MINDFUL MONEY

Financial clarity. Personalized guidance. Greater confidence.

Mindful Money

Background

About Mindful Money

Mindful Money is a financial coaching business designed to help individuals and families feel more confident about their finances. The business is being developed to serve young adults, couples, first-time parents and first-time homebuyers who want practical guidance without feeling judged or overwhelmed.

Many people have access to budgeting apps, financial websites, banks and investment platforms, but they may still struggle to understand what steps they should take next. Mindful Money aims to close that gap by combining financial education with personalized support. The focus is not simply on providing information, but on helping clients apply that information to their own lives.

The coaching process begins with a financial snapshot to understand the client's current situation, goals and concerns. From there, Mindful Money helps the client develop a personalized plan, take manageable steps and adjust the plan as circumstances change.

Potential coaching topics include budgeting, debt reduction, saving, preparing for homeownership, building an emergency fund and establishing long-term financial goals. Mindful Money is intended to provide education and coaching rather than investment, tax or legal advice.

Mindful Money is currently in development as its services, resources, and client experience continue to take shape.

What Sets Us Apart

Mindful Money combines financial knowledge with personal, judgment-free guidance. Instead of giving clients generic advice or expecting an app to solve every problem, the goal is to understand each person's situation and help them take realistic steps forward. The focus is not just on numbers it is on making finances easier to understand and helping clients feel confident in their decisions.

Vision for the Future

The long-term vision for Mindful Money is to become a trusted resource for individuals and families navigating important financial decisions. As the business grows, Mindful Money plans to expand its coaching services, develop practical financial resources and provide ongoing education through workshops, digital tools and online content. The goal is to make personalized financial guidance more approachable and accessible to the people who need it.

Contact Information

For media inquiries, please contact:
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Founder's Bio

Robert Roux

Founder

Robert Roux is the founder of Mindful Money, a financial coaching business focused on helping people make clearer and more confident financial decisions.

Robert earned a bachelor’s degree in accounting from North Carolina State University and is currently pursuing his MBA at Western Carolina University. He also works in financial planning and analysis, where he uses financial data to support budgeting, forecasting and business decision-making.

His idea for Mindful Money grew from recognizing that many people want to improve their finances but feel overwhelmed by complicated terminology, conflicting information or uncertainty about where to begin. Robert wants to use his financial background to make personal finance easier to understand and more approachable.

Through Mindful Money, Robert plans to help clients better understand their financial situations, establish realistic goals, and create practical plans they can follow.

Service Description

Introducing Mindful Money

Mindful Money will provide personalized financial coaching for individuals and couples who want greater clarity and control over their finances.

The coaching experience will follow a straightforward process:

1. **Financial Snapshot:** Review the client’s income, expenses, debts, savings, and financial concerns.
2. **Personalized Plan:** Identify priorities and develop realistic financial goals.
3. **Take Action:** Turn the plan into manageable steps the client can begin implementing.
4. **Ongoing Coaching:** Review progress, address challenges, and adjust the plan when needed.
5. **Financial Confidence:** Help the client develop the knowledge and habits needed to make informed decisions independently.

Potential services may include:

- Personal budgeting and cash-flow planning
- Debt-reduction planning
- Emergency-fund development
- Savings and goal-setting support
- Financial preparation for homeownership
- Financial planning for major life changes
- Ongoing accountability and coaching

Mindful Money is intended for people who want personal support beyond what they receive from an app or general financial advice online. Services are still being developed, and the final packages, pricing, and delivery options have not yet been determined.