

The Science of Getting Rich For Women

Contributing Author Michelle Tascoe



Growing up we didn't have very much money. In fact, my parents came from the Philippines dreaming of green pastures and Elvis and the land of opportunity. I know these three specifically because my 5th grade report was on my dad and his experience coming to America. My parents were hard workers. As one of seven children in both families, they experienced a

hard life where there wasn't enough to go around at times until my grandparents' entrepreneurial ventures of a rice mill, apartments, and a farm panned out well. When I look back I remember bags of hand me down clothes as my new wardrobe for back to school. I remember my parents sharing one car and my mom working graveyard while my dad worked a day shift so that there was always a parent home with us three girls. To work in this country my mom, with her bachelors of science, took a housekeeping position and my dad did maintenance at the same hotel. He was actually qualified to be an engineer through his college education in the Philippines but humbly took this job to provide. This is how I grew up. We lived in a little two bedroom apartment of a four-plex in a cul-de-sac in Anaheim which was known as the happiest place on earth because it was where Disneyland was located. We didn't have money for new clothes but we were happy and my parents did the best they could with what they had access to.

My fondest memory was waking up to so many balloons in my room. Apparently there was a big party at the hotel and my dad gathered all the balloons after the party to surprise me when I woke up on my birthday. This taught me that although we didn't have much we had each other and my parents were always finding ways to celebrate the present. This was their gift to me to that day.

I didn't know it was possible to make \$1 million on my own. It seemed like that was something that only happens in the movies to the pretty blonde girl that was dressed up like she walked out of a magazine. In my heart I really wanted to be happy and when I think about it deeper I can still feel that deep deep down inside there was something more that I wanted out of life. Secretly, I felt like I was meant for more but I didn't know what that more looked like. I just knew that I felt something inside that was big and I couldn't describe it. At the time I had four credit cards in collections and a car repossessed through a series of wrong decisions in the wrong direction. I had just gotten married that year and my husband, Jeribai, and I had our first son Angelo. I knew that I wanted to contribute to the household and after trying and failing at network marketing and doing okay at direct sales I read this book called Leadership: Coaching the Skills, Discipline, and Heart of a Christian Coach. It was one of those moments that seems really cliché but after I read that book something inside me woke up and I believed that I found what I was meant to do - be a life coach. My goal really was to see how you could bring in an extra \$2000 a month to help out with bills and to do a family vacation that year. Little did I know that I would have \$2000 afternoons in coaching a decade later. And that's how it started. I coached five people for free just pouring into them and one of the five told me that I was helping them so much through our coaching that she had to pay me something, and if \$25 a session would be OK. That \$25 meant more to me than the \$50,000 that I earned in corporate America the prior year because I created

it out of the air with just myself. As I kept showing up to coach some clients referred new clients to me. And with each person that I coached I was also coaching myself and getting my own life completely on track.

My big WHY behind my coaching is that coaching saved my life! I'll share that I had a colorful past and my 20s were full of parties and "finding myself" in Los Angeles, escaping using alcohol, people, and TV to do so. When I dove into personal development I started unpacking the mess and found my message of creating true success from the inside out. I tell my life coaching clients all the time that if you don't have a plan for yourself someone else will have a plan for you. And for



my financial coaching clients, if you don't have a plan for your money someone else will have a plan for your money for you. Coaching helped me create the plan for my life and discover that there was a life that I was meant to be living and that I could reach for it. Even though I had a colorful past I learned through coaching that my past doesn't equal my future and that each day is a brand new day. Because my life is now completely transformed by coaching, my big gift is to lay my life down each day working with clients so that they can find theirs. I am fulfilled everyday seeing my clients transform before my eyes as coaching did the same for me years ago.

Your inner game will make you or break you. There were three specific ways of thinking that molded my mindset to one of a millionaire. I giggle to myself as I remember events where we would say affirmations over and over like a broken record: "I have a millionaire mind." Saying the right things is not the same as thinking the right things. The first obstacle in my mind I had to overcome is the mindset of faking it 'til you make it. You see, when you fake it 'til you make it

you're always operating from a place of inauthenticity and it never feels aligned, real, or true. Instead I learned to fail forward, and that it was OK to fail because I learned how not to do something. With that new approach it wasn't enough to know the right thing to do. As the saying goes, knowledge is power - but I recognized that it isn't knowledge that's power. It's applied knowledge that's power, because if you just know a lot you are a walking encyclopedia; when you apply the knowledge that you know, you become a risk taker, a history maker, and a world changer.



Once I learned to be authentic, I tackled the mindset of comparison. In Los Angeles and other metropolitan areas there's always going to be someone that has a nicer car than you, better clothes than you, a fancier purse or watch, and more letters at the end of their name if they had access to colleges that had a prestigious name. The mindset of comparison leaves you always comparing and emphasizes where you're not good enough. It leaves you always wishing and whining and operating from a place of reaction just trying to keep up with an unspoken self-imposed competition with everyone else. The mindset of comparison is so tiring. It never goes to sleep, and when you're always comparing you never feel rested because what you're doing is never enough. When I realized this I realized that everything that I was focusing on with comparison was festering instead of me focusing on taking action and having a vision of what I could manifest. When I stopped focusing on what festered and started focusing on what I could manifest, the comparison shifted to celebrating everyone around me that was winning. As I celebrated everyone around me that was

winning some of it rubbed off on me and I began to win. I stopped wishing and I started working. I stop being reactive and I start being proactive. That made all the difference!

Finally, I stared the mindset of “I don’t matter” right in the face. This was a mindset belief that had haunted me ever since Jr. High. I had a group of girlfriends in junior high and we were a clique. Our group had the funny one and the pretty one and the sarcastic one, and I was the quiet, studious one. I'll never forget when everything changed. On one ordinary day in my eighth grade year, my so-called girlfriends thought it would be funny to pretend that I was invisible. Let me paint you a picture. I would walk up to them and say “Hi” and the sarcastic one would say “Did you hear something? Oh, it must've been the wind,” and they would walk away. This transpired for two weeks. I was devastated, because it confirmed the deep down fear I had that I didn't matter. Fast forward to today, and it was such a gift! Yes, honestly! It was truly the best gift in the world because it taught me that people want to feel special and important and that they matter. It seared inside of me that listening and acknowledging people is the biggest way to love and honor them and to create trust. I now know that the greatest currency in the world isn't actually money, it's relationships. You build relationships by being a giver. Giving your time and giving your attention matters most to the people around you that you know and want to get to know. It makes sense to me now why people would say it's not what you know but who you know that will help you to be successful in life. So much of my success came from clients introducing me to their friends who they believed I could help. Success comes from knowing you matter and treating people around you like they matter so much! I couldn't agree more!

When you're making your first million it feels like an uphill battle in the beginning and it seems like the building phase lasts a long time. As my four year old Leilani would say, “Mom, this is taking FOR-EVER, like a million years!” I started off with four credit cards in collections and a

car repossessed. What a way to build my résumé of qualifications to be a financial life coach, right? But that's where I started and it is what shaped me into the coach that I am today. As I learned how to address those cards in collections, learned how to create a budget, demystified my credit score and navigated my husband and I buying our first home despite my tarnished credit, it gave me hope that if I can do it, I can show others how to do it too. And that's how it started - just one foot in front of the other taking one step at a time, realizing that when I was at the top of one step I was at the bottom of the next one.

In the last 12 years we have purchased seven houses. Some were bank owned, one was from an auction, another was with an investor, and the last two were cash purchases. The biggest lesson I learned with overcoming the ruined financial state that I was in at the start was that as long as I was breathing I could be resourceful and learn what I never learned around the dinner table about money and wasn't taught in the classroom with my private school college education. Money is a tool with which you can leverage and negotiate. I negotiated my \$64,000 in credit card debt down to a payoff of \$24,000. That brought it down to paying only 37.5 cents on the dollar. The first house that we bought I crunched the numbers and realized that if my husband just sold his BMW that car payment and our current rent would be equal to a mortgage payment. That's how we got into our first home in 2008 when the market was so high. Since we bought a bank owned home we were able to buy at below market value and with a little sweat equity, some paint, some handyman skills, renovation realities, and a whole lot of vision, we fixed up that house and in three years sold it, pocketing \$74,000...and I bought my husband a BMW X5 cash. Real estate investment meets with reward. There is a book that I recently read by Marie Forleo that is titled Everything is Figureoutable. It's so true! Life is one big test that is figureoutable! You just need to take the time to be resourceful and diligent and consistent and disciplined to figure it out.



I wanted to give up so many times when I was getting so close to the finish line. In the beginning I had a hunger and desire that seemed to refuel me every day, but the longer that I worked my business, the longer the finish line to \$1 million seemed to be. It's almost like you're pushing a boulder up a hill and all you can do is stare at your feet taking one step at a time in front of you. You're making some kind of progress but not knowing if you're really getting anywhere. One day I was working with my coach Will who was from Minnesota. That day I was frustrated because life felt like whack-a-mole. As soon as I navigated how to enroll a client I had to navigate who was making dinner tonight and then I had to figure out how that laundry was going to get done and then around the corner what was waiting for me was how to figure out that formula on the spreadsheet for this client to get a grasp on the profitability of her company this month. I told Will that there is only one of me, and how would I ever make it to \$1 million? Will has this funny way of saying something that you know is true but because he says it sarcastically and it anchors you in the truth that is deep inside of you. "Well, Michelle, it's not like you're going to impact people 1 million at a time!!!" But that was it!!! When he said that, something woke up inside of me like a sleeping giant. That sleeping giant is like that scene in the movie where you can't tell how big this giant is and you're zoomed in on the screen as a camera is getting closer to its eyes resting through the night...but a squeak is heard and the sleeping giant's eye opens up like it's wide awake and scanning the room for the source of that sound. That is how I felt. I was awake and I knew it through and through I wanted to impact people 1 million at a time! That was a vision! In fact, in that moment it wasn't that I had the vision - the vision had

me! Since then, every time something gets hard, every time something is thrown off, every time it doesn't seem like something is going to work, I think about the vibration inside of me that resonated in my soul to impact people 1 million at a time, and it is just the very thing that keeps me going to find the answer on the other side and continue the journey onward and upward to reaching the millionaire destination that I knew was possible.

Growing up I loved the TV show MacGyver because MacGyver would be stuck in an abandoned barn in the middle of nowhere and as long as he had some duct tape, a paper clip, and a piece of foil, there was somehow some way that he freed himself. In building my business to \$1 million I had my own version of MacGyver's tools. Although mine didn't fit in my back pocket and were not part of a Swiss army knife, they were so handy that I teach my clients these tools every single day to help them reach the same level of success and beyond.

The first tool is knowing your numbers. You see, the numbers don't lie. they're neutral, they're realistic, and they will tell you exactly where you're at financially and what's not working and why. When you get competent with your numbers you will become confident with your finances! Knowing your numbers looks like creating a budget to tell your money where you want it to go. It looks like understanding your conversions in your business so you can project your revenue of how much your business can generate. It also looks like understanding how much income you're bringing in on paper and how much debt you have against it so you can strategize how to buy a home and stop throwing money down a hole with renting. One year I helped 12 clients buy their first home. Most of them didn't know they could even afford buying a home because they didn't know their numbers well enough. After coaching them, many of them bought houses within the next 90 days because they were armed with the competence and confidence of what was possible

for them financially. Making decisions with your money is best when you have full certainty around your finances.

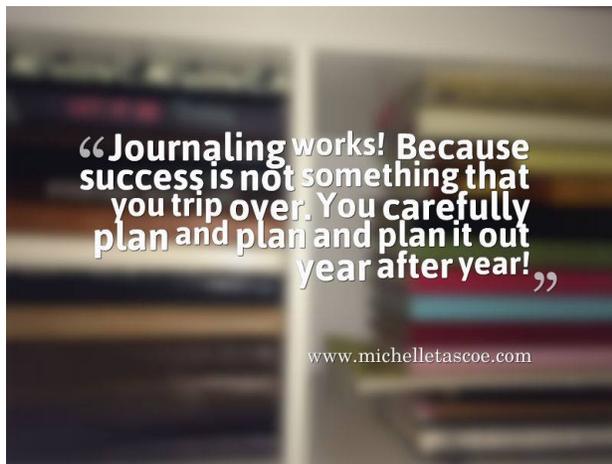
My other MacGyver tool is a goal-setting strategy. When I goal set with clients we design the 2.0 version of their life. But what I have discovered is that in order to reach the 2.0 version of their life they also have to get clear with who the 2.0 version is that they will need to be to achieve the 2.0 life. You see, your 1.0 version, who you are today, won't be able to achieve the 2.0 life because they don't have the mindset, capacity, habits, action-taking ability, and thinking to get there. I love the quote by Jim Rohn who says “don't make it a goal to make \$1 million because of the money but because of who you'll become on the way to reaching that goal.” What's funny is that he never said to earn \$1 million, he just said to make the goal \$1 million. This is an important distinction because it's just that very shift in mindset for the goal to be \$1 million that compels someone to be the person that can achieve making the million. It's the same as asking the question, “What would a seven-figure me do?” If you ask yourself what would your seven-figure self do every day, chances are you will come up with new actions and thinking and ways of being that will enable you to operate as the seven-figure you - and hence actually manifest the seven figures. This is such a huge gold nugget if you are getting this!

The last MacGyver tool I have is more of a mindset universal truth: If it's meant to be it's up to me! I would lean on this whenever there was something that I didn't want to do but had to do because no one else could do it but me. “If it's meant to be it's up to me” was such a saying of accountability to myself that it helped me to develop my own integrity - which is crucial because if you're not following through on your word to yourself, on the thing that you say you're going to do for yourself, then you're not in a position of self-trust or self-leadership. I learned that I had to trust myself to follow through in order to lead myself to making the million.

I see life in pictures, stories, and experiences, and when I think about growing my business and what it's taken me to get to where I'm at today there is one resource that made all the difference. I believe that when we reduce things down and reduce it even more and more and more, success for each person comes down to one thing. For me, the answer is faith. Faith is often described as something to hope for even though it's unseen. Reaching for \$1 million in revenue requires faith. I personally am a God girl. For those of you that know the same God that I know I am one of those girls that is Spirit-led and Word-fed. I remember moments in my business when my focus was purely coaching. Because I built my business around birthing and raising my three kids, all I honestly had the bandwidth for was to coach my clients. I told God, "If you can put a line of people in front of me that need help with their finances and life I will do my best to coach them with all my heart to success." He answered just that, because when you Google "financial coaching Los Angeles" I come up 4 times on the first page. Therefore, my one resource that I relied on the most was my faith in God. He was my marketing plan, He was my operations manager, He helped me with sales, and He helped me with all the aspects of my business that I didn't know how to do. I was able to show up in the one area that I was talented in - coaching my clients to succeed wildly with their finances. There is a scripture that I lean on that actually was spoken over my husband and I on our wedding day. It is Proverbs 10:22: "The blessing of the Lord makes us rich, and He adds no sorrow to it. So as I leaned on my faith for over a decade, being diligent and consistent and more importantly faithful to grow my business each year, I consistently reached a new financial milestone well beyond the year before.

Every successful person has their Inspector Gadget tech and tools that have helped them reach the top of the mountain. I don't think anyone has reached success without some kind of help from someone else's zone of genius. For me, I love me some Google sheets. Seriously! I have learned

over the last decade to be a spreadsheet ninja as I navigate all of my clients' numbers and transactions and goals. In my other back pocket I love using my daily planner by Tools4Wisdom. It's funny because I know myself - I am a piece of paper and pen kind of girl. My husband, on the other hand, is more of a Photoshop and Illustrator kind of guy. For me, if it's out of sight it's out of mind, and I don't remember it. But when I write something down in my calendar and I put pen to paper, something happens that's cathartic and I'm connected with my time and how I'm using it. It really is the way that I have been the most productive, because just like how I have a plan for every penny with a budget, I have a plan for every minute with my planner. It's my playbook for my day and every day I run the plays from my playbook all the way to reaching the goals I committed to achieve. I know now the truth of planning from many years ago when I heard for the first time that failing to plan is planning to fail.



And don't forget my journals! All 36 of them since 2005! I once heard that documentation beats conversation. People talk and talk and talk and talk but they don't write it down to take action on it. I love to say to my clients when we're goal-setting "if it's not written it's not real." That is truer than true! When you

think about it, what transaction occurs out there that you don't sign on the dotted line for, whether you buy a house, a car, get married, or sign a birth certificate for your firstborn child? If it's not written it's not real, and if you're not writing down everything and anything that is important to you then there's no guarantee that you will follow through on it. Writing in my journal since 2005 has transformed the way that I think, expanded what I know, and inspired what I believe. If

the question you are thinking is, “how can an empty book give me the path to my success?” The answer is the path to your success will come from what you fill the book with. So even as you're reading this I hope you're taking notes to fill your own journal, because success leaves clues. It's like this amazing game of following the breadcrumbs. As you are capturing enough

breadcrumbs...In other words, if you're putting enough popcorn kernels in the popper, at some point a kernel will pop and then another one and then another one and then another one, and then all of them are popping! It is working! All the things that you are writing down and following through on are reaping results. At that point you know that you are on the path to success because



you took the time to write the goals, the strategy, and the action steps to get there.

As a Christian woman who is doing well financially, over the years I really struggled with hiding my success and playing small. There's something about feeling ashamed of making a lot of money. It's almost like wanting to make a lot of money as you serve God is wrong, selfish, and self-seeking. Recently, I was coached by a Christian woman Shanda Sumpter who is a business coach running an eight-figure business. On our coaching call she said some things that caused me to stop hiding and share the shame I was feeling about wanting to succeed wildly financially. It was such a freeing conversation because she unapologetically showed me by example how to own my success, and own my faith, and own my destiny. I thought to myself, *if she can do it, I can do it*. And if I can do it you can do it. If you've ever felt shame around making a lot of money and you're hiding your gift, I am talking to you from deep in my spirit!

You get to choose to sit on the bench or get up, get going, get to work, and be “up to something” that is bigger than you that only God could be calling you to! Be the unstoppable, faith-filled business woman that you are. You are able! Discover and use your God-given voice to change the world! Be aligned with who God called you to be. Rise up and keep rising - in your finances, in your faith, in your family, for your future, and for your freedom!!! It has been time to do so for a while and you are called! Now go and do!

I've envisioned a handful of times talking to my younger self who is full of dreams and goals and wanting to be anything and everything she imagined. Oftentimes when I coach clients that remind me of my younger self I shift into big sister mode and tell them, “I'm gonna say something to you as a big sister” and give them advice as if I was giving my younger self the same advice. Sometimes advice is actually passed down traditionally from one generation to another. I still have my red journal where Dani Johnson, a multi millionaire woman of faith who taught in the marketplace, wrote “never ever give up!” That would be the first thing that I would say to my younger self. “Michelle, never ever give up!”

Over the years as I've grown wiser and stronger and clearer I would now say this: Gain clarity in these three areas as fast as you can.

1. Get super clear with who you are, because that is your identity by design
2. Get crystal clear with what you want because that is your destination by destiny
3. Exercise discernment daily, because life is full of decision making. This is your decision-making ability by discernment.

When you know who you are, when you know what you want, and when you have a strong ability to make decisions on how to get there, nothing can stop you from accessing and becoming

all that you're called to be. I will always be cheering you on in the background so you're never alone, never not thought of, and never not seen! I love you and I am proud of you!

Recently I was getting a download as I was writing in my journal #35. I really think that this download came from heaven above because so many things connected for me in ways that I never saw the dots connecting before. If I had known this sooner it would have been the difference of cutting off 10 years of my learning curve in building the business that I have today and the person that I am today. This was the download:

- Self-Trust
- Self-Integrity
- Self-Leadership
- Self-Care
- Self-Worth
- Self-Confidence
- Self-Joy
- Self-Accomplishment
- Self-Fulfillment

When you have a low level of self-trust you typically have a low level of self-integrity because you're not trusting yourself to follow through on the things that you say you're going to do for yourself. It isn't that you have no integrity, it's just that you don't have the level of self-integrity to keep your word to yourself. This leads to a low level of self-leadership because you are not following through on the things that you say you're going to do. When you are not in charge and

you are not leading your life, then you most likely have a low level of self-care because if you're not keeping your word to yourself you're also most likely not taking care of yourself. So a low level of self-trust, self-integrity, self-leadership, and self-care most likely results in you having a low level of self-worth because not following through for yourself is not valuing yourself. And if you're not valuing yourself and you don't feel good enough then most likely you have a low level of self-confidence. Now, if you have a low level of self-confidence you're not feeling so great about yourself, so therefore you have a low level of self-joy, the joy within is gone, and you may feel unhappy or even depressed. So if you're not happy and you're depressed and you're not following through for yourself, you probably have a low level of self-accomplishment because you're not leading and guiding yourself to get things done; therefore you're not accomplishing what you set out to do, which leads to a low level of self-fulfillment. You're not satisfied with who you are and what you're up to and how you're showing up.

Now here's the gold in the download I got:

When you start trusting yourself you'll start following through for yourself, because you're trusting yourself to follow through on the things that you say you're going to do, which increases self-trust and your self-integrity. As you're keeping your word to yourself you are now showing up as the leader of your life that you're meant to be. And as you lead your life in a direction toward success most likely you'll be taking care of yourself along the way, being good to yourself, being kind to yourself, and of course loving yourself. So if you trust yourself and you keep your word to yourself, leading yourself and taking care of yourself, then you are telling yourself that you are worthy. your self-worth then goes up, and if your self-worth goes up your self-confidence goes



up because you see yourself and you're hearing yourself so you are secure in yourself. When you have self-worth and self-confidence, then you'll have self-joy! You are now happy, but this happiness comes from the inside because that's how joy works. Joy starts within. This leads to self-accomplishment because if you're clear with your worth, clear with your confidence, and clear with your joy, then you're taking action and getting things done. you're up to something and you're accomplishing what you set out to do. All of this allows you to also grow in self-fulfillment. There is a self-satisfaction that you now can taste and experience as much as you so desire.

This has everything to do with accelerating progress and building a business faster. How? Truth be told, I used to be one of those people that didn't trust my decision making and I would go to 10 different people to get confirmation, advice, and input on decisions that I was making. Everyone has an opinion. I came to find that out and it took me a while to realize that if I buy someone's opinion then I also buy their lifestyle. Why? Because the opinion that they're giving me is a combination of every decision that they made to reach the life that they have today and if I don't like the way that they're living then I don't want to buy their opinion, because it in some way, shape and form will lead me to the same destination. Looking back it could've saved me so many years of taking advice from people instead of trusting myself at a level 10 and following through on the things that I knew to do to succeed faster and higher. Deep down I knew it was possible but I lacked trust in myself. My recommendation to you is learn how to trust yourself at a level 10 as fast as you can. Here's a picture for you: do you want to walk for 40 years or do you want to run for 4? It will take as long as it takes because you are the one that sets the pace. Trust yourself!



My vision is to lead an army of faith-filled, heart-centered financial coaches around the country to help me create a movement of helping families across the US with creating the financial structure to support their goals to live a life of financial freedom. Together we will link arms to equip our clients to learn how to create a budget that works, learn how to pay off their debt quickly and efficiently and strategize how to buy their first home. We will shift economies in each household so they will no longer have their money

costing them money from credit card debt with high interest rates and finance charges but they will learn how to have their money make them money to secure their financial future and build wealth and a legacy for generations within their family.

To accomplish this I am creating the infrastructure and the team to be able to offer moneyschool.com, an online education platform to learn about money. Through this hub clients all over the country will learn about their money personality type so they know what their spending tendencies are with how they handle money. Clients will learn how to conquer their credit score so it's not a mystery but a vehicle to give them access to leveraging other people's money. They'll also learn my better budget blueprint which helps clients create a budget that actually works. And lastly there is training on real estate because real estate has made the most millionaires in all of history. Each person will get educated on how to buy their first house, their

first investment property and how to leverage other people in real estate so you can profit from their effort.

Quite honestly this is a stretch for me because the original goal for coaching never went beyond my reach of coaching clients one on one. But when the vision had me with impacting 1 million at a time I realized that this is bigger than me and that it will take a team to be able to reach and impact more households for good. In the 2.0 Version of this vision I can see being my own franchise in every community around the country. These Tascoe Financial Freedom locations could help transform households within each community where they will be able to learn about money that unfortunately is not taught around the dinner table growing up or in the classroom. People can learn how to create a budget for their growing family, learn how to get out of debt and then learn how to position themselves strategically to buy a house.

In addition, business owners can learn how to grow their business to be more profitable and have the ability to use our bookkeeping services and accountants to file their taxes and learn how to legitimately mitigate their tax liability. And for those who have an entrepreneurial spirit and have an idea for a business they can get help with seeing if their business idea is viable and profitable. Achieving this would represent a world in which there are no excuses for any household to not be financially secure. I was taught that excuses are well-planned lies. Instead of planning excuses, we can plan their family's financial future. My hope is to live my life pursuing my calling and in doing so I hope to inspire every girl to know that her voice can change the world.

Michelle Tascoe is the successful business owner and principal coach of Michelle Tascoe Financial Life Coaching. She is a graduate of the Marshall School of Business at the University of Southern California, a Certified Professional Coach and connected with the Center for Financial Security at the University of Wisconsin-Madison.

Mrs. Tascoe has appeared on the Dr. Phil Show as well as the Chelsea Handler Show as a guest financial expert. Featured in Vanity Fair, quoted in the Atlantic and other publications; she has been a guest speaker for the graduating students of the USC Price School of Public Policy and students at Santa Monica College where she delivered a talk on the financial keys all college graduates need to know that are not taught in the classroom.



Her 12 year coaching track record has earned her the privilege of working with noteworthy coaching clients such as a former VP of Communications at Avon, Senior VP at Ticketmaster, the head of training at UCLA Medical, professors at USC and Harvard, Honest company, writer for the Conan O'Brien Show, comic illustrator for Marvel, DC comics and Spawn, lawyers at Disney and Warner Brothers, staff at KCRW, several fashion designers, actors, producers, Mashable, VP at Victoria's Secret, VP at Capital Records several New York Times best selling authors, former Miss New York, a California Senator as well as coaching a presidential candidate in the 2020 election.

Michelle has helped over a thousand clients, many of which have paid off tens of thousands of dollars in debt, earned 5 figure raises, doubled and tripled their money in their bank account, purchased their first house, closed on their first investment property and many ultimately became debt free.



Her approach is hands-on and practical; She tailors coaching to the particular needs of each client. She has personally coached over a thousand clients all over the country and stands by her belief that the numbers don't lie. It's not what you make but what you keep that matters most! Life balance, smart money management and consistent personal growth help her clients reach true financial success from the inside out.



Michelle Tascoe has been featured in
Vanity Fair July/Aug 2022 Issue
Los Angeles Woman

The Dr Phil Show
Guest financial expert

Chelsea Handler
Appeared with DJ Khalid

The Atlantic Article
"Who Really Feels Satisfied About their Money?"

Los Angeles W·O·M·A·N



Photography by: Jeribal Tascoe

She's been described as one of the most positive influences in her clients' lives, and for good reason.

Over a decade ago, Michelle Tascoe faced seemingly insurmountable debt. Her car had been repossessed; her credit cards were maxed out, and her credit was destroyed by collection agencies. But by 2010, she was credit card debt free, had bought two homes, and paid off her own car in under a year.

Today, she leverages all that personal experience as a highly acclaimed financial life coach, and she's shared her insights with Dr. Phil, CBS, Netflix, and The Atlantic (to name a few).

"Most of my clients are already doing well financially," she says. "Yet in spite of that, they still might not own a home, or they may be maxing out their credit or are in the middle of a separation and need to create a plan for a successful financial future. They want stability and security, so we need to address the emotional side of their financial decisions, too."

To do this, Michelle helps her clients to be less reactive and more proactive, and before creating a financial plan, she identifies the areas where her clients are already excelling and then builds from there.

"Financial goals don't matter unless you have a healthy sense of self to help you achieve those goals," she says. "It's not just my job to help you make a lot of money. I'm here to help you look beyond the numbers so you can become the person you want to be – because it's the 2.0 version of yourself that's going to help you create your 2.0 life."



MICHELLE TASCOE
FINANCIAL LIFE COACHING

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