

Erika Dox-Martinez

Financial Wellness Coach, Speaker & Educator

Founder of Bli\$\$ful Vida LLC



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ABOUT ERIKA

Erika is the visionary force behind Bli\$\$ful Vida LLC, a financial wellness company dedicated to empowering ambitious, heart-centered Latinas and those in underserved communities to break free from financial challenges, transform their relationship with money, and achieve overall abundance without stress or judgment!

With over 20 years of experience in financial services and a profound personal transformation, Erika realized her calling was to guide others and to share the knowledge and strategies that helped her overcome financial stress and overwhelm to achieving financial peace of mind.

Bli\$\$ful Vida's unique approach blends financial expertise and mindful practices to guide more people on a journey to achieve overall abundance and their version of financial bliss aka financial freedom!



CLIENTS ARE RAVING

"Erika created a live presentation for my online well-being community to discuss how to create a mindset and change behaviors to cultivate financial well-being! She was engaging and attentive to members' questions during the presentation. Erika took a topic that can often be overwhelming and broke it down into an easy-to-follow presentation that offered tangible tips and action items for my members to start focusing on their financial well-being! We will definitely be inviting Erika back for future presentations!" — **MELYSSA ALLEN, CHANGE MAKER COMMUNITY: HEALTHY LIVING DOESN'T HAVE TO SUCK!**

PARTNERSHIPS &
COLLABORATIONS



Change Maker Community:
Healthy Living Doesn't Have
to Suck

SIGNATURE TOPICS

- ✓ Cultivating a Positive Money Mindset: Transforming Financial Stress into Empowerment
- ✓ The Wealth & Bli\$\$\$ful Secret: Redefining Riches
- ✓ Bli\$\$\$ful Vida Workshop Series: Includes all four topics at a discounted rate
- ✓ Mastering Financial Readiness: Creating a Blissful Spending Plan & Planning for Emergencies
- ✓ From Debt to Abundance: Pathways to Financial Freedom

“ WHAT PEOPLE ARE SAYING ”

“Erika’s ability to engage and captivate the students was commendable, making the workshop both informative and enjoyable. The hands-on activity she incorporated allowed the students to apply the concepts they were learning in a practical manner, which enhanced their understanding and retention of the material. Erika’s expertise and friendly approach created a positive learning environment that empowered our students with essential financial literacy skills. I recommend Blissful Vida to any educational institution seeking to equip its students with the knowledge and tools necessary for a successful financial future.” — **MARY OLUOKUN, YWCA - DIRECTOR OF GIRLS INITIATIVE**

“Working with Blissful Vida has been a transformative experience financially and mentally. What separates Erika from the rest is her approach to money. She wants not only for you to achieve financial freedom, but she also wants you to believe that you deserve it. I knew I made the right decision when I received my set of personal money affirmations. Erika reshaped my fears and perceived failures around money into positive, factual statements based on the steps we were taking together to start me off on my journey toward financial bliss. That, along with the Blissful Vida framework, gave me the confidence to believe that I can control my money rather than have it control me.” — **ERIKA DOMINGUEZ, ONE-ON-ONE COACHING STUDENT**

Helping More of Us Transform Our Relationship with Money & Achieve Financial Peace of Mind and Bli\$\$\$!

Erika believes everyone deserves to master their money and embrace holistic financial wellness, paving their way to a more Bli\$\$\$ful Vida (Life).

