

# ande frazier



## Sparking the conversations that will create a new generation of financially-savvy women.

### *Fin(anci)ally Free! 11 Conversations to Have With Yourself Around Life, Money, and Your Worth (ForbesBooks 2020)*

It is human nature to turn to a friend or loved one when faced with a serious problem. When it comes to money, however, it seems that the only option is to ask our banks or advisors. The issue for women is that these institutions were designed to be run by, and catered to, men. Unfortunately, this is still largely the case.

Ande Frazier is a seasoned expert who got out of the traditional system to help women get a handle on their cash. *Fin(anci)ally Free!* is a guide to help women feel secure in their futures, to integrate self-worth and net-worth across generations.

*Fin(anci)ally Free!* is earning attention from notable entrepreneurs across industries. Denise Denson, a serial investor in women-owned companies and twenty-three-year executive vice president at Viacom said, “Ande’s no-nonsense approach to financial topics is a much-needed breath of fresh air.” Denson explained that with “so many people out there eager to tell women how to think about their finances—and their lives—it’s hard to know who to listen to. I sincerely recommend putting *Fin(anci)ally Free!* at the top of your list.”

Rather than frame her book as a series of lectures,

Ande chose to create conversations. Across eleven frank conversations, Ande takes women through the emotional and behavioral factors that guide all our hands when dealing with money. From navigating both the expected and unexpected events in their lives to finding the best advocates, Ande’s book pro-



“This book is about straight talk for you—not just about your money, but about your life.”

vides cold, hard data in warm, empowering conversations. Her goal is to speak to you as a friend, to assure you that your concerns are her concerns and that there is a way forward.

“This book is about straight talk for you—not just about your money, but about your life,” she says.

If you would like to start having the right conversations about money and wealth, buy your copy of *Fin(anci)ally Free!* on Amazon today!



**Ande Frazier** CFP®, CLU, ChFC, RICP, BFA™, ChSNC, CDFIA® is inspiring women to take control of their money by breaking down the emotional, behavioral and societal barriers that prevent them from building strong financial foundations.

Frazier has served as CEO of LEAP Systems, LLC and as VP at Penn Mutual. She has earned numerous awards and honors, including being named one of Bristol's "Who's Who Among Distinguished Professionals and Executives" and "2019 Top 100 in Finance" by Top 100 Magazine. Ande is a member of GAMA, AALU, NAIFA, and formerly served as the Secretary of the National Board of Women in Insurance and Financial Services.

She lives in New York with her husband and two children.



"Ande talks pure sense when it comes to money. She is a wealth of wisdom—knowledge with a big dose of keeping solutions simple to building your wealth. Regardless of relationship status, women need to understand money and create independent wealth. Ande is the woman helping other women do just that. If you want to know about money, freedom, and choice, then read Ande's book."

—**Joanne Grobbelaar, founder of the Boardroom—Four-Step Success System, host of *The All-In Podcast***

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