



ITATI - Empowering Ladies in the Stock Market

**Cover Letter**

Dear Media Correspondent:

Enclosed in this media kit for ITATI are some critical components that will help you learn more about the organization ITATI and its founder Aneshia Y. Smith. They include the background of ITATI, the biography of Aneshia Y. Smith, the most recent press release, a summary of media coverage ITATI has received, keynote speaking performances, and testimonials from some of ITATI's clients. A list of suggested interview questions is also included.

Feel free to contact ITATI should you have additional questions.

Warm regards,

Aneshia Y. Smith  
Founder and Lead Coach  
ITATI...Empowering Ladies in the Stock Market  
Is That All There Is??



ITATI - Empowering Ladies in the Stock Market

## The Story of ITATI

ITATI is a stock market training organization providing coaching exclusively to ladies who want to take control of their financial future. Founded in 2010, ITATI was created based on enlightened principles with the intention of empowering smart investors to make wise financial choices. Its mission focuses on educating women, and providing a safe community for women to express their thoughts, views, and concerns on financial matters.

ITATI was created for ladies who are at least familiar with basic investment concepts. They have heard of 401ks, IRAs, mutual funds, ETFs (Exchange Traded Funds), and/or stocks, even if they are not currently investing in the stock market. Some ladies are experts, while others are novices.

For ladies who are already invested in the stock market, some may have selected their investments based on their own analysis, financial advisor, company's 401k offerings, the latest "stock tip," stockbroker, mate, girlfriend, etc. The list of resources is endless. And as a result, many women have been left wondering... **Is That All There Is?... ITATI?**

ITATI was created to answer this question, to show all women who want to learn about and discuss the stock market that there is so much more.

ITATI, a global organization, is headquartered in Atlanta, Georgia. It provides coaching services and retreats to women primarily in the United States, but also to women all around the world. Currently, these retreats are held in Atlanta, Georgia. However, in 2011, these retreats will be held throughout the United States in the following cities: Atlanta, Georgia; Raleigh-Durham, North Carolina; Tampa (Clearwater), Florida; Houston (The Woodlands), Texas; and San Diego (La Jolla), California. In 2012, plans are in the works to hold these retreats in international locations in addition to the U.S. Women all across the globe have expressed their interest in learning how to make money in the U.S. stock market. ITATI is answering that call.



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## **Biography**



Aneshia Y. Smith is the founder of and lead coach at ITATI. Smith, who is also the published author of *Wealth Wisdom for Ladies*, has been investing and trading in the stock market on her own behalf for twelve years. She holds a Bachelor of Science degree in mechanical engineering from Texas A&M University. Smith is founder of The Leading Ladies of Atlanta-Buckhead, an organization focusing on women business owners, who understand that helping other women businesses thrive is an essential key to one's own prosperity. Smith has been featured as the keynote speaker for several events. She has also appeared on various radio and television shows, including Lifetime Television's *The Balancing Act*, broadcasting to 2 million women nationwide.

## **Contact Information**

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## ITATI - Empowering Ladies in the Stock Market

### Press Release

ITATI Providing Stock Market Coaching Exclusively to Women

Atlanta, GA - October 4, 2010 - ITATI is a unique organization providing stock market coaching exclusively to ladies. ITATI was created based on enlightened principles with the intention of empowering smart investors to make wise financial choices. Its mission focuses on educating women, who want to take control of their financial future. The stock market is a significant key to building wealth, creating financial freedom, and retiring with enough income to live comfortably.

With all of the ups and downs of the stock market, some women are wondering whether now is a good time to invest in the stock market. Even in a down market, there are still opportunities to make money in the stock market. When the stock market is down, it does not mean that all companies are performing badly. It just means that there are fewer companies who are performing well. These companies do exist however. Locating them is the key.

Risk management is critical to being profitable in the stock market in both the short and long term. For women who are investing in the stock market without having a proven system for why they have chosen their investments, it is way too risky. "In fact, those women are gambling. Your odds are better in Vegas," says Aneshia Smith, a published author, who has been investing and trading in the stock market on her own behalf for twelve years. "You have to invest based on a proven system in order to manage your risk and come out ahead. The risk will never be eliminated, but you can endure the risk and still be profitable."

There are so many different resources and tools available to provide information on securities. The key is discerning what information is critical to making the decision to invest in that company. In other words, how to use the tool is what is important. A successful proven system will always show you how to answer the following questions: 1) What stock, exchange traded fund (ETF), or mutual fund to buy. 2) When to buy it. 3) When to sell it.

Smith is also a lead stock market coach at ITATI. "Investing in the stock market based on a proven system, not what others say, or how you feel about a stock is the key to being profitable in the stock market," says Smith. "For those of us who follow this principle, there are always opportunities to make money in the stock market, even in a down market."

For additional information on this subject matter, contact Aneshia Smith, founder of and lead coach at ITATI, at the phone number or e-mail address below or log on to <http://ITATI.typepad.com>.

#### About ITATI:

ITATI is a stock market training organization providing coaching exclusively to ladies who want to take control of their financial future. ITATI was created based on enlightened principles with the intention of empowering smart investors to make wise financial choices. Its mission focuses on educating women, and providing a safe community for women to express their thoughts, views, and concerns on financial matters. It is home to the one and ONLY stock

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## ITATI - Empowering Ladies in the Stock Market

market retreat exclusively for women.

Contact:

Aneshia Y. Smith

ITATI... Empowering Ladies in the Stock Market

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### **Media Coverage**

January 2011 - Appearance on Lifetime Television's The Balancing Act daily morning show, [www.thebalancingact.com](http://www.thebalancingact.com)

January 2011 - Radio interview with Zandra Conway, <http://www.blogradio.com/zeecee>

December 2010 - Radio interview with ProsperMe Consulting, [www.prospermeconsulting.com](http://www.prospermeconsulting.com)

November 2010 - Radio interview with Terica Scott, Younger Women's Task Force (YWTF)

November 2010 - Radio interview with Cory Clay, Rich Ideas Radio, <http://www.blogtalkradio.com/richideas>

October 2010 - Radio interview with Shivawn Mitchell, [www.livinglovemag.com](http://www.livinglovemag.com)

These interviews can be located on the ITATI website at [www.ITATIStocks.com](http://www.ITATIStocks.com).

### **Keynote Speaker**

May 2011 - Ladies On the Go - Annual Luncheon - Atlanta, GA - Founder: Carol Storey; [www.ladiesonthego.org](http://www.ladiesonthego.org)

April 2011 - Rich Life Womens Group - Networking Function - Atlanta, GA - Founder: April Allison-Cummings; [www.richlifewomen.com](http://www.richlifewomen.com)

March 2011 - PinkBoss - Networking Function - Atlanta, GA - Founder: Vanessa Parker

February 2011 - Younger Women's Task Force - Atlanta, GA - [www.ywtf.org](http://www.ywtf.org)



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January 2011 - SistasAtlanta - 2011 Kickoff Gathering - Atlanta, GA - Founder:  
Tanisha Brown

January 2011 - ProsperMe Consulting Financial Freedom Prosperity Party - Atlanta,  
GA - Founder: Prosper Miller

### Testimonials

Aneshia is simply an amazing coach with an amazing amount of knowledge to share with anyone who's interested in learning about the stock market with the odds in their favor. She teaches you from the beginning to the end so that you're totally comfortable before you actually start trading with your own funds, all of this with the service of e-coaching (for the questions that can arise) and a sense of humor...priceless.

-A. Lalani

Thanks for the jumpstart Aneshia. I am more **excited** and **confident** about future success after your visit and instruction.

-R. Owens

What you teach is one of the **best-kept secrets** that others need to know about.

-M. Dillon

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### Interview Questions

**Q:** Who are you?

**A:** My name is Aneshia Smith and I am the founder of and lead coach at ITATI. I have been trading and investing in the stock market for 13 years. However, I didn't start getting great results until 8 years ago. This is when I met my mentor, who showed me a system he had been using to make money in the stock market for over 20 years. Nearly immediately, I started getting great results, and now, 8 years later, here I am showing other women how to do what I have done.

**Q:** What is ITATI?

**A:** ITATI is a stock market training organization focused on educating women. ITATI is an acronym for Is That All There Is?? Many women who invest in the stock market choose their investments based on what someone else said, whether it be some television celebrity, their husband, girlfriend, or the next-door neighbor, or what their company offers them as in the case of a 401k plan. And many of them who haven't been getting the results they wanted are asking...Is That All There Is?? ITATI shows women there is so much more.

**Q:** Is now a good time to be in the market?

**A:** Absolutely. There are always opportunities to make money in the stock market. Even in a down market, there are still opportunities. When we are in a down market, it does NOT mean that all companies are performing badly. It just means that there are fewer companies who are performing well. These companies do exist however. You just have to be able to find them, which is what the system I use does.

**Q:** Is the stock market too risky?





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**A:** For those who are investing in the stock market without having a proven system for why you have chosen your investments, it is **WAY** too risky. In fact, those people are gambling. Your odds are better in Vegas. That is how I was the first 5 years I was in the market. I've been investing and trading in the market for 12 years, but I didn't learn a proven system for being profitable until 7 years ago. You have to invest based on a proven system in order to manage your risk and come out ahead. The risk will never be eliminated, but you can endure the risk and still be profitable.

**Q:** What is this system you use?

**A:** In short, this system answers 3 basic questions:

- 1) What stock/ETF/mutual fund (security) to buy?
- 2) When to buy it?
- 3) When to sell it?

This system consists of software tools that I will show you how to get for free that will help you answer these questions.

**Q:** What makes ITATI different from the other stock market training companies?

**A:** ITATI is focused on training women. In fact, it is home to the one and **ONLY** stock market retreat exclusively for women.