

GALIA GICHON

Financial Expert, Speaker & Author

EXPERIENCE

For over 20 years, Galia has been helping people understand the world of finance and adopt wise money management skills. Her goal is to demystify personal finance, money management and investing for individuals who find money matters intimidating. Her 10 years of experience in the bond research market, owning her own business, and mentoring entrepreneurs have given her a unique perspective on personal and business finance. Her primary focus is education. She does not manage money or sell investment products. She is an objective and unbiased source of financial learning. Galia earned an MBA in Finance from Fordham University and holds a BS in Finance from the University of Florida. She is currently an adjunct professor at Barnard College Athena Center for Leadership. She is actively involved in angel investing and accelerator programs through Pipeline Angels, Astia and Refinery CT.



TOPICS

Personal Finance for Entrepreneurs

Surviving and thriving as an entrepreneur, freelancer or startup requires strong financial management skills, but getting there can seem stressful and overwhelming. Join financial expert and Fordham University MBA holder Galia Gichon for an introduction to a painless, seven-step plan for taking control of your personal finances. You'll set financial goals, create a budget that works for you, and establish the habits that lead to financial health. You'll learn how to make financial planning less time-consuming by spending 30 minutes a week directly focused on your budget, spending, savings, and investments. You'll also learn how to create immediate growth in your savings and investment accounts. Galia will also share key techniques for taking the stress and uncertainty out of planning for retirement. You'll be able to confidently and successfully manage your personal finances, and have more time (and money!) to do the work you love.

- End Your Stress Around Spending
- Start Saving More Money
- Learn about Mutual Funds and Investing
- Put More Money in Your Wallet and Bank Account
- Direct Your IRA with Ease
- Sleep Better At Night Because You Are Financially Fit
- Open Your Conversation to Money
- How to Manage Your Money with a Variable Income

Finance Fundamentals for Entrepreneurs

To be successful as an Entrepreneur, it is key to feel in control, gain a handle and understand your business finances. This allows you to set quantifiable goals, be clear about your earnings and manage your expenses. Then turn those projected goals into higher profits! This also includes learning business models that turn ideas into revenue, scale current resources, how to project realistic assumptions and which ratios or key numbers to regularly track. This workshop is geared towards people with variable income, work for themselves or own their own businesses. As a Business Owner, Freelancer, Entrepreneur or Artist, you can't afford not to attend! Stop being reactive; become proactive about your money!

- How to create, read and evaluate financial statements for your business
- How to pay yourself
- How to pick the IRA (and investments) best for your business
- How to make strategic decisions while analyzing the financials for your business

Please contact Galia Gichon for bookings
and more information at 646.831.8711 or galia@downtoearthfinance.com
www.downtoearthfinance.com

Investing for Freelancers and Entrepreneurs

Does saving for retirement seem challenging? Does Investing seem intimidating? It doesn't have to be. In this workshop specialized for people with variable income, learn a few key resources about Investing to get you started immediately. Whether you plan to retire in two years or twenty, there are things you can do to get your retirement savings on track. Galia Gichon will share key techniques for taking the stress and uncertainty out of planning for retirement and investing for it – no matter how much money you have saved.

- Investing a small amount versus large amount of money
- Understanding mutual funds: fees, performance, index funds and more
- Which retirement plan is best for you (IRAs, 401ks etc)
- Which mutual funds to pick for your retirement plan
- Picking the right mix of investments – asset allocation
- Investing for your time frame (two years or twenty) and risk tolerance
- Picking the right firm to hold your investments and retirement plans
- How much you should save every year to retire at a certain age
- Consolidating old retirement plans
- How to do your own checkups on a regular basis

This is a hands on workshop – specifically for entrepreneurs and freelancers. You will leave empowered and with a plan. Successfully manage your retirement, and have more time (and money!) to do the work you love.

AUTHOR

Galia has received notable recognition as the author of My Money Matters. She has been featured on the TODAY SHOW and FOX News. She has been widely quoted in The New York Times, NBC, CNN, Real Simple Magazine and The Daily News.

Testimonials

- "Finance speak in the creative industries can be tricky business. Galia is all financial finesse, she understands how to design presentations and workshops that help creative entrepreneurs understand the complexities of finance while making it accessible and actionable." Michelle Carollo, Program Manager, NEW INC, New Museum
- "Very knowledgeable and personable." - she explained the concepts really clearly." Barnard Student
- "Very approachable and knowledgeable - made all info very accessible." Barnard Student
- "She was great and I would love to take an independent class with her." Barnard Student

Galia has made featured appearances and/or contributed to the following:

Advertising Women of New York
American Women's Economic Development Corporation
Barnard College and Athena Center for Leadership
Bloomberg Radio
Capital One
Catamount Wealth Management
Creative Live
Creative Freelancers Conference
Daily Muse
Daily Worth
Fairfield Cultural Alliance
Fordham MBA Women in Business
Freelancers Union
Go Girl Finance
Graphic Artists Guild
Her Campus
Jewish Federation
Junior Achievement
The Lark Theatre
The Learning Annex
Massachusetts Conference for Women
Media Bistro
MSN Money
National Association of Female Executives
National Association of Women's Business Owners
NEW Inc. Incubator
The Learning Annex
Pennsylvania Conference for Women
Playwrights of NY
PNC
Professional Women's Exchange NY
Sarah Lawrence College
Step Up
Texas Conference for Women
Women's Conference Canada
Working Today
Young Nonprofit Leaders Conference

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