

# Dr. Brenda, Money Coach

## Biography

Brenda K. Uekert, PhD, is on a mission to help early- and mid-career women build financial freedom . . . so that they can opt into their wild and precious dream lives decades before they thought possible. Dr. Brenda is the founder of the *Gutsy Women Finances* community, and offers weekend programs and retreats for women.

Dr. Brenda built a successful career spearheading justice system reform. Burned out and frustrated with the slow pace of reform, she pivoted her career to become a financial coach. Dr. Brenda advocates for economic and social justice, and uses her programs to lift the finances - and the voices - of women.

Dr. Brenda's genius is in breaking down complicated information into accessible do-it-yourself steps. Her signature program, *Gutsy Women Finances*, is designed as a fun road trip for adventurers at heart. Members are travelers who work with Dr. Brenda on excursions that help them set up budgets, create a get-out-of-debt plan, design their dream lives, and more. It's where fun and finances meet!

Fueled by her motto, *Be Gutsy*, Dr. Brenda loves speaking to women who are eager to design a life free of regrets and money worries. She consistently challenges her audience to visualize their dream lives and to step outside of their comfort zones.



In 2020, Dr. Brenda leaped into her dream life. She traded her suburban home for an RV and travels the USA, with her three cats.



## Interview Topics

- What Your Money Personality Says About You
- Financial Challenges Unique to Women
- The Joy of Financial Freedom
- Burnout and Career Transitions

**SOCIOLOGIST, FINANCIAL  
COACH, RVer**

**FOUNDER OF THE GUTSY WOMEN  
FINANCES COMMUNITY**

**GWF**  
GutsyWomenFinances.com

## Suggested Questions

1. You have four money archetypes. Why do you think it's important to know your archetype?
2. What are the most common roadblocks for women when it comes to building financial freedom?
3. You use a road trip theme for the *Gutsy Women Finances* community. Where did that idea come from?
4. What are some of the most powerful concepts that unlock the path to financial freedom?
5. How do you define financial freedom? How is it different from financial security and financial independence?
6. For people who are just starting out and don't know what to do first, what advice can you offer?
7. Your programs are geared toward women and non-binary folk. What led you to that decision?
8. Fun is one of your core values. How do you make finances fun?
9. Tell us how you use drawings and hands-on activities in your weekend programs and retreats.
10. Can you easily summarize the journey to financial freedom?



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