

NEWS, PRESS &  
MEDIA RESOURCES



# I Believe Money Is Not Your Worth.

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TAMMY LALLY  
BIO & PHILOSOPHY

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## MEET TAMMY

Tammy Lally is a published author, TED speaker, and Certified Money Coach (CMC). She helps others master their finances by first conquering their emotions around money, then by creating a comprehensive financial plan. She brings decades of experience and endless love to her bulletproof process for money mastery.



## TAMMY'S MONEY STORY

Tammy lost her job during the Great Recession (2007-2008), which led to her declaring bankruptcy and losing everything. During this same time, her brother Keith committed suicide as the result of his own money problems. But rather than following in his footsteps, Tammy embarked on a mission to conquer her money shame and rise up more powerful than ever before - and she did.

Tammy has since built a thriving money coaching practice, where she helps others conquer money shame, reclaim their power over money, and establish bulletproof financial plans that work for them.

## WHAT IS MONEY SHAME?

**Money Shame** is a toxic emotion that occurs when a person surrenders their power to money. It stems from perceived or actual problems with money, and is typically accompanied by a sense of worthlessness, depression, and a cynical outlook on one's future. Money shame is a rapidly growing epidemic in the United States, which actively undermines our mental and physical health.

## AFFILIATIONS & VOLUNTEERING



## "MONEY DETOX"

Tammy is best known for her transformational "Money Detox" process described below. Money Detox is a life-changing journey that lays at the center of Tammy's coaching practice, book, and courses.

## OFFERINGS

Tammy offers a six-month program that allows individuals and couples to move through the entire Money Detox journey and create a powerful financial plan.

Outside of her coaching practice, Tammy is a frequent speaker and workshop organizer and is actively involved in her community.

- INDIVIDUALS
- COUPLES
- WORKSHOPS
- SPEAKING

- 01 Own your money story
- 02 Recognize your spiritual crisis
- 03 Uncover your shame
- 04 Identify your money beliefs
- 05 Discover your worth
- 06 Make forgiveness a daily practice
- 07 Live from a circle of money blessings

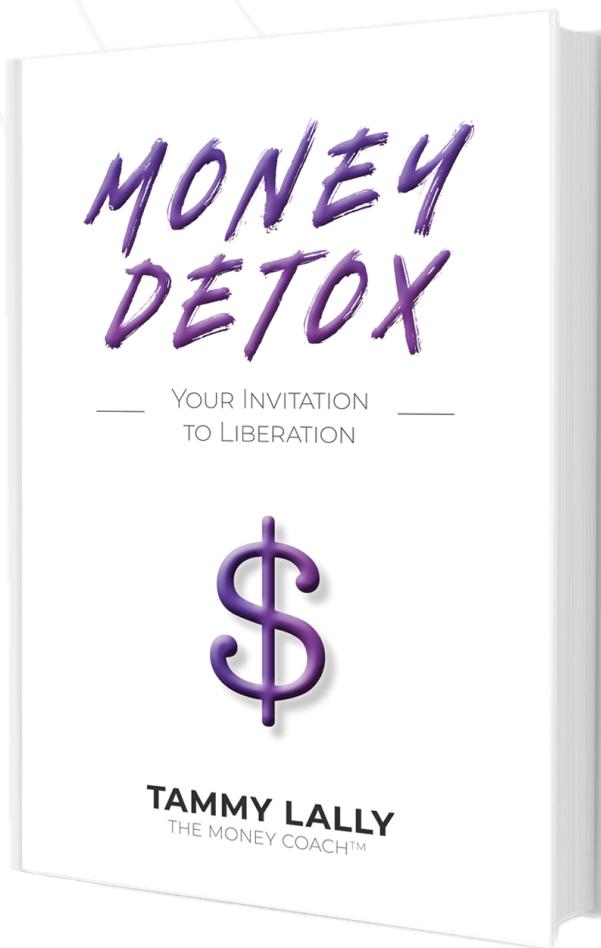
TAMMY LALLY  
THE MONEY DETOX BOOK

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## THE BOOK

**Money Detox** takes you on a journey like no other. You will deep dive into the author's own journey with money shame, learn exactly how to conquer the mental game of money, and tackle specific exercises in each chapter to guarantee your path to financial mastery. This book is for you if:

- You have trouble sticking to a budget, saving for retirement, or paying down debt.
- You have feelings of shame, guilt, or fear about your past or current money circumstances.
- You are ready to take control of your financial life, and master the mental and emotional game required for long-term success.



## FROM AMAZON.COM:

"Achieve a higher level of success in life by going through her Money Detox method."  
-Karen Briscoe, Author & Podcast Host of "5 Minute Success"

"I have referred many of my clients to Tammy. Her methods are efficient and get to the heart of the issue rather than simply skipping along the surface."

-Zac Dodson, Mental Health Counselor

"This was truly one of the most relatable books I have ever purchased! I recommend it for anyone who (like me) has always been unnerved by finances and wants to understand and change in a positive way. The author's unflinching self-awareness is what makes her methodology so credible, and the story behind her journey is both gut-wrenching and inspiring."

-Faith K, Amazon Reader



## 2+ MILLION VIEWS

**Tammy's TED talk** has accumulated over 1.5 Million views since being posted on TED.com during 2018. Her message has been described as salient, unique, and timely as more Americans are struggling with money, their emotions around it, and the financial decisions that follow.

## CAPTIVE AUDIENCES

Tammy has a way with words, but it's her story and message that inspire people to take action. She most often speaks to churches, spiritual groups, and at professional events, workshops, and conferences for many industries.

## KEY TOPICS

Tammy has embarked on a life-long mission to help others conquer their money shame and turn their financial lives around.

Her speaking work serves to educate, inform, and inspire others to help themselves (and others) if they are caught in the cycle of toxic money shame.

She illustrates key points through her own life story, explains core concepts to help the audience understand next steps, and makes her speeches interactive through Q&A's and audience participation.



## WHAT PEOPLE ARE SAYING...



*"As a small business owner, I felt stuck and desperately needed professional guidance. I didn't know when I started money coaching sessions with Tammy Lally, that I would uncover belief systems and behaviors that were keeping me from financial abundance and personal freedom. She has helped me achieve a level of awareness, both personally and financially that is contributing to living the life that I've always imagined, but didn't think was possible. I am so grateful that I was led to her and I would recommend Tammy to anyone!"*

**-Christina Prieto, Owner Harmony Wellness Center, Maitland, FL**



*"Terrie and I want to express our deep appreciation for the phenomenal day long money session you led for the CEO's of nonprofit organizations. This group has been together for years and never before have we brought in an outside facilitator; your time with them was a big win for everyone. You offered them new ways of seeing their money actions, of leading in their organizations and of engaging in their relationships. The exercises you facilitated allowed them to dig deep quickly, open up and experiment with new behaviors; it was quite something to witness. Thanks again and I look forward to providing you more opportunities in the future."*

**-Heather Kaye, CEO InVision, Washington DC**



*"Tammy has enabled us to identify our money issues. Unlike most budgeting professionals who merely "trim" the fat from budgets, Tammy delves deeper, and she should. Identifying the reasons for poor, impulsive, overspending habits, lack of financial planning, AND spousal team building on a workable budget, are all core issues that must be solved in order to fully develop financial security. This truly separates and elevates Tammy above other money planning professionals. We have even given our teenage children her course, and will continue to use her as a resource in the future for our financial planning affairs."*

**-Bernard and Sandra Weintraub, Maitland, FL**

## WEBSITE

<https://tammylally.com>

## HEADSHOTS

**CROPPED:** <https://tammylally.com/wp-content/uploads/2018/12/Tammy-Lally-Headshot.png>

**FULL BACKGROUND:** [https://tammylally.com/wp-content/uploads/2018/07/IMG\\_3875.jpg](https://tammylally.com/wp-content/uploads/2018/07/IMG_3875.jpg)

## LOGO FILES

**WHITE:** <https://tammylally.com/wp-content/uploads/2018/07/Logo-Light-Retina.png>

**BLACK:** <https://tammylally.com/wp-content/uploads/2018/07/Logo-Dark-Retina.png>

## TED TALK & PROFILE

**TALK:** [https://www.ted.com/talks/tammy\\_lally\\_let\\_s\\_get\\_honest\\_about\\_our\\_money\\_problems](https://www.ted.com/talks/tammy_lally_let_s_get_honest_about_our_money_problems)

**TED SPEAKER PAGE:** [https://www.ted.com/speakers/tammy\\_lally](https://www.ted.com/speakers/tammy_lally)

## MONEY DETOX BOOK

<https://www.amazon.com/Money-Detox-Your-Invitation-Liberation-ebook/dp/B07H7337PF>

## FREE MONEY QUIZ

<https://tammylally.com/money-quiz/>