAN'T BUY HAPPINESS  
DIDN'T HAVE A BIG ENOUGH SHOE CLOSET!

Do you feel torn between buying that new pair of shoes or saving money for your future?

Does the stress of thinking about your money situation drive you straight into the arms of your favorite store for some retail therapy?

What if there was a way to fund your dreams, that doesn't require restricting yourself from the things you love?

If your heart and wallet are screaming "YES!", then this book is for you.

The Strut approach to money gives women the ultimate roadmap to having it all. Lisa Elle is a smart, funny & stylish financial advisor. She coaches women who have shopping disorders of the overspending kind, who still want to live a life of balance. Let's not kid ourselves, shoes are as important, as living in financial bliss.

*Strut: How to Kick Financial ASSETS in Sexy Shoes* is a comprehensive guide for women who want to have it all, and believe they can.

No matter where you are on your financial journey, Lisa's enthusiasm and insight will give you the clarity, confidence and courage you need to kick ASSETS so you can fund your dreams.

Strut unites women everywhere who want to stand up, become financially confident and strut their stuff.

**[lisaelle.ca](http://lisaelle.ca)**

*(for details on ordering, please see the TO ORDER page)*

# ABOUT LISA ELLE



Lisa Elle is the owner of Ellements Group, Wealth Spa™, Money Makeover Online Course and the author of *STRUT: How to Kick Financial ASSETS in Sexy Shoes*. Lisa has been a financial coach and planner for over 16 years and is passionate about helping women create financial clarity and fund their dreams. Her professional training for this career started by graduating with a Diploma in Business Administration from Mount Royal University in 2000, before going on to study insurance and mutual funds in 2001. She received her Certified Financial Planner (CFP) designation in 2006, and her Certified Professional Consultant on Aging (CPCA) in 2009. Lisa also completed her Bachelor of Management through Athabasca University in 2012. In 2015, Lisa completed her Fellowship with the Canadian Securities Institute (FCSI), the most senior credential and highest honor in Canadian financial services and as a Financial Advisor. Lisa Elle is also a Certified Cash Flow Specialist (CCS) and loves helping women with cash flow planning so they can accomplish their long term goals while still buying Starbucks, Shoes and Handbags guilt free! Lisa lives with her family in Cochrane, Alberta.

## LISA ELLE

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# Q&A STRUT

## 1. What inspired this book?

I was watching the movie, *PS, I LOVE YOU* with Hilary Swank and there is a part in the movie when she discovers her passion is to create shoes. I was jealous. I wanted to do something fun like that, but what could I do as a “boring” financial planner. That’s when I had the idea for STRUT and to relate all the chapters in the book to a different type of shoe. I knew I had to make this book fun for women to actually pick up and read and that was my in! What woman doesn’t love shoes?!

## 2. Why shoes & finances?

As a financial planner for over 16 years, I know that Canadian women want an easy, fun way to uncomplicate their financial lives and there is limited financial education that is readily available and actually fun to read. I think all women know they need to actually take control of their financial situation, but just don’t have time or find it too complicated. *Strut* makes this financial stuff fun again in a short and easy to read book!

## 3. Who is this book for?

This book is for any woman age 18-65. However, as 36 year old myself, I find I wrote it more specifically for women ages 35-55. The great thing about this book is that you can pick and choose what chapters you want to read, you don’t need to read it consecutively for it to make sense. So any woman can pull out the chapters that speak to them on their financial journey right now.

## 4. How long did it take to write?

From start to finish was about 3.5 years, however, in that time there were a few 6 months gaps where I didn’t touch writing at all. I think sometimes the book you are writing really needs to soak in and you need to get personal with it, almost like a relationship.

## 5. What can readers hope to gain from your book?

- Forgive yourself for your financial past
- Clarity, Confidence and Courage are so important when it comes to your money
- Practical Tips & Strategies to help women in their financial journey today
- A laugh or two!

## 6. Where can women get a copy of your book?

It is available in Paperback, Hardcover & e-Book versions at any online retailer, such as Amazon, Chapters/Indigo, Kobo, iTunes Bookstore, Google Play, Barnes&Noble, Nook, and the FriesenPress Bookstore.

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DESIGNER

Money Makeover Online Course

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MONEY COACH

Certified Financial Planner®

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Huffington Post & Trifecta Magazine

LOVER

Of Life & People

LISAELE.CA

# THE BUZZ ON THE STRUT

## *from Canadian Women....*

“The author has written a very unique book on how women can smartly and effectively manage and plan their financial investments, in a format that women can absolutely relate to. I especially loved the chapter titles. Very cute. I highly recommend this book for women who want to take control of their financial planning.”

- PENNY SCOTT  
*Mom & Household COO*

"Every Woman Needs to Strut! Without question, every woman should read this book. Lisa is a gifted writer and shares great financial tips as well as shows a vulnerable side about being a woman. Her great sense of humour and professional flair guarantees that Lisa will be writing another book soon! I can't wait!"

- JANICE PIET  
*Yoga Instructor*

"THIS IS A MUST READ FOR CANADIAN WOMEN! It's fun, engaging and relevant! This book is a MUST for Canadian Women that want to control their financial destiny!"

- PAM TENNANT  
*Executive Assistant*

"Awesome! I wished I had something like this when I was younger. I appreciate the style of writing and the relevant info that I can now use as a senior."

- MARG LOEWEN  
*Retired, Condo Sales*

"I give it a 5 out of 5 stars.  
This book is amazing!"

- CLAIRE MACDONALD  
*Registered Massage Therapist*

"Thank you Lisa Elle. I  
loved the book!"

- KELLY FERGUSON  
*Restaurant Owner*

"Brilliant & Fun!"

- DELLA MORRISON  
*Interior Designer*



# TO ORDER

*STRUT: How to Kick Financial ASsets in Sexy Shoes* is available to order from most major online book retailers, including the FriesenPress Bookstore, Amazon, Chapters/Indigo and Barnes&Noble.

The eBook is available for Amazon Kindle, iTunes Bookstore, Google Play, Kobo and Nook. Wholesale orders for bookstores are available through the distributor: INGRAM.

## PRICING

- Paperback: \$15.99 USD / \$20.99 CAD
- Hardcover: \$21.99 USD / \$28.99 CAD
- eBook: \$9.99 USD / \$12.99 CAD

## BOOK DETAILS

- 204 pages
- Black & White – Paperback/Hardcover
- Color – eBook
- 5.5 x 8.5 inches

## ISBNs

- 978-1-4602-8823-8 Paperback
- 978-1-4602-8824-5 Hardcover
- 978-1-4602-8824-5 eBook

## BISAC/CATEGORIES

- BUS050000 Business & Economics, Personal Finance
- SEL027000 Self-Help, Personal Growth, Success
- SEL021000 Self-Help, Motivational & Inspirational

## KEYWORDS

- Self-Help, Personal Finance, Money, Financial Planning, Financial Success, Women In Business, Inspirational

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# PRESS RELEASE

FOR IMMEDIATE RELEASE:

Local Author & Certified Financial Planner LISA ELLE Writes on  
How Women Can Have It All

## ***STRUT: How to Kick Financial ASSETS in Sexy Shoes***

[Cochrane, AB—December 1, 2016] The Huffington Post recently reported that women make up 51% of the workforce and are starting their own businesses at twice the rate of men. While women are thriving and earning more than ever before as professionals and entrepreneurs, there has never been a greater need for female-centric financial planning for long-term success. Lisa Elle's new book, *STRUT: How to Kick Financial ASSETS in Sexy Shoes* provides it – along with the whole shoe closet!

Certified Financial Planner and Money Coach, Lisa Elle knows that the words “fun” and “financial planning” don't always go together. Elle argues that financial planning can, in fact, be fun and easy! *Strut*, produced through FriesenPress, gives women the essential basics and techniques to take charge of their finances. Elle guides the reader to take responsibility for her own financial situation, discover “why's”, set achievable goals, and create a new financial destiny.

Lisa writes a witty, endearing, and informative guide to financial success. Lisa's enthusiasm, and insight, is refreshingly candid. Elle helps readers to learn from her mistakes. With honest advice about debt, consumer spending, and building financial assets, *Strut* is a must-read for any shoe loving woman interested in gaining control of her finances and balance in her life.

*Strut* is available for order from the FriesenPress bookstore, Amazon, Chapters/Indigo, Barnes & Noble and from most online book retailers. Readers can also purchase the e-Book on Kindle, Nook, iTunes, Kobo and GooglePlay.

### **About the Author**

Lisa Elle, owner of Ellements Group and Wealth Spa™, has been helping women as a financial coach and certified financial planner for over 15 years. Her mission is to help women create financial clarity and fund their dreams without sacrificing shoes, wine or chocolate.

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