



Banish the Number Monster and Face Your Business Finances

Numbers are on the run in small businesses everywhere. Nicole Fende is on a mission to free small business owners from the fear of finance and humor is her weapon of choice.

The Numbers Whisperer

Nicole is the freedom fighter behind the **Small Business Finance Forum** as well as being an Associate in the Society of Actuaries. As she says, "I like to call myself a numbers whisperer and I specialize in taming unruly profits." Nicole draws on her worldwide experience in companies large and small to help businesspeople overcome their fear while making finance fun. "I help them laugh out loud while they're learning ways to make their business more profitable."



Nicole Fende, A.S.A., President & Chief Numbers Whisperer

Fun and Figures Brought Together

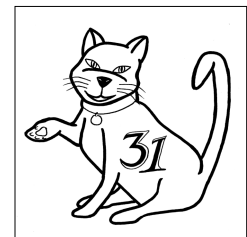
In her drive to empower business owners everywhere, Nicole has added **Peak Performance Profit Coaching** to her armory. This new tactic sprang from helping entrepreneurs and small business owners who came to her with questions. Nicole helped them take control of the numbers and their businesses. As they returned to her with success stories and reports that finance wasn't as bad as they feared and was even fun with her help, she began to form a plan. Nicole recalls, "I realized that there was a need for a coach who could help people grow their profits, understand their finances and make it fun – not scary."

A Big Misunderstanding

Before she could advance the battle on finance fear, she had to face another formidable foe: a deep misunderstanding of the basic nature of business finance and its purpose. "Finance is a lot more than just recording numbers on a piece of paper," Nicole says. She saw she could help business owners realize the power and value in understanding the total financial picture. To do that, she had to change tactics, specifically the terms she used when talking about numbers, finance and profit. "When I was talking about finance, people thought I was talking about accounting or raising money and they thought it wasn't relevant to them," she remembers.

The Numbers Whisperer Chooses Her Words

As she considered the situation, Nicole had an insight, "I realized that little ol' me couldn't change the world overnight to realize that finance doesn't just equal accounting," she says. "So, I changed how I approached it." She knew that business owners would be interested in more profit. She fell back to her trusty, and quirky, sense of humor to create a mascot – Fluffy the Finance Feline – and came up with the idea of profit coaching. As she asks, "Who in business doesn't want to make more profit?"



Fluffy, the Finance Feline

Fear of Finance Vanquished!

With her plans in place, Nicole has the number monster in retreat and she's pressing the advantage with her depth of knowledge and experience as well as her sense of fun. Her clients report back to her with newfound confidence and finance understanding. Now, she's planning to expand **Peak Performance Profit Coaching**, continue offering her online course "Rock Your Profits" and open new campaigns for the future. Nicole truly believes that finance can be fun and wants to make people laugh while learning about it. As she says, "I *love* that- I live for those moments!"