



Catriceology's Irresistible Brand Bio Transformation

Lorene Collier Purcy

Transformational Speaker, Prosperity Personal Trainer, Money Maven, and Author

Teaching Women How to Propel from Pocketbook Pain to Pocketbook Prosperity

Web Copy Bio

I know what it feels like to agonize over unpaid bills, worry about where the money is going to come from and endure the fear and shame that can paralyze you from achieving prosperity. I've been there, done that and set myself free from the financial fire that was burning up my bank account. I learned how to turn my pain into profits and prosperity to get my money health back in shape and I would love to help you do the same as your *Prosperity Personal Trainer!*

I'm no different than you. I've had my share of financial struggles as a result of an "*I want it right now money mindset.*" I was in debt, recklessly misusing my credit cards and was irresponsible with my hard earned money. I certainly had "*money shame*" and was embarrassed about my financial status.

I realized I needed a financial intervention and created my own *Debt Detox Program* to revive my money pulse and improve my financial health; that was my old *Pocketbook Pain* story! Is this your current money story? If so, then it's time to write a new liberating story to create your own *Pocketbook Prosperity* and financial freedom, because you are worth it!

Today I am a financially *Savvy Chick* and *Money Maven* who is passionate about helping women go from pocketbook pain to pocketbook prosperity so they can too experience financial freedom, personal fulfillment and financial security. If you are ready to eliminate your financial struggles, get out of money survival mode and learn how to financially thrive in your life or business. I would love to help you reprogram your beliefs about money and improve your money habits so you can achieve financial prosperity through my financial freedom coaching programs.

I believe it's time for you to *Get Rich* and become a *Savvy Chick* who is confidently in charge of your finances. I want to work with you and be your *Account-ability* partner to help you shed the weight of your money shame and trim away unhealthy spending habits with my *Get Rich Savvy Chick Wealth Workout Plan*. When you work with me, I will empower you to realize and own your prosperity potential so you can pay your bills with confidence and pursue your passions with financial ease and abundance.

It's time to get you back on the path to financial success that you deserve. Your fiscal health is essential for well-being in all other areas of your life. You don't have to do this alone, let me help you break free from the financial overwhelm that is over-drafting your happiness, sense of security, dreams and desires. Let's make some immediate deposits into your financial and emotional bank account and bring your joy, confidence and money back into the black.



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Transformational Speaker

Lorene Collier Purcy, savvy and successful entrepreneur and transformational speaker has empowered hundreds of women and entrepreneurs over the past 20 years with her infectious enthusiasm, zest for life and innovative prosperity solutions. Lorene is an inspirational leader, best-selling author and CEO of *Savvy Chicks Rule*, an empowerment organization helping women tap into and transform their prosperity and is also the owner of *Mindset Matters Inc.*, a non-profit organization that promotes financial literacy and provides social etiquette training programs to children, teens and young adults. She's on a mission to help women reclaim their prosperity power because she believes *every* woman deserves to financially thrive and live the life of their dreams. Lorene realizes that financial challenges create stress so she infuses fun into every presentation and client engagement. As a passionate, sought after motivational speaker, trainer and workshop facilitator, Lorene speaks with a burning passion of financial truth, shares practical and proven financial solutions beyond the textbook status quo and when she speaks people listen and take action. She transparently shares her own triumph over her old money story and how she turned her financial pain into her purpose to help women step out of their own *Pocketbook Pain* into *Pocketbook Prosperity*. When it comes to *Money Matters* Lorene is the *Money Maven* individuals, groups and companies choose to experience financial victory!

Money Maven

Lorene Collier Purcy, *Speaker, Prosperity Personal Trainer, and Money Maven* passionately helps women dramatically shift their money mindset, end their money shame and achieve *Pocketbook Prosperity* to experience financial freedom, personal fulfillment and financial security. She teaches women how to eliminate their *Pocketbook Pain* so they can *Get Rich* and become a *Savvy Chick* who is confidently in charge of her finances and future. Lorene is on mission to help women revive their fiscal health by courageously shedding the heavy weight of debt, unpaid bills and financial overwhelm through her *Get Rich Savvy Chick Wealth Workout Plan*. She is an acclaimed *Prosperity Personal Trainer* who teaches women how to trim away unhealthy spending habits, cut out credit card debt and manage their money mistakes with her signature *Debt Detox Program*; a 21-day prosperity plan that helps women revive their money pulse and improve their financial health.

Prosperity Personal Trainer

Clients who work with Lorene are empowered to realize and own the power of their prosperity potential and use it to break free from financial overwhelm, pay bills with confidence, re-establish their credit, save money and pursue their dreams and passions with financial abundance. Lorene masterfully coaches women out of survival mode into a wealth consciousness mindset that prepares them to financially thrive in life and business. Lorene's *Financial Freedom Coaching Programs* help women make deposits into their financial and emotional bank accounts to bring their joy, confidence and money back into the black. She is the go to *Account-ability* partner for women worldwide who are ready to get on the path to financial success. Lorene is known for helping women eliminate the agony over unpaid bills, her financial wisdom is second to none and she is an expert at helping women release their money shame so they can transform their *Pocketbook Pain* into *Pocketbook Prosperity*.

Lorene Collier Purcy, CEO of Savvy Chicks Rule & Owner of Mindset Matters, Inc.

<http://lorenecollierpurcy.com> - <http://savvychicksrule.com> - <http://maximizeyourmindset.com>



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Speaking Topics (Partial List)

Clean Out Your Pocketbook and Prosper: *De-Clutter Your Money Mindset and Discover What's Holding You Back from Financial Prosperity*

A critical first step in achieving *Pocketbook Prosperity* is acknowledging your *Pocketbook Pain* and telling the truth about your financial situation. Lorene shares the truth about how to identify your money mindset leaks and offers transformational solutions to shift you out of survival consciousness into wealth consciousness releasing you from the overwhelming burden of debt. Learn how to break bad money habits, curb impulses to spend and break free from the money trap that is keeping you emotionally and financially broke. During this session, participants begin shedding unhealthy money weight, create a blueprint for cultivating *Pocketbook Prosperity*, revive their money pulse and leave feeling peacefully refreshed and empowered for their prosperity pursuit.

Revive The Power of Your Prosperity Pulse: *Change Your Mindset for More Cha-Ching!*

Getting back into the black in your financial and emotional bank accounts requires you to shift into a wealth conscious mindset to go from a *lack-luster* life to a limitless, abundant life you love. Lorene shares exactly how to revive and leverage the power of your prosperity pulse so you can emotionally and financially thrive. Participants receive practical and proven financial health strategies that give your financial pulse instant CPR and creative tips on boosting your bottom line. Additionally, participants learn how to gracefully and successfully navigate through the stages of change as they shift from *Pocketbook Pain* to *Pocketbook Prosperity*.

Balance Your Emotional Account and Thrive Abundantly: *Shifting From a Lack-Luster Life to Living a Limitless One You Love*

Financial and emotional prosperity requires a SMART and balanced plan, patience and perseverance. Successful people accomplish their goals in life by design and not by default. During this presentation, you'll discover the power of goal setting, how to set SMART goals, create your personal prosperity vision and how to put your goals into action to achieve the abundance you desire. Lorene shares new ways to earn money, how to attract and sustain financial success and how to harmonize your life by honoring and pursuing your passion and dreams. Participants will leave inspired to achieve financial freedom and empowered to create a lifestyle that easily allows in financial prosperity and personal fulfillment.

Coaching and Mentoring Programs

- *21-Day Debt Detox Program*
- *Get Rich Savvy Chick Wealth Workout Program*



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Mini Biographies:

200 Word Bio

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100 Word Bio

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50 Word Bio

Lorene Collier Purcy, *Speaker, Prosperity Personal Trainer, and Money Maven* passionately helps women turn *Pocketbook Pain* into *Pocketbook Prosperity*. She's a best-selling author, CEO of *Savvy Chicks Rule* and the owner of *Mindset Matters Inc.* Lorene is the *Money Maven* individuals, groups and companies choose to experience financial victory!