

The Budget Mom

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Launched by Kumiko Love (Miko), an Accredited Financial Counselor and a single mom who has fought her way out of \$77K in debt, The Budget Mom is empowering women everywhere to regain control of their financial lives. The Budget Mom offers tools including The Budget-by-Paycheck Workbook™, expert advice, and a supportive network. The Budget Mom blog goes far beyond other financial advice resources, offering lifestyle tips and money-saving strategies in addition to easy-to-follow explanations of financial terms. As Miko shares her own personal financial journey, abstract concepts become real-life action steps. Mom to a spirited little boy and devoted to the growing community she has created, Miko lives in Spokane Valley, Washington. For more information, please visit TheBudgetMom.com.

Why The Budget Mom?



- The Budget Mom's advice comes from a combination of self-taught financial lessons as well as a background in the financial industry as an Accredited Financial Counselor. Miko uses her financial background to go into the serious details without the hard-to-swallow financial lingo and boring overwhelm.
- Through her resource library, Miko makes budgeting easy with free budget forms, saving trackers and cash envelope templates. Due to popular demand, Miko launched her Budget-by-Paycheck-Workbook™ which sold out in one day.
- Miko is not shy to tackle the real emotions and psychological side of budgeting. She's also extremely transparent by sharing her real income and budget with followers.
- As a single mom, sister and friend, Miko wants to help empower other women to build a life they love on budget they can understand and afford by sharing her journey of paying off \$77K in debt in 8 months.
- Miko shares her easy-to-follow solutions with 188K unique visitors per month to her website and 2.271 million social media followers combined. Her readers are women between the ages of 24 and 35 years-old.

“ *I'm finally in charge of my budget! It'll be hit or miss starting out, but I already feel successful . I'm so pleased with myself and it feels like the financial pressure is off!*

- Suzanne

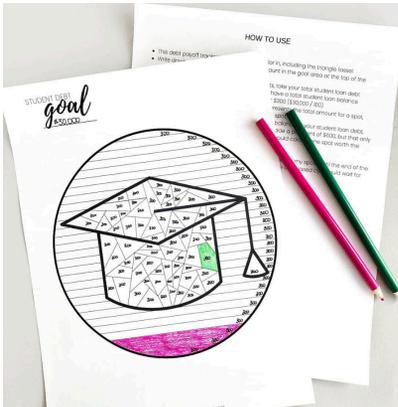
“ *Thanks to the Budget Blueprint Email Course, I'm changing the narrative in our story! We won't be controlled by our money but instead we'll tell our money what to do. I can't wait to see what our future has in store!*

- Jeannette

Potential Topics

- General personal finance topics, including:
 - Live a life you love on a budget you can afford
 - Why make the switch from card to CASH
 - How I became debt free as a single mother
 - Budgeting on a single income
 - How to clean up your finances without affecting your children
 - Living paycheck to paycheck the right way
 - When to splurge and when to save
 - Save money meal planning
- Seasonal personal finance topics, including:
 - Save money meal planning
 - Start saving for Christmas in June
 - Last minute Christmas budgeting
 - How to plan financially for 2020
 - How to pay cash for your next vacation
 - Seasonal quick money tips (back-to-school, graduation, wedding season, New Year, etc.)

The Budget Mom exists to empower women to build a life they love on a budget they understand and can afford.



“When you swipe a card, you don't see the end result or big picture of your spending. With a cash envelope, you see exactly how much cash you have left, it forces you to start asking questions: Do I really need this? If I spend my cash on this, will the remainder be enough to get me to my next paycheck?

I call it making your budget tangible. I just think it brings a whole different level to your budgeting system, with hard limits that are right in front of your face.”

- Miko

