

Who Wants to Marry a Millionaire When You Can Be One?

Why A Man Is Not A Plan: What Every Woman Needs to Do to Be Cash Confident, Saving Savvy and Financially Fit

What I Can Do For Your Audience

Story/segment Ideas for Women 18 to 54

Following are segment ideas to entertain, educate and empower women to have a better handle on their money and more control of their lives.

Who Wants to Marry a Millionaire When You Can Be One?

6 Practical Money Tips for Women to Live Rich Regardless of Their Marital Status

He's Great in Bed...But is He a Good Money Match?

Take this Quick Quiz to Find Out

Could You Be Marrying Into A Credit Nightmare?

5 Reasons To Talk To Your Honey About Money Before You Say 'I Do'

Why Dating 'Mr. Right' Could Be Oh-So-Wrong For Your Wallet

What every woman needs to know about cohabitation and cash

Why Budgets Leave You Broke

How to Ban the 'B' Word and Take Control of Your Financial

Sanyika Calloway Boyce, **The Financial Fitness**

Coach, is a personal finance expert with more than 10 years experience in writing and talking about money matters.

As a former debt-strapped college student who nearly filed bankruptcy, her personal story and life experiences add a unique human element and instant credibility.

Determined not to be victim, she turned frustration into action, financial ignorance into financial literacy and her mess became her message which she uses to engage, empower and educate audiences of all ages how to gain true financial freedom by changing their attitude about money.



Why You Should Care Startling Statistics

Did you that women...

- Make more than 80 percent of all buying decisions in a household (BusinessWeek)

- Spend three times more on hair care products, consumer goods and dry cleaning services than men (iVillage.com)

Yet, sadly...

- Women earn less money than their counterparts, making just 78 cents for every dollar a man gets (BusinessWeek)

- Women between the ages of 25 to 39 make up 60 percent of all divorces (Census Bureau)

- Only 35 percent of single women have retirement accounts, and just 8 percent have traditional pensions (Federal Reserve)

But, on the brighter side...

- Women are starting businesses at a rate of three to one compared to men (SBA.gov)

- Women are more likely than men to seek out and rely on advice from finance books and experts (Merrill Lynch)

How to Book Sanyika Contact Information

Publicity Contact:

Jovanna David

Phone: 512.699.3360

Email: JovannaDavid@gmail.com

Direct Contact:

Sanyika Calloway Boyce

Phone: 917.940.7213

Email: Sanyika@Sanyika.com

Website: www.Sanyika.com

Sanyika's Availability

Website: www.SanyikaCalendar.com

Based in New York/Tri-state — Available for in-studio interviews

Nationwide availability by satellite or phone, in-studio by arrangement, last-minute guest based on availability

"Sanyika, you were great! My Executive Producer loved you. Email me more segment ideas. Would love to have you back!" - Jeffrey Hackl, In The Loop (NBC)

--> MORE ON THE BACK --> TURN OVER -->

“Women are more likely than men to seek out and rely on advice from finance books and experts” - Merrill Lynch

How I Deliver My Message Effectively Media To Date

Television

Sanyika has appeared as a personal finance expert on local, regional, national and International media via ABC, CBS, FOX and NBC affiliates as well as other major television and news networks, including shows such as:

- NBC's "In the Loop" with iVillage
- CN8's "Money Matters Today"
- NY1's "New York Living: Money Matters" and
- STVA's "News: All in 30 Minutes" (Swaziland, South Africa)

Radio

Sanyika's been a guest on more than 60 local, regional, national and International radio shows, including:

- ABC Radio
- USA Radio Networks
- NPR and
- 567 CapeTalk (Cape Town, South Africa)

She is also the host of, Next Level Lifestyle, airing on QT World Radio

Print: Media

For more than three years, Sanyika has written a column which is featured in Young Money magazine.

Additionally she has been quoted in several magazines, newspapers and online publications. Her work is recognized by

such notable publications such as:

- USA Today
- Black Enterprise
- Entertainment Today and
- The Wall Street Journal

Print: Books

Sanyika has written several books on personal finance, including:

- Crack 'Da Code: What Every College Student Needs To Know About Money, Love & The Dream Job
- Teen Money Tips: Simple Steps for Banking, Saving & Making Money

She's also a Contributing Author for the Internationally Best Selling "Chicken Soup for the Soul" book series.

In 2008 she will release: "Success Beyond Money: Six Surefire Steps For You To Reach Financial Freedom and Live a Life of Prosperity & Abundance" (January 2008) and "The Ultimate Money Book: A How To Guide for Teens to Manage, Multiply and Make Money" (March 2008)



In-studio on the set of "In the Loop" with iVillage (Chicago)

Left: Financial Expert, Sanyika Calloway Boyce
Center: Show Host, Ereka Vetrini
Right: Segment Producer, Jeffrey Hackl

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