

# Kara Stevens

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MEDIA KIT 2021



## About Kara Stevens

Kara is the founder of The Frugal Feminista. She is a highly regarded personal finance coaching expert with a primary focus on women of color. After struggling to claw her way out of student loans and consumer debt worth \$65K, she learned a lot not only about money but also about herself. During that period she came face-to-face with the limits that she had put on herself and the limited and unhealthy beliefs she held about money even when she earned the coveted six-figure salary.

From that experience The Frugal Feminista came to life, where she helps Black women heal their relationship with not only themselves but also money. She teaches, coaches, and guides Black women with wealth potential from money mess to money mastery.

## Author and Media Personality

Kara Stevens is the author of *Unmasking The Strong Black Woman*, *heal your relationship with money*, and *The Happy Finances Challenge*. Her sound yet relatable advice has been featured in respected media outlets including CNBC, The Huffington Post, and Sweet July, Black Enterprise, Business Insider, ESSENCE, Ebony, The Washington Post, and Woman's Day.

She is also a sought-after speaker. Her client roster includes companies like Prudential, Walmart, Dove, Go Daddy, Citibank, and Verizon, where she lectures on the power of owning your personal finance story, healing your relationship with money, and mastering healthy money habits. Her message of financial self-awareness has been widely received across college campuses around the country. She has led workshops and financial safe spaces at institutions like Harvard University, Cornell University, Oberlin College, Howard University, and University of Oregon.

Most recently she launched Abundance and Overflow, a private wealth and wellness membership community for women who want to learn how to achieve financial, spiritual, and emotional freedom.







### *Media Stats:*

- Podcast and media interviews- 100 interviews
- Written Content- SOFI, ESSENCE, EBONY, Citibank, Go Banking Rates

### *Audience Demographics:*

- Age 30-55
- Female - 88% and Male - 11%
- Country: U.S., Lithuania, U.K. and Canada
- Cities in U.S.: New York, Chicago, Houston, Philadelphia, Los Angeles, Washington

### *Podcast Appearances Include:*

- National Public Radio (NPR)
- John Hancock, Friends Who talk about Money
- Farnoosh Torabi So Money

### *Business Topics:*

- Email Marketing: Creating Content that Connects to Your Ideal Client
- Why Blogging is Not Dead
- Content Marketing for Creatives
- Bank Your Brilliance: How to Create a Business That You Love
- Never Get a Second Job: How to Monetize into Your Natural Gifts and Talents
- Storytelling, Vulnerability, and Community: 3 Elements of Content Marketing Success for Creative Entrepreneurs

### *Personal Finance Topics:*

- Saving with Soul
- Slaying Student Loans the Smart Way
- Demolishing Debt without Deprivation
- Pleasure Principles of Personal Finance
- Values-based Budgeting
- Attending to Your Whole Money Garden
- Building a 6-Figure Side Business

## *Social Media Stats*



Email  
Subscribers



Facebook



Instagram



Twitter



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