

the LUMINARY  LEADERSHIP CO

# Hey, I'm Liz!



BOOK LIZ

AS SEEN IN:

SUCCESS

empower  
HER

Entrepreneur

Goal  
Digger  
THE PODCAST

FAST COMPANY

Forbes

MAXWELL  
LEADERSHIP 

“I’m a strong  
**believer** that  
*entrepreneurship*  
is done right with  
family in tow.”

Hey, I’m Liz! I used to have one of those fancy, third-person bios that made me sound like I moonlight as a superhero. You know the type, “she’s a visionary thought leader revolutionizing the industry while simultaneously teaching each of her kids a new language...” But it just wasn’t me. So I decided chatting like we’re old friends catching up over coffee would help you better understand if we’d click on your show.

After over a dozen years as a business advisor for hundreds of ambitious entrepreneurs - including greats like John C. Maxwell - **I’ve had a front row seat to what sets apart those who find some success in their business, and those who live out God-given potential in their lives.** Here’s a hint: it’s not just another marketing or operations strategy. An intentional, freedom-filled life comes only from an intentionally led business and leader.

I’m often featured on stages and in publications like...

### **Forbes FAST@COMPANY Entrepreneur**

for my company’s (Luminary Leadership Co.) unconventional approach to helping business owners break through their success ceilings by doing more of what makes them come alive, and less of everything else. In a nutshell, we’re helping people **go from busy work, to their life’s work while honoring what matters most in the process.**



My husband, Michael, and I have 4 little kids of our own whom we homeschool with a focus on leadership, entrepreneurship, and the value of family. **We became crystal clear in our calling after we lost our fifth child at seventeen weeks pregnant.** During labor and a series of unexpected twists and turns (and thankfully, miracles), I lost over half of my blood volume and nearly lost my life. Nothing shines a light on what God has put you here to accomplish like facing your own mortality. **The perspective from our heartache has made me on fire for the work we do, shepherding leaders to live out the calling on their lives.**

I’m thankful for the opportunity to passionately (and strategically) share that perspective and wisdom with other entrepreneurs who seek a life of meaning, prosperity, and freedom through the legacy they’re building, today.





In case you need the fancy, **3rd person** bio:

For over a dozen years, Liz has served as a Business and Leadership Advisor to thousands of ambitious entrepreneurs internationally - including greats like **JOHN C. MAXWELL** - helping them exponentially grow in business while unlocking their God-given potential. **Liz is the award winning**

**founder and CEO of the Luminary Leadership Co.**

and is proud to work alongside her incredible team and husband, while also homeschooling their 4 kids from their farm property. Through her competitive masterminds, mentorship, and online programs, **Liz has broken the mold on what it looks like to go from busy work, to your life's work**, while honoring the areas of life that matter most. Her expertise and unconventional wisdom has been featured in media outlets including **Forbes, Fast Company and Entrepreneur**. She's personally mentored top industry leaders, and has spoken on stages throughout the world.

After losing their 5th baby at 17 weeks pregnant, and experiencing a miraculous event after nearly losing her life herself, **Liz is fiercely passionate about getting ambitious entrepreneurs out of the trap of busy**, and into visionary leadership where they can access the intentional, meaningful, and freedom-filled lives they crave.

*Top 40*

**Podcast**

Luminary Leadership

*11,000+*

**engaged weekly** list subscribers

*50 million+*

video plays on IG

*2x CEO Award*

**Leadership** Development

*36,000+*

**followers** across social media platforms

*Genuinely Verified*

**Instagram** Account

FEATURED IN:

**Forbes** **FAST COMPANY**

**Entrepreneur** **SUCCESS**

**Goal Digger**  
THE PODCAST

**MAXWELL**  
LEADERSHIP  
CERTIFIED TEAM

# TOPICS *At a Glance*



1

**Busy** work to  
**Life's work**

2

The **Cost** of  
*Playing Small*

3

Creating **Harmony**  
Between Business  
and Family

4

Create a Visionary  
**CEO's** Schedule

5

Making **God** your  
Business Partner



## *Busy* work to life's work:

HOW WILDLY **SUCCESSFUL ENTREPRENEURS** ABANDON BUSY FOR EXPONENTIAL GROWTH



Learn how *massive action* is actually **slowing your growth** and keeping you from more profit



The **secrets of industry leaders** when it comes to *trading* in busy for needle moving, profitable production



Get more done while **doing less**. The path to *true success* is a narrow one



How to *stop reacting*, and **start planning** for and leading the intentional life and business you're called to live



How to determine **Your Big Next** - the exponential leap that takes you into your next level of success



To-do lists are the **enemy** of a *visionary leader* - what to do instead



## The *Cost* of Playing Small:

FROM **STUCK** TO YOUR **BIG NEXT**



Shifting from **defense to offense** in business and why it will help you get more wins that currently feel too hard to reach



Why *taking more days off* might be the answer to the **growth** you're seeking



How to identify the **exact moves** that will *move the needle* to your Big Next



How to go from slow, incremental growth to **exponential leaps**



You're called to **more**, but you don't have more to give. Good news, the secret to achieving your *next big level* of success requires you to subtract, not add!



# Creating *Harmony* between Business and Family

YOU CAN BE A RAVING SUCCESS IN **BOTH**



Seeking **balance** is a waste of energy. Do *this* instead...

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Good intentions only get you so far. **Impact** is what really matters.

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A Visionary CEO's strategy to honor family while slaying in business

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Start with the end in mind: what do you want your *legacy* to be?

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Why entrepreneurship is actually designed for families



## Create a Visionary *CEO*'s schedule:

GO FROM MAXED OUT ENTREPRENEUR TO **VISIONARY LEADER**

- Creating the **ideal schedule** to achieve your ambitious vision

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- How to break free of busy, and implement *needle moving productivity*

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- What's the difference between being a maxed out entrepreneur and **visionary leader**, and how one leave *millions on the table*

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- **3 tangible strategies** you can implement this week that will reduce overwhelm, *build momentum* and get you into your **sweet spot** (doing more of what you love, and less of everything else)

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- Why most *entrepreneurs* never get past this spot in business, and how to be a part of the rare class of leaders who live out their **potential**

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- **Love your business again**, and *experience the wins* that come with it



# Making *God* your business partner:

THE SECRET TO THE **SATIATING GROWTH** YOU CRAVE



Why **faith** is an integral part of your *business growth*, and how to weave it into your days as an entrepreneur



You might think your *success is all on your back*, but that mentality is **limiting your growth**



There's a wave of business leaders **embracing God** as their *business growth*, and this is the result for them



*Feeling overwhelmed?* Doubting what's possible? Having trouble discerning what you're called to next? Hitting plateaus? This is how to **break through!**



Access a level of *clarity, confidence, and possibility* that goes **beyond anything** you could even dream of!



Live a more intentional, meaningful, and freedom-filled life through your business

## What other **industry leaders** have to say:

“Seeing Elizabeth speak on vision and leadership **helped me identify missing puzzle piece** in my organization: I had lost sight of vision casting for my team in favor of short-term goal seeing, which was leaving both my team and myself feeling frustrated and defeated.

I had been feeling like I was stuck in a repetitive cycle of helping my team reach goals only to see most throw in the towel before they ever really got the momentum.

**Elizabeth’s sincerity shines through.** Her words are from direct experience, from the heart, not rehearsed or canned.

“*There’s an unassuming quality to her that makes you feel like you’re having a conversation with a very wise, caring friend, which pulls you in.*”

I understand, maybe for the first time after over a decade in a leadership position, just how important casting vision is.”

- **Barbie Kalev**, Award Winning Fitness Coach & Multimillion Dollar Entrepreneur



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