

How To Money's Matt and Joel Share How to Turn Your Side Hustle into a Full-Time Career at FinCon 2024 in Atlanta

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ATLANTA, GA?Matt Altmix and Joel Larsgaard, the personal finance experts behind How To Money, are excited to announce their participation in FinCon 2024, the highly anticipated event where money nerds meet to discuss tactics for growing and scaling businesses, hosted in Atlanta, GA on October 23rd - 26th, 2024. The duo will share their journey in a session titled ?What You Need to Know to Go Pro,? offering invaluable insights for personal finance enthusiasts and aspiring content creators alike on how to turn a part-time gig into a thriving full-time career.

?I think we all love a rags-to-riches tale, and that?s essentially the story behind how How To Money came to be,? says Joel Larsgaard, Founder of the How To Money brand and podcast co-host. ?Matt and I wanted to make personal finance relatable to normal folks and just 7 years later, we?ll be sharing how we turned our hobby into the career of our dreams, so people just like us can do the same.?

FinCon is the ultimate event for money creators, bringing together bloggers, podcasters, YouTubers, authors, and social media influencers for an unparalleled opportunity for networking, learning, and growth. The conference features a diverse lineup of sessions, workshops, and networking events, all designed to equip both up-and-coming creators and seasoned professionals in the money media space with the tools and knowledge needed to carve out their place in digital content creation.

Event attendees will learn from industry leaders on topics including managing content production and streaming, using different platforms to expand their reach, leveraging social media algorithms, how to create high-quality content, diversifying monetization and affiliate marketing, and SEO strategies like ads and emails. The conference is a must-attend event for anyone serious about becoming a full-time content creator. For established creators, FinCon will outline how to scale your business to maximize your income and overall experience, with topics such as managing team members, higher-level marketing strategies and AI, and diversifying revenue streams.

On the main stage at FinCon, Matt and Joel will recount the origins of How To Money, offering a behind-the-scenes look at the challenges and triumphs they experienced. They will also outline the key tactics and strategies they used to transform their side hustle into a thriving podcast and lucrative website.

?If you?re wondering if you can take your side hustle full-time, the answer is yes. But, that doesn?t mean success is guaranteed?taking the right approach is crucial,? says Matt Altmix, How To Money co-host and proud finance guru. ?We believe that with the right tools, more of us can achieve financial independence and turn our passions into paychecks. We also believe in sharing knowledge and aren?t going to gatekeep the tips and tricks that helped How To Money become what it is today.?

To make this valuable experience more accessible, Matt and Joel are offering their audience an exclusive discount. Those interested in taking their content to the next level can use the code HOWTOMONEY at checkout to get their FinCon 2024 tickets at 50% off. This offer highlights their commitment to helping others achieve financial freedom and success in the money media industry.

Since 2017 Matt, Joel, and their team of finance aficionados have become a trusted resource for money matters with their unbiased and jargon-free content on personal finance, practical money management tips, and relatable anecdotes on their website. The How To Money podcast, which has been downloaded over 45 million times and counting, covers a thoughtful range of financial topics like paying off debt, DIY investing, and how to make the most of your money in the current economy.

To learn more about Matt and Joel or to discover how they make personal finance a no-brainer for the

Average Joe, please visit their website or download their podcast.

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How to Money

How To Money is a podcast and website providing the knowledge and tools that normal folks need to thrive in areas like debt payoff and DIY investing. We believe that free, unbiased, and jargon-free personal finance guidance is more necessary than ever.

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