

MEDIA & SPEAKER KIT



KRYSTEL STACEY

AUTHOR | STRATEGIST | SPEAKER



MEET KRYSTEL

Krystel Stacey is a creative entrepreneur, motivate to action speaker, bestselling author and expert strategist for women business leaders.

Krystel built her career as the founder of luxury event company @CoutureEvents. She is now the host of *Purpose to Profit* podcast and conference, creative director of *VOILA strategies*, sits on *Forbes* business council, is CEO of *Fearless Founders* and a breakthrough business coach for creative entrepreneurs.

With dual degrees in Communications and PR she has done everything from gracing the covers of magazines to being featured in national campaigns with ABC and ESPN as well as working with AMC and Fox to create visionary experiences for some of today's most beloved cinematic followings.

Over the last decade, Krystel has worked with Hollywood elite, mega entrepreneurs, music royalty, professional athletes and owners of sports teams as well as iconic brands such as Rolls Royce, Kate Spade and Comic Con. As a multi-million-dollar entrepreneur she has built 6 different successful businesses and currently sits as CEO of 3 high growth luxury brands. With years of small business success and being a recognized leader in her field, Krystel was featured in *Forbes* for her expertise and now sits on *Forbes* Business Councils.

As the best-selling author of *She Minds Her Own Business*, she has been featured in *Forbes*, *Glamour*, *Huffington Post*, *Martha Stewart* and *Modern Luxury* sharing her expertise and insights into going big, being bold and creating a life and business you love.



AS SEEN IN

GLAMOUR

THE
HUFFINGTON
POST



TARGET.

Forbes

amazon

GET AFTER IT

Keynote: \$5,000
Half Day: \$6,500
Full Day: \$7,500
2-Day: \$15,000



SPEAKING

YOUR GUIDE FROM PURPOSE TO PROFIT

As a thought leader and breakthrough business strategist, Krystel aims to not only inspire the audience but move them to action. Through her tried-and-true processes and reverse-engineer-it philosophy, she has designed six successful careers and built multiple six figure businesses.

She takes the insight she has learned over the past decade and uses it to empower the audience.

Krystel has a fearless, gritty, interactive and bold approach on stage which is similar to her business technique. She's not just assisting in brainstorming ideas and goals, she helps the audience put theory into motion by reverse engineering with her signature systems and methods while educating and leading the audience into a new and powerful mindset and space where they can actually accomplish their dreams.

KEYNOTE TOPICS

- **Pivot into PROFIT**

We are talking about taking your business to the next level. Let's discuss high-grossing, jaw dropping, six- to seven-figure producing profit.

- **Unlock your Brilliance**

Want to know what the key is to unlocking the next level of your business right now? I can give it to you, but you are going to have to assess and then take action. Are you ready?

- **Fearless Forward Movement**

Do you feel stuck, stunted or plateaued? It's time to get your business moving again. This means getting real, clear and taking risk to move boldly forward.

- **The Unstoppable Spark**

One spark can make the difference between make it and break it. One spark in the right place can ignite your business in ways you never thought possible.

- **Business by Design**

Let's reverse-engineer your business. Instead of setting it up and hoping it works, let's make it work for you, and fit you like a glove.



INTERACTIVE SPEAKING APPROACH:

Krystal treats her time on stage with a workshop approach providing brilliant takeaways and practical steps to take your business to the next level NOW. Her step-by-step approach includes designing your dream life and business, defining your own success, declaring your values and priorities, conducting productive goal setting practices, mastering the fine art of scheduling and building one's tribe. Krystal's bold zeal for life and proven-business values prioritize purpose without compromising profit (or your personal time!).

The brilliant, genuine and profitable business that only your wildest dreams have imagined is waiting to be unearthed at the outskirts of your hesitation. Are you ready to learn and live like you never have before!?

PRIOR SPEAKING ENGAGEMENTS:

CONFETTI
CONFERENCE

*dames
collective*


BUSINESS BABES


University
of San Diego®

YELLOW/
CO.

RISEING TIDE

POINT  **LOMA**
NAZARENE UNIVERSITY





SOCIAL STATS



15K+

*Total Instagram
followers*

89%

*Female
Audience*

3%

*Engagement
Rate*

5k+

*Email
Subscribers*

10k+

*Podcast
Downloads*

20K+

*Youtube
Views*

she minds her own business

BOOK & WORKBOOK



#1 *Bestseller on Amazon
in work-life balance.*

Author: KRYSTEL STACEY



The step-by-step guide to designing a life & businesses you love. This bestseller helps to define your success, uncover your passion, declare your values & priorities, practice productive goal setting, and learn the fine art of scheduling.



The *OWN IT Workbook* is a forty-session companion guide to “She Minds Her Own Business.” Readers complete all of the sessions that they have read about in the book and create action in their lives.



PRICING

Paperback: wholesale \$8, retail \$15.99

Hardcover: wholesale \$14, retail 28.99

Workbook: wholesale \$14, retail \$28.99

Minimum wholesale order is 10 books or 10 workbooks.

TESTIMONIALS

KRYSTEL HAS HELPED OVER 10,000 ENTREPRENEURS
DESIGN A LIFE AND BUSINESS THEY LOVE.



It was inspiring to see Krystel in action at ENGAGE SUMMITS. Her book is incredible and her signature system is life changing.

- HAYLEY PAIGE -
FASHION DESIGNER



"It was an honor to be featured on the Purpose to Profit Podcast with Krystel Stacey."

- CARRIE GOLDBERG -
EDITOR HARPERS BAZAAR



"Krystel's vision and strategy is next level. Always going above and beyond for her clients."

- JULIE NOVACK -
CEO OF PARTY SLATE



"Experiencing her courses, coaching, and live events- I know from first hand experience that she will assist you to take your business to the next level."

- ELIZABETH HUA -
LASH INSTRUCTOR & ARTIST



"After working with Krystel I have clarity, focus and direction. Having someone offer amazing advice every step of the way whilst brining my business to the next level has been priceless."

- CLAIRE MORRIS -
WELLNESS COACH & PHOTOGRAPHER



"Working with Krystel for years before I hired her I got to see her work ethic. Then when it was time to hire a coach, I knew I needed her to help me grow my business."

- LAVONNE CRAWFORD -
FLORIST & WELLNESS COACH



Working with Krystel as Creative Director on my Styled Photoshoot was incredible. From the inspiration to the execution she had it all covered."

- SEINNE FLEMING -
BACHELORETTE



"Love Krystel's Vision and Direction. She gives you perfectly spoon-size action steps that leads you quickly and efficiently to designing your ideal life & business."

- DANIELLE MULVEY -
PROFIT FIRST GUIDE



"Krystel Stacey came into my life at the perfect time. She coached me to become a coach and develop an offer I am proud of."

- MEGAN MACPHAIL -
BIZ COACH & PHOTOGRAPHER

PURPOSE TO PROFIT



12:05

- 02:45



TUNE IN ON YOUR FAVORITE PLATFORM



SUBSCRIBE ON APPLE PODCAST



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LISTEN ON STITCHER



LISTEN ON GOOGLE PLAY

PROFIT TO PURPOSE PODCAST has featured:

- Carrie Goldberg, Editor of Harpers Bazaar
- Ducan Wardle, Former VP of Creativity and Innovation at Disney
- Hayley Paige, Fashion Designer
- Simon T Bailey, Former Sales Director of Disney
- Julie Novack, CEO of PartySlate
- Geraldine, Founder of Holy Matcha
- Jina, Founder of Leo Wellness
- Cristin Smith, Founder of Saffron and Sage



Potential Interview Questions:



Q 1. What do you think the biggest challenge is facing entrepreneurs today?

Q 2. How did you get to where you are? Was it because of your personal experience in business that you decided to become a strategist?

Q 3. Tell us about your book, “She Minds Her Own Business”. What inspired this book?

Q 4: After reading your book or taking your course what will the reader walk away with?

Q 5: Wait, tell us about this “OWN IT” workbook, I’m looking at it now and it’s full of thought provoking questions and outlines. Can you tell us more about it?

Q 4: According to your experience what is your key to success?

Q 5: How do you “unlock your brilliance” as you put it in the book?

Q 6: What is the number one mistake you see entrepreneurs making?

Q 7: As a visionary and business strategist how do you assess a business and where they need improvement?

Q 8: Now from what I can see you also have a show doing “business overhauls”, what does that mean? Can you tell us about that?

Q 9: You place a lot of emphasis on VALUES & VISUALS- why do you believe they make the most impact?

Q 10: When branding a personal brand or business you have coined the concept of making them “instantly irresistible” or “highly sought after” how do you do this?

Q 11: Can you walk us through your Purpose to Profit Signature Framework?

Q 12: Can you leave us with one really juicy secret or tip?

Q End: Where can our listeners find you?

A: @KrystalStacey

KrystalStacey.com

You can find the book and workbook on Amazon NOW!

And I hope to meet you all in person someday at the “Purpose to Profit” Conference.

AUTHOR | STRATEGIST | SPEAKER

KRYSTEL STACEY



For speaking, media and calendar availability:
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