



Capability Statement

Company Summary

Richly Learning is an independent publisher specializing in affirmation-based coloring books, financial literacy resources, and creative visualization tools that inspire personal development, education, and empowerment. Our books combine representation, financial independence, and creative expression to help individuals of all ages succeed.

Our Offerings Include

- * **Affirmation Coloring Books**
Promote self-confidence, mindfulness, and emotional resilience.
- * **Coloring Books Centering Black People**
Provide inclusive, culturally rich content that fosters positive representation.
- * **Career-Focused Coloring Books**
Introduce young learners to diverse career paths in an engaging, hands-on way.
- * **Financial Affirmation & Practical Guides Inspired by the FIRE Movement**
Teach financial literacy, wealth-building, and financial independence.
- * **Vision Board Books with Clip Art**
A magazine-free, creative tool for goal setting and manifestation, making visualization more accessible.

Our mission is to create engaging, empowering, and inclusive content that inspires lifelong learning and success.

Business Summary

- * **Innovative & Empowering Publications**
Our books merge education, personal finance, creativity, and goal-setting to encourage lifelong growth.
- * **Culturally Inclusive & Representation-Focused**
Our work prioritizes diversity, equity, and inclusion by centering Black stories and experiences.
- * **Creative Goal-Setting & Financial Empowerment**
Books that teach financial independence, career awareness, and personal success strategies in an interactive way.
- * **Hands-On Learning Tools**
Our affirmation-based and vision board books help individuals of all ages visualize and achieve their dreams.
- * **Community Engagement & Corporate**
We collaborate with organizations and institutions that align with education, financial literacy, and personal development.

Differentiators

- * **Empowering Content with a Purpose**
- * **Culturally Inclusive & Representation-Focused**
- * **Financial Literacy Meets Creativity**
- * **Vision & Manifestation Tools**
- * **Recognized & Trusted by Leading Institutions**
- * **MWBE-Certified & FAMIS Vendor**

Let's Collaborate!

276 Fifth Avenue, New York, NY 10001

718-200-7250

Squad@RichlyLearnign.com

www.richlylearning.com

Empowering readers, inspiring success, and transforming learning through representation, affirmation, and financial literacy.

Contact us today to explore partnership opportunities!

MWBE Certified | FAMIS Vendor Approved

NAICS Codes

511130 – Book Publishers
451211 – Bookstores
454110 – Electronic Shopping & Online Bookstores
323117 – Book Printing
611710 – Educational Support Services
541611 – Professional Management & Development
611699 – Miscellaneous Schools & Instruction
511199 – All Other Publishers

NIGP Codes

71520 – Educational & Classroom Books
78570 – Art Supplies & Materials
20867 – Publishing Software & Content Development

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Core Capabilities

- * **Educational & Personal Development Publishing**
Books designed for self-improvement, financial literacy, and career readiness.
- * **Diversity & Representation in Literature**
Culturally inclusive content that reflects Black excellence, empowerment, and inspiration.
- * **Hands-On Learning & Goal-Setting**
Interactive books that foster creativity, mindfulness, and personal vision planning.
- * **Financial Literacy for All Ages**
Providing affirmation-based and practical guides to help individuals build wealth and confidence.
- * **Strong Community & Corporate Partnerships**
Working with libraries, educators, businesses, and cultural institutions to provide impactful books.

Expertise

- * **Tracey Little, RN, MBA**
Former NYC Instructional Technology educator, tech leader, registered nurse, and lifelong athlete turned book publisher, focused on education and empowerment.
- * **Nadine Payne JD, MBA**
Business strategist driving innovation, financial growth, and market expansion.

Customers & Partnerships

