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*The empty nester club*



**Karla Olson**

***The Almost Empty Nester***

[www.theemptynesterclub.com](http://www.theemptynesterclub.com)

(note: website different than book)

Hello!

I'm really looking forward to working with you. I'm hoping to provide insight and value surrounding Empty Nesting for your audience. I thought I would provide you with a little cheat sheet to help with prompting questions. I love interviews to flow naturally, so I've included some basic info about my book, framework, and website, but please feel free to follow whatever format works for you. Call me if you have any other questions, thanks so much for having me on your show!

## **About Karla:**

Karla Olson is an author, speaker, and former co-host of the Park City Pulse TV show. She is a founding member of Lionsheart Park City, and her favorite "title," is Mom to 3 daughters. Karla is an expert on preparing for an Empty Nest and founded The Empty Nester Club to help other women rediscover who they are *before* their kids leave the nest. Karla's passion for empowering others is evident in her new book, helping women find their true passion. Her one-of-a-kind blueprint for helping mothers rediscover their passions and prepare ahead for their children leaving the nest is featured in her new book, "*The Almost Empty Nester.*"

## **What problem I solve:**

I help mothers embrace their changing identities and rediscover who they are *before* their kids leave the nest, or shortly after they do. Preparation is key. I take them through a proven framework to help them rediscover their “Soul Whispers”, giving them more clarity, courage, connection, and community as they start to define their next chapter.

## **My readers will:**

- Learn how to prioritize themselves again.
- Rediscover their passions and purpose.
- Embrace this beautiful transition.
- Accept that letting go is not goodbye.
- Define what their fulfilling Empty Nest looks like.
- Dream and design their nest best chapter.

## **Summary of the framework I take my readers through:**

1. The reader will look back at the past and acknowledge all she has done as a mother.
2. She'll assess where she is today and do some “soul-keeping”.
3. She will get rid of limiting beliefs about what she believes is possible for her Empty Nesting years.
4. She'll identify several things she is passionate about and pick her “One Thing” to focus on.
5. She will create a vision of her future self one year from now.
6. She will design a game plan for how she shows up and a roadmap for action.
7. She'll track her progress and be proud of it. 80% is her new 100% because the goal is consistency, not perfection.
8. She will then complete the framework by writing a letter from her future self back to the person she is today telling her how amazing her life is and thanking her for being brave and getting started.

For your listeners, I would love to offer the following: For one lucky winner, I would like to offer my Level One coaching program which takes the readers through the framework that I teach in my book, *The Almost Empty Nester*. This includes three (30-minute) coaching calls to help the client rediscover her passion and purpose in mid-life. The client can be at any stage of Empty Nesting for this program to be impactful. The value of our Level One coaching package is \$495.

My “finding joy in the journey” message to readers/listeners: I thank them for their time and hope they apply some of what they learned today. We have a responsibility to our children and ourselves to learn how to thrive during this next chapter. Even though our kids move out, we will never stop being their mothers or teaching them through example how to live a fulfilling life. Let’s go define your next best chapter, together!

If you know anyone, friends, co-workers, or neighbors, please have them join our community at [theemptynesterclub.com](https://theemptynesterclub.com)! Keep in touch on our FB, Instagram, and TikTok accounts! I can’t wait to see you thriving in your Empty Nesting years.

FB:<https://>



**The Empty Nester Club**

Define your next chapter with newfound  
clarity, courage, connection & community.



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