

# LYNDA PAUL, CFP®, CPA, MBA

**Certified Financial Planner™ Professional**



## WHO IS LYNDA PAUL

Lynda is the Founder and Chief Investment Officer of Sound Money Management, Inc., a Registered Investment Advisory Firm (RIA) operating in Chicago, San Antonio, and Miami. Lynda has over 35 years of experience managing money at both the corporate level and as a seasoned financial advisor. Her firm's Form ADV is available upon request. Lynda is a #1 International Bestselling Author of the financial literacy book titled: *Making Sound Money Moves, A Playbook for All Jocks*.

### Professional Accolades

She is a Certified Financial Planner® professional and an inactive CPA. With an undergraduate degree in corporate finance from Ball State University and a master's degree in finance and marketing from Keller Graduate School of Management, Lynda is celebrating 28 years of serving the needs of her clients in a spectacular way. Lynda believes that when it comes to choosing a financial planner, independence, trust, and competence are foundational virtues. She has helped more than 500 clients achieve their financial goals and she manages millions of dollars for her clients around the country.

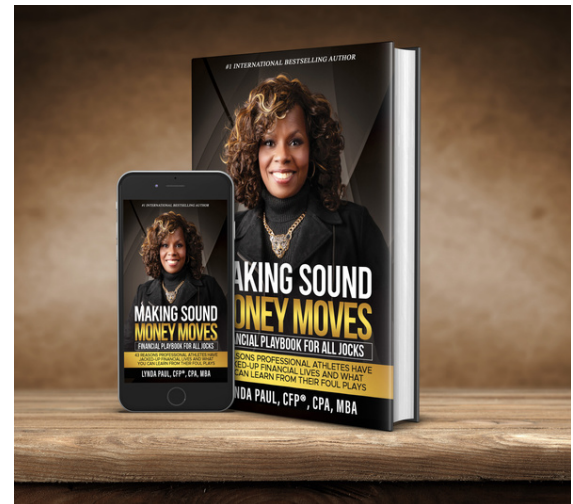
[SoundMoneyChicago.com](http://SoundMoneyChicago.com)

[SoundMoneySanAntonio.com](http://SoundMoneySanAntonio.com)

[SoundMoneyMiami.com](http://SoundMoneyMiami.com)

[LyndaPaul.com](http://LyndaPaul.com)

*Lynda Paul*



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### Service to the Community

Over the past decades, Lynda has served several organizations in the Chicagoland area with passion and honor, including being a fundraiser for Red Nose Day, to help spread awareness and to end the cycle of child poverty, Roots and Wings, a young men's ministry she founded in 2001 – creating the Jabez Project, Chair of the Finance Committee for the YWCA Board of Directors, and from 2011-2017, she served as an elected member of the College of Lake County Board of Trustees. Lynda founded the Illinois Hoopstars AAU Boys Basketball Program in 2001 and tallied a 97% win ratio during her years of coaching.

### Importance of Financial Literacy

As a former Division I collegiate basketball player, Lynda has combined her passions for financial planning and athletic endeavors to create an inspiring and informative book about the importance of financial literacy titled ***Making Sound Money Moves: Financial Playbook for All Jocks – 43 Reasons Professional Athletes Have Jacked-Up Financial Lives and What You Can Learn from Their Foul Plays***. Her goal for this book is “to inspire young people to improve their financial IQ and relationship with money, and to help them understand that money decisions made today will impact their future.”

### Personal Life

Lynda is married to Clifton Paul, Sr., a retired police officer and Navy veteran, and they have three wonderful Millennial sons: Cliff Jr., Brandon, and Darius. In her leisure time, Lynda enjoys hiking, whitewater rafting, teaching Zumba and cardio-kickboxing, and reading up on financial planning strategies while hanging out at the beach.

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### Why Hire Lynda to Speak

Lynda speaks to audiences around the country on various topics, including financial literacy, financial planning, and leaving a financial legacy. With her unique storytelling style of communicating technical financial concepts, you will walk away from the discussion a more informed manager of your personal finances. In her 60-Minute MasterClasses, Sound Money Moves, Lynda covers:

- Investment Management Insiders Cheat Sheet
- Tax Planning – Why Keeping More is Better
- Debt Management
- Retirement Planning and Creating Income That Will Last a Lifetime
- Creating a Monthly Spending Plan (MSP)
- Estate Planning and Must-Have Critically Important Documents
- Risk Management and Choosing the Right Insurance Coverages
- College Planning
- Importance of Creating a Comprehensive Financial Plan
- Cryptocurrency and Digital Assets Basics
- Why Saving Money is So Difficult
- 10 Things You Need To Know About Creating a Financial Strategy

Financial Planning is a collaborative process that helps committed individuals maximize their financial potential. “My personalized approach to financial planning is anchored in a deep understanding of not just my clients’ goals, but in how they do life – holistically. I want to give those attending my MasterClass a feeling of confidence as they embark on their financial journey.”

### Lynda offers 3 levels of Services:

#### **Comprehensive Financial Planning / Concierge Coaching Package**

##### **Comprehensive Written Financial Plan**

2-year unlimited consults and professional commitment.

Scope: Comprehensive

##### **VIP Concierge – Immersive**

1-Day All-In Comprehensive Financial Strategy Session.

Get your answers fast!

##### **Professional Active Investment Management Services**

Fees are based on Assets Under Management (AUM)

\$250,000 minimum investable assets.

When you want excellence, Lynda will be there for you.

*Lynda Paul*



# MAKING SOUND MONEY MOVES

Financial Playbook for All Jocks

## About the Book



#1 INTERNATIONAL  
BESTSELLER  
**amazon**

*Making Sound Money Moves* is a must-consume playbook on money and behavioral psychology that will turn financially illiterate jocks into **money-managing rockstars**. Every topic was meticulously curated for the aspirational millionaire. But you don't have to be a professional athlete to score sound money management tips from this book. Everyone who reads the book will improve their financial IQ.

In *Making Sound Money Moves*, Lynda identifies 43 things that can trip up professional athletes on their journey to financial prosperity. Broken up into eight chapters, she covers everything from **interpersonal relationships to mental and physical health to the dopaminergic high of being a successful athlete**. Relationships are the currency of life, and each chapter identifies different relationships encountered throughout a career in sports and life thereafter and potential financial landmines that may need to be negotiated and skillfully managed when dealing with people, business, and money.

The solutions to address financial illiteracy are straightforward, but the implementation and execution of an appropriate game plan to tackle this wealth-stealing pariah is not easy. It is necessary to be intentional about your resolve.

By consuming every word of *Making Sound Money Moves*, you will **equip yourself with money management tools that will benefit you for a lifetime**.

Do yourself a favor, read this book and make your future self proud.

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