

These days, to survive in the game of life you need to be financially fit.

A deep recession coupled with high unemployment has left many people's finances in terrible shape. Dreams of college or retirement may be on life support.

But it's not hopeless. The good news is that Financial Health & Fitness (FH&F) of Longwood has money coaches who can get you and your family back on the road to good economic health.

You may have to put your debt-swollen credit cards on a diet and start exercising good economic judgment, but FH&F will lay out a budgetary fitness plan for you and then help you achieve it.

"We are a financial literacy training and coaching center that empowers people to become financially sound starting right where they are," explains Coach Tea, a senior financial life coach. "In today's economy people need financial coaches to help them manage their money.

"People go to the gym to get fit; they go to the doctors to get healthy. This is the same thing, only we're talking about money."

In recent years many people got into debt because they put their wants ahead of their needs, says Coach Tea.

"Our coaches show you how to use money as a tool to supply your needs and then obtain your wants," she adds.

FH&F has been open since 2006. It has a nationwide clientele, but is looking to do more to help the people who live in its home community.

"We want our neighbors to find out about us by stopping by and talking with us," says Coach Tea.

And it's that easy. Just make an appointment for a free financial assessment. You'll be asked a series of questions about your finances much like a doctor would ask you about your pains and aches before treating you.



Rose Maybin and Shirley Walker, two business coaches with the Small Business Alliance of Central Florida

Then you get a free coaching session that's part pep talk, part plan of attack.

If you decide to go with FH&F, you sign up with a financial life coach. Most financial coaches and advisers at big outside firms charge \$125 an hour, but at FH&F the fee is as little as \$30 for an individual and \$50 for a couple.

Each client receives customized help. For some, it may be as basic as showing them how to balance a checkbook or prepare a budget. For

others the plan may involve more advanced estate planning or help with bankruptcy.

No matter what shape your finances are in, FH&F wants to take away the shame and guilt associated with money issues



The staff of Financial Health & Fitness

and focus on helping you resolve your problems.

"We opened our center just to assist people in financial trouble," says Coach Tea. "We have a passion for helping people from all walks of life to understand how to better manage their money. You are not alone. We are here to guide you on your journey."

FH&F is located at 2290 N. Ronald Reagan Boulevard, Suite 156, Longwood, FL 32750. For more information call 407-657-2800 or visit [www.financialhealthandfitnessltc.com](http://www.financialhealthandfitnessltc.com).

— Peter Reilly

*LMJ*

**DONT LET YOUR FINANCES FLATLINE**  
  
*We Have an Answer!*

**LET OUR EXPERIENCED FINANCIAL COACHES RESUSCITATE YOUR FINANCIAL SITUATION**

During these difficult economic times, people are being forced to create new ways of managing their finances and often find difficulty in communicating their financial hardships to others. One of the best sources of support is a Financial Life Coach.

**WE CAN HELP YOU...**

- Create money management solutions that work for you and your family
- Understand and improve your Personal and Business Credit
- Gain financial stability by creating a Customized Budget

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