

**Working with GenX Women to
choose their own path to financial security with confidence and clarity.**



KEYNOTE AND PODCASTING GUEST TOPICS

- ✓ **The Pay Slayer:**
Busting the myths that hold women back from earning what they deserve.
- ✓ **Sex and the Signature Line:**
Financial decisions to make when it is time to say “I do,” “I don’t,” or “I’m done.”
- ✓ **What’s Protection Got to Do With It?**
A fierce guide to building an insurance strategy that keeps you strong no matter what life throws your way.

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Speaker, Guide, and CFP®

Liz Windisch, CFP®, is a practical, insightful, and unexpectedly funny financial expert who guides Gen X and mid-career women, single professionals, female breadwinners, and LGBTQ+ clients to take confident control of their money. Liz is the author of the upcoming book *You Can Go Your Own Way: The Gen X Woman’s Guide to Money, Midlife, and Meaning* and has over twenty years of practical experience in wealth management.

Known for translating complex financial concepts into clear, usable strategies, she encourages audiences to “choose their own adventure” toward financial success instead of following generic advice. Liz brings a warm, relatable speaking style and shows women how to slay financial confusion with the same confidence Buffy brought to vampires, only with fewer stakes and more spreadsheets.

Expertise from Liz Has Been Featured In:

SEX AND THE SIGNATURE LINE:

Financial decisions to make when it is time to say "I do," "I don't," or "I'm done."

Love may be priceless, but the financial decisions that come with it are not. Too many women avoid uncomfortable money conversations, make financial choices or sign documents they do not fully understand, or assume the money will "work itself out."

But sometimes, it very clearly does not. And the choices we make during our peak responsibility years have more impact than they did when we were in our 20s.

In this candid, practical session, Liz Windisch, CFP®, gives women practical tools to make smarter choices and choose their own adventure with clarity. With humor, and zero judgment, she breaks down what to consider, and how to protect your financial future at every stage.

Key Takeaways:

- Financial independence moves for every stage: Practical strategies whether you are partnering up, staying solo, or moving on.
- What to decide before you sign: How marriage, cohabitation, and prenuptial agreements actually affect your finances.
- When "I'm done" changes everything: What to know financially before, during, and after divorce.
- Three Magic Questions that lead to better financial decisions and fewer regrets.

Attendees leave with the financial savvy to ask the questions that help them enjoy the romance without waking up in a storyline where the shoes are fabulous, but the consequences are flawed.

AUDIENCE FEEDBACK

"Liz was funny, engaging, and practical. I left feeling more confident about my finances and understanding practical things I can do right away to set myself up for a better retirement!"

Mari Geasair, Prism Impact

"Liz makes finances fun! I enjoyed the presentation and learned things I had never heard about, despite having worked hard to learn and prepare for my retirement. I highly recommend this topic and this presentation."

Catherine Tidd, Social Seed Marketing

LIZ IN ACTION!



Financial Planning as a Single Woman SHOULD Look Different!

<https://www.youtube.com/watch?v=vyulcnQOIYA>

