

TO BE MOTIVATED IS ONE THING,  
TO BE TRANSFORMED IS ANOTHER

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## Bio

Joyce Rojas has positively changed hundreds of people's lives just by shifting their relationship with money. Over 19 years in the banking & investment industry, experience as a top financial advisor at Fortune 500 companies, and a Masters in Business Administration has made Joyce an expert in money matters. But here's a little secret: understanding money didn't always come easy to Joyce. As a daughter of immigrant parents, she painfully watched her father exhaust himself working 2 jobs in order to provide for the family. She couldn't understand why making money was so hard for him yet easy for others? What had other people figured out that her father hadn't? And here began her quest to solve the secrets behind money.

Joyce Rojas is a money mindset mentor & transformational speaker. Her impactful work focuses on helping people take control of their money lives, gain financial clarity, and create the mindset needed to succeed in life. Joyce has been featured in Thrive Global and has worked with companies like Citibank, JP Morgan, SBDC, Polka Dot Powerhouse, Rutgers University, NYC Central Labor Council and various non-profits.

## Signature Topics

### **PINK CASH – A WOMAN'S GUIDE TO POWER OVER MONEY**

Women control over 50% of the country's personal wealth, yet only 22% of women can answer 3 fundamental finance questions correctly. Is it a lack of financial education? No. The secret to wealth and abundance comes down to 4 essential pillars every woman should know and practice. Learn what you need to finally gain confidence over money, grow your career and business, and create the life you truly deserve and desire without working so damn hard for it.

### **7 SNEAKY WAYS YOU SELF SABOTAGE YOUR SUCCESS**

Ever feel like you're self sabotaging success? You're not alone. Most of us self sabotage some area of life - it could be our relationships, finances, or health. We self sabotage without noticing because it's a subconscious response to a past event. This habitual response creates the same results we've always had, keeping us stuck in a rut. Learn 7 ways you self sabotage without even noticing and how to stop it today.

### **MONEY MINDSET - 4 SECRETS TO WEALTH NO ONE TAUGHT YOU**

78% of people in America live paycheck to paycheck. That means 8 out of 10 people won't be able to cover an unexpected emergency. School doesn't teach us how to properly use or think about money, neither does society or our parents. In this seminar, we go over important steps that will set you up for success both financially and mentally so you can grow your money, career, and business.

*"She knows her stuff, she's energetic and passionate."*

- Shannon Crotty,

Founder and CEO of Polka Dot  
Powerhouse

*"Joyce has the strong leadership skills needed to make a lasting impact on people"*

- Jack Canfield,

New York Times Best Selling Author

\*\*Experienced in zoom & virtual online platforms