

Arts & Entertainment

Love her or hate her...

Well-known TV money coach tells it like it is



Photo courtesy of W NETWORK

Ayse Hogan helps people get a handle on their finances on *Maxed Out*.

By **STEPHANIE THIESSEN**
The Champion

Four years ago, before she was a popular TV money coach, former Miltonian Ayse Hogan found herself with no job, no husband, almost no money in the bank and no idea of what to do next.

Unhappy in her marriage, Ms Hogan said she decided she wanted out and left with little but the clothes on her back.

She was guilty, she said, of being unprepared and not planning for life's "what ifs" — explaining her lack of financial independence.

It was, she admitted, a mess.

Needless to say, Ms Hogan can relate to the people she helps on her new TV show, *Maxed Out*, which sees her coach one person each episode on how to dig out of financial despair.

But just because she understands what it's like to go through money problems doesn't mean she accepts excuses.

"People don't talk about their money in society. They'll talk about their sex lives, but ask them how much money they have in the bank, and they'll look at you like you're from the moon."

AYSE HOGAN

After all, she got out of her messy financial situation, and she expects nothing less from the people she coaches.

"Either I could lay down and die and let it consume me, or I could stand up and fight back," she said of her situation four years ago.

She soon started her own book-keeping practice — she had 20 years experience — and eventually began helping some of her business

clients with their personal financial situations. It was after *Maxed Out* executive producer Kit Redmond read an article about Ms Hogan that she was contacted and the show was born.

Maxed Out, produced by the W Network and RTR Media, premiered last Friday and airs every Tuesday at 8 p.m. with encore presentations Wednesdays at 9:30 p.m. and Fridays at 11:30 a.m. and 4:30 p.m.

It's her no-nonsense approach that makes people love her or hate her, Ms Hogan said. But when the end of the month comes and there's enough money to pay the bills, it's usually the former, she said.

The show is all about something not normally discussed.

"People don't talk about their money in society," Ms Hogan said. "They'll talk about their sex lives, but ask them how much money they have in the bank, and they'll look at you like you're from the moon."

She wants to end that, she said, and expose a desperate situation.

"We're living paycheque to pay-

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