



SHARON O'DAY

**For Women Entrepreneurs Who Feel They Are Sabotaging  
Themselves When It Comes to Their Money ...**

**"Finally! The Real Way to Change Your  
Relationship with Money So  
You Can Make More, Save More  
and Find the Financial Peace of  
Mind We All Crave... "**

Featuring Sharon O'Day, Founder of *Over 50 and Financially Free*

*If you want to give up the night panics, then keep reading...*

Dear Entrepreneur,

I hear it every day. One woman after another shares this common complaint with me (once she's actually open to talking about money): why can't she ever feel in control of her money? And with changes in the economy, things are getting worse and worse as fears and frustrations grow.

I can't change what's going on in the economy, but I can sure change what's going on in your life. Let's see if I can hone in on what zips around your mind ... day ... and night:

- ✓ You don't know why, no matter how much you make, but **you can never seem to save much of anything at all**. Much less for retirement.
- ✓ You're afraid that **what you do save you will somehow lose**, and you'll end up on the streets pushing a shopping cart. (BTW, that's a famous "bag lady" fear instilled in many of

us as little girls.)

- ✓ You fear **your friends might find out** that what they see on the outside isn't what's going on in your bank statements (*if you even look at your statements to truly know*).
- ✓ You don't know what you'll do when your earning power lessens as you get older, **if you're already living from month-to-month now**.
- ✓ You're **angry at yourself** for letting so many years go by, and for watching so much money flow through your fingers, without acting like a grown-up and putting some portion in an IRA or 401k.
- ✓ You're so "in the hole" **you don't even know what "being financially free" means!**

Believe me, I've been there and so have 100s of other women I know. Even successful women entrepreneurs with multiple 6-figure and 7-figure businesses struggle with doing what's needed **to become financially free**.

You know you're not where you need to be in terms of savings for later years, but can't figure out why. You dream of creating a **lifestyle you'd LOVE** waking up to every morning ... where you have plenty of quality time with your family and friends ... and don't have to worry about how you're going to finance it.

But nothing you've heard or read over the years really explained what's holding you back.

## **“The Secret to Financial Freedom Lies in Your Relationship With Money ... But No One Ever Told You That.”**

I know you're concerned about how long you can continue earning money. Especially since no matter how much you make, there's never enough being put aside. **You want the pieces to fall into place but it never seems to happen for you.**

There are so many money mentors out there offering systems to make more money or magically turn you into a money magnet. The problem is, their message doesn't seem to be grounded in reality, and **turns you off** ... you can't imagine that your problems can be solved by staring at your belly button and humming "O-m-m-m-m-m." Or just wishing it so.

And you really don't want to find yourself at 60 or 70 having to count on your children, friends, or family to supplement your meager savings. It would **tear you apart and break your heart** if you were a burden on anyone.

That's why I'm so excited to show you a powerful alternative to "dreaming" money into your life. My training programs include:

- ✓ **Proven mindset changes** that transform the way you deal with money.
- ✓ **Step-by-step ways** to demystify money and turn it into an accelerator in your life, instead of the brakes it's acting like today.
- ✓ **A simple idea** that INSPIRES you to do what you need to do to get yourself to that safe place of financial security.

You see, my greatest joy comes from seeing the changes I can help women make in their lives.



**“How I birthed my Money Mastery Makeover program after dealing with my own financial *tsunami* ...”**

Following my passion, I've developed proven strategies based on having taken myself from **financial panic to financial peace of mind**. I've helped countless women get on their own path through my advice, coaching, and writings. And now I do so through this program.

The best part is, I get to transform more lives doing what I really love: sharing what I've learned over the years, all streamlined so it will feel like a click of the fingers.

Today I work from home in a peaceful little house in sunny South Florida. The birds are usually the ones that wake me up to another perfect day. I make my own schedule and take a nap when I want to. I work with the people I want ... because I feel good about changing their lives as I changed my own. And I know that, no matter what, I'll always be okay.

**But it wasn't always this way...**

**“In 2001, I was working as a seemingly  
successful international finance and  
marketing consultant with clients worldwide  
...”**

I worked with exciting clients, met intriguing people, and **jet-setted around the world**. I had meetings in presidential palaces, put together major programs for governments, and showed individual companies how to take their products or services into new international markets.

Yet the success you saw on the outside had nothing to do with what was going on under the surface. Governments are not reliable payers and it's almost impossible to keep consulting work “regular.”

It's usually a feast or famine cycle. Some years I had tons of money, and some months I wondered how I'd pay the light bill.

And then, when 9/11 happened ... ten years ago ... the whole economy hiccupped. A couple of my largest clients went bankrupt and, because I was in one of my “famine” cycles, I went down with them.

I, who had never really thought much about retirement, had nothing set aside. And I, who have an MBA from the Wharton School (the best finance school in the country), had not been following the advice I was giving to my clients.

**This wasn't a wake-up call. It was a disaster.**

I knew I couldn't afford the lifestyle I had created for myself ... living the American Dream. You see, I didn't actually own any of the trappings you saw from the outside. The bank owned

most everything. Either the bank ... or the credit card companies. In one fell swoop, I lost my business and my house.

## **“I had to understand how that had happened. What had happened to my compass?”**

**The big “A-ha” moment** came when I accepted I couldn’t just pick up the pieces and keep doing what I had been doing over the years.

Suddenly, at 53, I acknowledged **I didn’t have several decades to play around** any longer. And I had to get at the root of what had been driving my behaviors in ways I knew down deep weren’t right. After all, I was good at numbers, I was turning other people’s businesses around ... and I knew better.

But it was as if I had a little voice in my head saying that the rules didn’t apply to me. I was quicker, smarter, more creative. After all, I came from real entrepreneurial stock and was used to picking myself up each time I tripped, cleaning off my shins, and getting on with life.

### **But how long could I continue doing that?**

So I decluttered ... downsized ... got real small ... and took the time I needed to understand what had happened.

What I learned from that “fall from grace” was more profound than anything I had learned up until then. Close friends watched me grapple with values, truth, perception, reality, fantasy, justice, belief, rights, and universal law.

I learned that when I had nothing, strangely I was actually richer.

### **And from there, everything has blossomed.**

I talked to every woman who came within a 10-foot radius of me. I questioned those who faced difficulties ... but, most important, I questioned those who had their act together. I read, analyzed, interviewed, and dissected everything and everyone I could get my hands on ... for a decade.

I learned that money and finances are two different things. And that before you can worry about your personal finances, **you need to get clarity about money: what it means to you and what it does for you.**

And I learned that women who don’t master and understand money will never reach the financial freedom they crave for the rest of their lives.

# “What shocked me is that what I learned didn’t exist anywhere ... at least not in an easy-to-understand, all-in-one-place format.”

There were bits and pieces here and there. But nothing like the 1-2-3 steps that became so clear in my head as I worked through it myself. Sure, I made lots of false starts, but then, I had to reverse a whole lifetime of bad patterns and bad behaviors.

And I had to figure out not only where they came from, but how to get rid of them.

After building my consulting business back up in a totally different—and highly profitable—way, I got myself to the point where I knew I’d be fine for the rest of my life. My money behaviors were healthy. I was on solid ground. I knew exactly where I was headed. And I was in an amazingly peaceful space. Financially free.

At that point, I realized I now wanted to share what I had learned with other people. (Particularly women because we get the shortest stick.)

## “Deep inside I knew I had found something important, and I wanted to help people in a more profound way.”

But first I had work to do. **I learned to write in a way that people would actually read.**

I fine-tuned the 1-2-3 step blueprint. I worked with the best coaches so I could be laser-focused and effective.

Suddenly, I was showing women how to change their relationship with their money. And **that, in turn, touched every single part of their lives ... for the better!**



I drew from **decades of personal struggles with how easily money can slip through your fingers.** I combined that with the successful steps I myself had taken to turn financial panic into financial peace of mind.

And I started to watch as my clients looked at their money with different eyes, took control of it, and started to flourish.

I hear again and again how their lives will never be the same.

**"When I first met Sharon, I didn't know what a change agent she'd be in my life.**

*We started out doing business together. Then she coached me in my business practices and later on how I treated money and my financial future. Our informal talks became formal mentoring with clear goals. In each session, she gave me what I needed to move forward on my own. Now we meet when I need help with a new challenge. This is serious information, but she makes it so easy to understand, I really look forward to our sessions. In fact, I see her as a trusted friend. I've watched her passion grow each year to help women reach financial independence. What's unique is that, while I've made big life changes, she's sensitive to how I can integrate them with my family and business."* ~ M. Grillo

**"I recently took the key ingredients of what I teach in my VIP one-on-one coaching programs ... and put them in a series of 4 content-rich downloadable audios ... to listen to without ever leaving the comfort of your home."**

**Module #1: Monday, June 4**

**Module #2: Monday, June 11**

**Module #3: Monday, June 18**

**Module #4: Monday, June 25**

**PLUS!**

**Live Q&A Call #1: Thursday, June 14**

**Live Q&A Call #2: Thursday, June 28**

**"In my *Money Mastery Makeover* program, I reveal the simple secrets that no one has been willing or able to share with you about what's holding you back."**

## ***Money Mastery Makeover***

***The Simple Path from  
Financial Panic to Financial Peace of Mind!***



**What it includes:**

**“These strategies will get you back in the game so you’re financially free, are consistently taking actions that bring you more money and less stress, and are leading a happier life!”**

- ✓ Learn my **Proven System for Reaching the Golden Sweet Spot** where all three aspects of money are working for you instead of against you. (And know that if you’re missing any one of the three, you might be okay but you’ll never thrive!)
- ✓ Learn why this is the perfect time to be letting go of old patterns and taking on new healthy ones ... **in plenty of time to create the secure future you crave.**
- ✓ Discover why it’s not your fault you’re in the mess you’re in—and why it really doesn’t matter whose fault it is! **Let’s just fix it and forget it.**
- ✓ Find the unique way to **make changes that are painless and permanent** ... so there’s no relapsing into damaging habits.
- ✓ Learn what’s causing you to have such a dysfunctional relationship with money ... and how you can **turn it into an absolute love affair!**

- ✓ Take back the power you've somehow given over to money and numbers ... and deal with them from here on out **on your own terms.**
- ✓ Discover how to put your finances on fast-forward by **using your true life purpose as the chief motivation.**
- ✓ Watch as the change in your relationship with money changes much, much more ... **it actually changes your life!**



### Who's saying what?

*"Knowing there are answers to be revealed is so wonderful..."*

*Yesterday when I woke ...I sat up in bed and put pen to paper and got closer to knowing about my current finances... feels so good to work with it and not worry with it... making friends with the past and accepting my mistakes and moving forward ... Thank you for your guidance... Knowing you are there really helps! Knowing there are answers to be revealed is so wonderful... and I am moving forward... I am so grateful!" ~ Ellodee Cloninger*

**"Sharon O'Day is my own personal miracle worker!"**

*Through careful listening and insightful feedback, she's assisted me in distilling some pretty wide-ranging thoughts into what I'm truly passionate about and, what's more, has me absolutely believing in my own ability to build a business around it. The guidance she's shared thus far, combined with her natural empathy and compassion, is exactly what I needed to push through the sticky spots and fast track my results. Believe it or not, I spent several years trying to do on my own what Sharon's helped me accomplish in a few weeks. I'm delighted with the results of our work together!" ~ Judy Roberson*

# *Money Mastery Makeover*

*The Simple Path from  
Financial Panic to Financial Peace of Mind!*



**Here are the three Aspects of Money you need to address *to reach financial freedom*. I'll show you exactly how to do that in this 4-part program.**

## **1 – The Emotional Aspect:**

This includes all the childhood messaging that affects how we deal with money. We figure out what they are, where they came from, and how to get past them so they no longer affect how you deal with money.

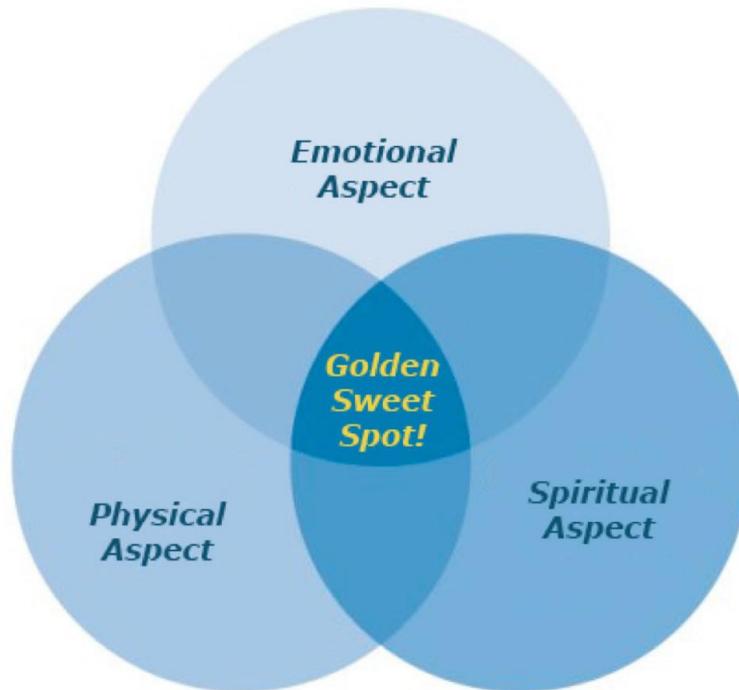
## **2 – The Physical Aspect:**

This demands that we get honest with our money by facing the numbers daily and putting them on paper so we can no longer hide behind ignorance. It's probably the "least fun" part of the program, but is actually one of the most liberating things you can do for yourself.

## **3 – The Spiritual Aspect:**

This defines what we want out of life in the long haul so we have the desire and the motivation to do what's needed to become financially free. Here we use "spiritual" not in the religious context, but rather as what your true life drivers are.

**These aspects represent the Past, the Present, and the Future. And where the three intersect is where you find your Golden Sweet Spot, where you no longer sabotage your own financial future.**



**Still have questions? Here are a few we've heard:**

**"What form does this program take?"**



This program is made up of four downloadable audio sessions, delivered one per week, along with that week's handouts. That way, no matter where in the world you live, you have easy access.

And we will be interspersing two 1-hour LIVE Q&A Calls with me so we can answer any questions that might come up as you go through the program.

**"Is it the right time for me to do this program?"**

I know, everyone's busy. But if you don't do it now, and time's just passing, when will be a better time?

And if you don't change something, how will the outcome change? Getting to the bottom of what's holding you back from creating a future you can look forward to ... with total peace of mind ... **should be your top priority.**

### **"Can't I do this alone, maybe with a book?"**

You might be thinking you need to learn all about money and finance to get to some semblance of financial security. And you tend to tackle these types of challenges on your own. But if you haven't been able to change things up until now, why would it be logical that you could figure out now how you were tripping yourself up?

Instead of searching for answers, this program will hand you a combination of content and Q&A. It's up to you how much you say and how much you just listen on the LIVE Q&A calls. But once you've heard the explanations and looked at the materials, you may well have a question or two (or ten) that personalize the information to your exact case.

And, as others ask questions, you'll likely hear things that become major "A-ha" moments for you, too. Besides, learning is so much faster when it's shared among people who are facing a similar challenge.

There's a **formula** behind the changes that this program will trigger. It involves strategies rooted in psychology and subtle nuances of how you see yourself relating to money: what it means to you and what it does for you.

You may decide that this program is not for you. I understand that. But whatever you choose to do, **I strongly encourage you to get support from someone** and give yourself the best chance to get control over your money while there is still time to build the future you dream of.

You're not alone where you are. Millions of other women are in the same spot. The difference is that you have access to the Money Mastery Makeover program that gives you a powerful, step-by-step system to get past what's been sabotaging you for so long.

### **"Will this program work for me?"**

I've designed the Money Mindset Makeover program to change what's keeping you from attracting opportunities to earn money and from keeping it, instead of letting it slip through your fingers as you have for years.

My program uses the power of your mind, along with a few simple tools, to silence the destructive mind chatter, redefine your image of yourself and your expectations, alter your behaviors, and take total control over your future.

So it's easy to follow and can work for anyone who applies themselves. You don't need any special knowledge of psychology or finance ... just kitchen-table common sense and desire.

You can follow this program **even if you claim to be lousy with numbers**. Truth is, you'll learn that you don't need anything more advanced than 6th grade math to have total control over your money.

### **"What else will I get with this program?"**

When you enroll now in **Money Mastery Makeover**, besides the four hours of audios and two LIVE Q&A calls, you will also receive:

#### **Session Resource Materials**



Each session comes with its own PDF materials. It may be a checklist to check whether you need to clear certain things out of your head. It may be a grid of behaviors so you can find those that are holding you back. It could be a set of worksheets that will make it easy for you to see your exact financial situation. Whatever it is, it's going to take you one step closer to the financial peace of mind you're seeking.

You will have these powerful PDFs to refer to any time you feel as if you're peeling away one more layer of the onion. We'll get so much done in our four sessions, but every so often something new will surface and you'll want to address it and put it behind you ... in our painless, permanent way.

#### **Live Call Recordings**



We all have such busy schedules! And things pop up sometimes that we can't get out of and that don't let us do what we might prefer to do. So, to avoid having a previous (or surprise) commitment get in the way of you benefiting from this powerful 1-2-3 simple system, we're pre-recording everything. That way, each Monday you know you have the next module, and can work with it at your convenience during that next week. And every single word of our LIVE Q&A calls will be recorded and delivered to you.

So you can access each recording as often as you want. Download it. Listen to it any time you think you might have forgotten a detail or two of how to keep your money totally in check. I know each time I listen to a recording again, I hear something I missed the first ... or second ... or third time. Maybe it's just that, as we evolve, we're ready to hear new things out of the same words.

#### **Direct Interaction with Me and Answers to All Your Questions**



Here's the truth: I've had people asking to coach with me for months who weren't able to come up with the fees I charge. (And I get that.) But when you take part in the **Money Mastery Makeover** program, you get everything I'm giving my private clients ... in what is almost a one-on-one setting ... at one tenth of the price.

You see, I don't want anything to stand in the way of your life-changing transformation when it comes to your relationship with money.

## ***Money Mastery Makeover***

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**PLUS!**

**Live Q&A Call #1: Thursday, June 14**

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**“Okay, so I want this info on financial freedom. But how much is it?”**

I'm so passionate about this system and what it can do for you that I want to give you *one more reason* to put it to work in your life. So ...

**I'm trimming \$100 off the regular price!**

As my special gift, because I really want as many women as possible to take control of their money, you can get *Money Mastery Makeover* not for the scheduled price of \$297.00 — but for just ...

**\$197.00**



I'm not going to get into all sorts of crazy bonuses, and start the value of this offer at \$5,997 with ridiculous discounts and scholarships. (Frankly, it's priceless!) I just think it's easier to tell you what I'll be selling it for next time it's offered: \$297.00. And having access to the whole thing, plus access to me for two hours of LIVE Q&A (with recordings of everything) is a steal at \$197.00. I want to relieve as much of the pain out there as I can. And I want you to be on your path to financial freedom and peace of mind.



### **Peace of Mind Guarantee**

This program is not about investing and what you should be doing with your money. I am not a certified financial planner and will not be telling you if you should be in gold or stocks or bonds. Instead, I'll be **helping you look at your relationship with money itself** so you can earn and keep more of it.

All of the information on this page is a **true and accurate representation** of the program I teach to my private clients. Like anything else, nothing changes if you don't put some effort into it, and this is not some kind of "magic bullet." You must participate fully and take action in order to learn, implement, and see results. Your success depends on your commitment.

I promise to deliver **high quality content** and teach what I've learned from my personal experience and from the clients I've coached. I'm confident you will get **TREMENDOUS** value from this 4-part program. However, if you join in this program and decide it is not for you, then you may request a full refund for a full 30 days from your date of purchase. That means you'll

get all four modules before you have to decide! I call it my 30-Day, It Changed My Life Or It's Free 100% Money Back Guarantee.



**"I'm very grateful to you!"**

*Sharon, you ... shed brilliant light into the dark corners of rooms many of us wish we didn't have to look into... and you remove the fear and provide simple tools that are like steps we can all climb together on to get over the top of our money phobias. I'm very grateful to you! ~ Susan McKenzie*



**Still have some doubts?  
RIGHT NOW is the time to take charge  
of your financial future**

I bet you've done some terrific things so far in your life. But why stop now? As the clock ticks, you still have so much potential for quantum growth on every level of your life. And it starts with removing obstacles.

Besides, it's much easier and quicker than you think!

You're just days away from taking your first peek behind the curtain ... sort of like Judy Garland with the Wizard of Oz. Facing your money issues is no different and, in a way, we're giving you those marvelous red shoes Dorothy clicked together.

We're giving you the tools you need (in the form of modules, print materials, downloadable mp3s, and LIVE Q&A access) to make it as convenient as we can. You'll be following the same process the women in the testimonials did before you ... to peel away the obstacles and allow the 'fearless you' to grab control over your destiny, your future, your place in the sun.

We'll be showing you how to drop the useless guilt, and still play catch-up to make up for all the years you didn't quite save enough (or anything at all) because life kept getting in the way. (I know, I know, it happens to all of us. Suddenly, poof, we're no longer 25 and we're not ready ...)

We know that the financial chaos being felt globally has upped the uncertainty around us, and

more people than ever are wondering if they'll ever retire. And on what. But we women have a special challenge, one that somehow snuck into our psyches early on and has made it that much harder for us to take care of ourselves financially. But we know how to make that challenge disappear.

And we know that, although very few of our friends ever talk about it ... as if it were somehow a dirty little secret ... most of them are in the same boat, facing the same fears, night sweats, and panic attacks.

***So here's the deal:*** right now, if you chose to join a select group of women on this voyage, you can have **access to all of this for only \$197.00**. And you have no risk whatsoever; I shoulder it entirely for you.

You get to access all the calls, test drive it, kick the tires, do whatever you want for a full month. And for those 30 days, you're free to write us to say it didn't work for you.

Talk about unconditional!

***This is all I ask of you:*** You know the power of procrastination. (It's part of why you toss and turn at night.) But this is an offer you won't want to procrastinate over. Before you get busy with something else, before you forget and then regret, please click on the 'BUY NOW' button below right now and take your first step towards finding balance, feeling whole ... and laying the groundwork for that next glorious phase in your life.

Come on. Just do it.

**\$197.00**



Warmly,

P.S. Just think of how fabulous you're going to feel when you're celebrated as the proactive one,

the one who took charge and turned her financial future around 100%. And, if you have daughters or nieces, imagine protecting them from ever having to face the same demons, just by your example!

P.P.S. And remember, by signing up now, you don't risk a penny with our 30-Day, It Changed My Life Or It's Free 100% Money Back Guarantee!

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