



Laughs by Teresa



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PRESS KIT
THE UNBALANCED LEDGER
2025

MEDIA KIT: THE UNBALANCED LEDGER (2025)

BOOK OVERVIEW

Title: *The Unbalanced Ledger: Budgets, Barks, and Beautifully Imperfect Living*

Tagline: The anti-guilt memoir that proves you can build financial sanity without giving up your humor or your weekly takeout routine.

Core Concept: A witty and honest memoir/guide where a professional Finance Manager admits that real life—full of unexpected dog expenses, chaotic family budgets, and corporate absurdity—is anything but a balanced spreadsheet. It's a book about finding financial health by embracing the mess.

Key Angles for Coverage & Audience Value:

- **Shame-Free Financial Fitness:** A witty memoir/guide written by a professional Finance Manager that demystifies personal finance. It focuses on mental and financial sanity, proving you can achieve financial sanity without having to perfectly balance your messy life ledger.
- **Women-Owned & Minority-Owned Voice:** Authored by Teresa Maza, a Filipina-American professional who offers a unique, empathetic perspective on work-life balance and finance in the DC Metro area.
- **Rescue Dog Narrative & Support:** Features the author's rescue dog, Sansa (the mischievous mutt on the cover). Teresa champions animal adoption by supporting Lucky



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Dog Animal Rescue (LDAR), the organization that facilitated the adoptions of Sansa and her late sister, Sophie.

- **Affordable, Actionable Resource:** Priced affordably at \$18.99 (Paperback) as a humorous, entertaining, and highly actionable guide that successfully blends memoir with money management survival tactics. Its December launch makes it especially timely for New Year's Resolutions and media planning self-improvement coverage.

Endorsements:

- “Teresa Maza’s The Unbalanced Ledger successfully blends two genres we rarely see together: the hilarious, self-aware memoir and the transactional, actionable guide to money management.” — Miriam R., ARC Reader
- “A book is great and is worth reading if the author peels back the curtain on themselves and shows us who they really are and if you learn something... Both of these criteria are met beautifully in this book.” — Gary K., Reader
- “Fun and entertaining! Teresa’s humor makes financial management a riot.” — Mirlyne E., Reader

LOGISTICS & AVAILABILITY (2025 Holiday Season)

Detail	Specification
LOGISTICS & TIMING	
Official Launch Date	December 15, 2025
Timeliness	Perfect for Holiday Gifting and New Year's Resolutions! Launches mid-gifting season, setting readers up for success in the January financial wellness rush.
AVAILABILITY	
Pre-Order Status	LIVE NOW (Pre-Order Start Date: October 15, 2025)
Retail Price (Paperback)	\$18.99 (An affordable gift under \$20)
Ebook Price	\$8.99
DISTRIBUTION & ISBNs	
Primary Channels	Amazon (KDP) and Major Retailers (via IngramSpark)
Paperback ISBN	979-8-9931122-0-6
Ebook ISBN	979-8-9931122-1-3



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FULL AUTHOR BIO: TERESA MAZA



Teresa is a dedicated Finance Manager in Fairfax County's Human Resources Department, navigating budgets and spreadsheets with precision and heart. Beyond the numbers, she's Laughs by Teresa, a frugal humorist who celebrates the glorious, uncalculated mess of real life.

Hailing from the Philippines, Teresa brings a unique perspective to finance. She taught ESL to adult learners for over a decade while working full-time as an accountant, proving that learning—whether it be language or finance—shouldn't feel like punishment. An introvert who mastered English as her second language, she now

transforms adulting's chaos, from tricky budgets to her dog Sansa's chicken-stealing escapades, into witty, heartfelt stories.

She shares her Northern Virginia home with her saintly husband Albert, Sansa (the mischievous mutt on the cover), and the cherished memory of their late Sophie, both adopted from Lucky Dog Animal Rescue (LDAR). Through her blog, LaughsByTeresa, she demystifies finance, celebrates human moments, and invites readers to laugh, relate, and feel less alone in life's ledger



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