

HILLARY SEILER

Trusted by Professional Sports Teams,
Universities and Leading Organizations.

BESTSELLING AUTHOR | KEYNOTE SPEAKER | FINANCIAL EDUCATOR

TRAIN YOUR MONEY LIKE A PRO ATHLETE TRAINS FOR SUCCESS.

Hillary 'Coach Hill' Seiler helps audiences believe they can handle their money and gives them a practical first step to improve it.



PRACTICAL.
ACTIONABLE.
MEMORABLE.

SPEAKER MEDIA KIT



[HILLARYSEILER.COM](https://hillaryseiler.com)

WHY ORGANIZATIONS BOOK HILLARY

Hillary Seiler, known as Coach Hill, is a nationally recognized financial educator, bestselling author, and founder of Financial Footwork.

With more than 16 years of experience and certifications including FINRA Certified Financial Educator and Senior Certified Credit Counselor, Hillary equips audiences with practical, actionable, real-world financial strategies.

Hillary works with professional sports organizations, universities, corporations, and associations nationwide, bringing the same high-performance mindset to money that elite performers bring to competition. Her dynamic, practical delivery breaks down complex financial topics into clear, actionable steps that anyone can follow.

Whether she's speaking to employees, executives, students, or professional athletes, Hillary delivers practical financial education that audiences remember and apply long after the event ends.

59% of employees say financial stress is hurting their productivity right now. Coach Hill's keynote is built to change that.



AS FEATURED IN

Forbes

yahoo!
finance



BUSINESS
INSIDER

Sports
Illustrated

TRUSTED BY



LSU



650+

Workshops & Keynotes
Delivered Nationwide

TOP 50

FINANCIAL SPEAKER
LetsEngage.com | 2022 & 2023

16+

Years in
Financial Education

12+

NFL & NBA
Organizations Served

“Hillary has a unique ability to connect with people from all walks of life.

"I've personally witnessed her ease the concerns of clients under financial stress by giving honest and clear feedback, while providing supportive and solution oriented next steps. From our 9-year working relationship, Hillary has established her service as the go to keynote resource for the population we serve."

– AUSTIN MOSS | VICE PRESIDENT OF PLAYER DEVELOPMENT & TEAM DYNAMICS | SAN FRANCISCO 49ERS



BOOK COACH HILL

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KEYNOTE EXPERIENCE

Performance-based financial education that **changes behavior**, not just perspectives.

FEATURED KEYNOTE

TRAIN YOUR MONEY LIKE A PRO ATHLETE

TRAINS FOR SUCCESS.

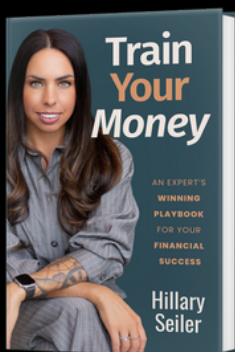


Elite athletes train for peak performance. This keynote shows audiences how to do the same with their money.

Elite athletes don't rely on motivation alone. They rely on systems, discipline, and preparation. This keynote teaches audiences how to apply that same performance mindset to their financial lives, replacing uncertainty with confidence and turning good intentions into lasting financial habits.

AUDIENCE OUTCOMES

- ✓ Spot where financial stress is quietly hurting focus, performance, and decision-making
- ✓ A performance-based system for making everyday money decisions with confidence
- ✓ Disciplined money habits that cut distraction and support long-term goals
- ✓ A game plan that replaces reactive money moves and holds up under pressure



It all runs on the **Train Your Money Performance Model**, the same framework Hillary uses inside NFL and NBA organizations. The keynote introduces the model. Her Amazon bestselling book, **Train Your Money**, helps audiences keep applying it long after the event.

ALSO AVAILABLE AS KEYNOTES



THE \$183 BILLION PROBLEM

How Financial Stress Quietly Costs Organizations Billions



MONEY BACKWARDS

Why Smart People Struggle With Money and the Three E's That Fix It



THE MATH HAS TO MATH

What NFL Locker Rooms Taught Me About Income, Lifestyle, and Decision Making.

Every keynote is customized to your audience, industry, and event goals.



READY TO BRING COACH HILL
TO YOUR NEXT EVENT?

BOOK COACH HILL



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EXTEND THE KEYNOTE

One trip, double the impact. Workshops and seminars that turn the keynote's momentum into lasting behavior change.



FINANCIAL WELLNESS

Build the foundation for lifelong financial confidence.

- Budgeting & Cash Flow
- Credit & Debt Management
- Saving & Investing Basics
- Fraud Prevention & Protection



WORKPLACE BENEFITS

Getting the most from employer benefits.

- Open Enrollment Education
- Maximizing Employer Benefits
- Retirement & 401(k) Education
- HSA, FSA & Benefits Planning



LEADERSHIP & PERFORMANCE

Develop financially confident leaders and stronger decision-makers.

- Money Mindset & Behavior
- Financial Decision-Making
- Communication & Money
- Building Wealth With Purpose

EVERY SESSION INCLUDES

INTERACTIVE
EXERCISES

PRACTICAL
TAKEAWAYS

CUSTOMIZED
EXAMPLES

RESOURCE
MATERIALS

Q&A
SESSION

PROGRAM FORMATS



60-MINUTE SEMINAR

High-impact education for conferences, meetings, and employee events.

POPULAR



HALF-DAY WORKSHOP

Interactive learning with discussion, exercises, and practical application.



FULL-DAY WORKSHOP

Comprehensive education designed to build skills and drive behavior change.



MULTI-SESSION SERIES

Ongoing learning that reinforces habits and creates lasting results.

Every session is customized to your audience, goals, and experience level.



READY TO ELEVATE YOUR
NEXT EVENT?

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