

5 of the Best Financial Literacy Podcasts by (and for) Black Women

This Black History Month, we're highlighting resources for Black women to build wealth.

What's your financial persona?

Money. We've all got a relationship with it, whether we like it or not. For Black women, building financial literacy and personal wealth can bring added challenges. Structural inequalities (like racism built into our companies and financial institutions) can [widen the wage gap](#), and even [value Black homeowners' homes at a lower rate](#) than white homeowners. In recent years, Black women have [taken control](#) of financial freedom in an attempt to fight these inequalities. These 5 podcasts, all created by Black women, are bringing that knowledge to you. To find out what podcast you should listen to first, follow the graphic below-- we'll recommend the best podcast for you based on your current relationship with money. Get listening, it's time to build some wealth!



The Entry-Level

I am...

1-3 years out of school, and/or in my first job.

Just starting to invest in retirement, or haven't started.

Building an emergency fund, or have little savings.

New to budgeting and money management.

Intimidated by negotiation.



The Executive

I am...

Advanced in my career.

Looking for ways to make the most of my money.

Interested in learning about new investment opportunities.

Trying to build personal wealth.

Looking to negotiate more pay and advance in my career.



The Entrepreneur

I am...

Starting my own side hustle or business.

Trying to build multiple revenue streams.

Not interested in the 9-5 life.

Business savvy but could use some support.

Trying to build my personal brand.



The Eager Investor

I am...

A real estate mogul or interested in buying properties.

A believer in high risk, high reward.

Trying to build a robust, diversified portfolio to build generational wealth.

Trying to retire a millionaire, or retire early.

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The Entry-Level

Clever Girls Know!

by Bola Sokunbi, Founder & CEO, Clever Girl Finance



Bola Sokunbi started Clever Girl Finance in 2015 after taking stock of her financial journey. She was thrown into the world on her own after college. This period in her life was quite an adjustment. However, she read, researched, and ended up saving 100k in just a few years after graduating! "Clever Girls Know!" is a comprehensive and strategic roadmap for those who, like Sokunbi, might not know where to start on their journey to financial independence. From building the right money mindset to [conquering student debt](#), "Clever Girls Know!" is your hub for research and resources on how to make smart money moves. This podcast is perfect for those who are just starting out in money management and in their careers. "Clever Girls Know!" has 200+ episodes and pages of templates and online resources to help you on your way. Don't walk, RUN to join Sokunbi on her path to financial success. You won't regret it!

Brown Ambition

by Mandi Woodruff and Tiffany Aliche



The Executive

In a world that systemically excludes Black women from financial and career opportunities, Mandi and Tiffany are a force to be reckoned with. Through the lens of equity for all Black women, the hosts of "Brown Ambition" offer advice, resources, and secrets that might just save you millions, and might just get you a seat in the boardroom. What I love about this podcast is how personal it is-- both hosts are not afraid to share their failures, worries, and frustrations, and they offer up space for other Black women to do the same, all toward the end of making smart career and money moves. This podcast is perfect for the mid-level or executive woman of color who wants to build a legacy of wealth, all while leading with awareness and confidence. Mandi and Tiffany are not just financial educators, they are financial activists, and this podcast is one of the most important financial resources of 2023.

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The Executive

Journey to Launch by Jamila Souffrant, Thought Leader & Content Creator



In 2018, Jamila Souffrant packed up her cubicle and never looked back. She had achieved financial freedom, and vowed to build a financial literacy empire where other Black women could follow suit. Even if you plan on keeping your cubicle, "Journey to Launch" is a resource to building a career, and a life, on YOUR terms. Through conversations with prominent financial educators, influencers, and experts, "Journey to Launch" teaches listeners how to find prosperity through [eliminating debt](#), investing wisely, and always moving toward their dreams. What I love about "Journey to Launch" is how it offers listeners options for success – Souffrant is all about finding a specific path that works for your money, your dreams, and your circumstances. If you are looking to diversify your income, [strengthen your savings](#), and learn how to call the shots in your life and career, then this podcast is for you.

Side Hustle Pro

by Nicaila Matthews Okome, Entrepreneur



The Entrepreneur

Black women are changing the game when it comes to entrepreneurship. They are [starting more companies than any other group](#) and becoming [CEOs of their own futures](#). If you're tired of empty DEI promises and a lack of mobility due to bias and pay inequity, then Nicaila Matthews Okome is here to help. Her focus is on helping passionate Black entrepreneurs kick off their side hustles, build multiple revenue streams, and [achieve financial independence](#) from the prejudices of companies and corporations. "Side Hustle Pro" is the whole package: part-startup guide, part-brand awareness education, part-financial literacy resource. "Side Hustle Pro" features hundreds of successful Black women entrepreneurs as they share their success stories, tips, and resources. If you have an idea but are scared to run with it, listen to a few episodes! I guarantee you will be inspired by Nicaila, her knowledge, her story, and her guests.

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The Eager Investor

The Purpose of Money by Acquania Escarne, Wealth Strategist



The Purpose of Money Podcast™

BUILDING GENERATIONAL WEALTH ONE DOLLAR AT A TIME

Acquania Escarne is a Wealth Strategist who helps clients across the country build and maintain generational wealth through saving and investing. "The Purpose of Money" is predicated on the idea of freedom-- the more money Black women save and invest, the more diversified and unique their portfolios, the more freedom they will have to live their best lives and provide for the generations to come. [Eliminating the Black-white wealth gap](#) is a huge generational challenge, but financial education and learning about unique investment opportunities can help [kickstart equity](#). "The Purpose of Money" is direct, straightforward, research-based, and loaded with successful guests who will help you build generational wealth, one dollar at a time. This podcast is perfect for listeners at any level who want to start learning about investing, and it's especially perfect for listeners who want to learn investment strategies from a source specifically tailored to the experiences and needs of Black women. Join Acquania and build generational wealth starting today. As she will tell you, every dollar counts!

Other notable podcasts by Black women:



Coming Soon:

CCWOMEN MEMBERSHIP PROGRAM

YEAR-ROUND RESOURCES, NETWORKING, AND COMMUNITY

I'M IN!

Click the photo to learn more!

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WHAT'S YOUR FAVORITE PODCAST?
REACH OUT TO US AT CCWOMEN@CMPTEAM.COM AND LET US KNOW.