

Sallie Holder

sought-after speaker, author,
business coach, and self-made entrepreneur

THE
BRIMM
WITH
Sallie Holder

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Hi, I'm Sallie!

I'm a former award-winning attorney turned entrepreneur and thought leader. I coined the phrase "Hitting Rock Middle™" a revolutionary strategy, which guides women out of playing it safe and into a place where they command more for themselves and their businesses.

I know the struggles of being in Rock Middle: living this "paint-by-numbers kit" kind of life in which you feel restless internally but you're not sure why. You know you're not satisfied with where you are now, but you aren't quite sure there's anywhere better to be if you worked even harder. I was stuck in that place for years and believed I'd simply be there, unfulfilled, forever. Now I know: that's just not true!

Since this realization, my mission became to share my strategy of escaping rock middle with other women. *I want to help as many women as possible reach their greatest potential by releasing their self-sabotaging beliefs and learning to tactically reach a higher level of income and freedom.*

I look forward to partnering with you.

Sallie Holder





Meet Sallie Holder

As a nationally recognized public speaker, bestselling author, and business coach, Sallie Holder has spent more than 15 years helping women identify and let go of long-held limiting beliefs around their abilities to create financial and physical freedom in their careers.

Sallie earned a degree in Human & Organizational Development from Vanderbilt University and followed that by earning her law degree. She spent more than 10 years practicing labor and employment law, advising small companies as well as giants like FedEx and Michelin. She then ran six different companies in six different industries, serving as their Chief Operating Officer. In that time she discovered her true passion: helping female business owners discover ways to increase their revenue while decreasing the time spent in their business.

Her work, whether one-on-one, in group workshops, or at speaking events, gives women a structured approach to reaching their full potential and creating exponential revenue growth. Sallie fundamentally believes that anyone can reach exponential levels of success when they are given the tools to make it happen.

Sallie has delivered hundreds of speeches, workshops, and breakout sessions to audiences throughout the country. Audiences continuously give Sallie rave reviews, saying she is “authentic” and gives clear direction so that anyone can immediately implement her tools to create lasting change. Sallie brings a contagious positive energy to her audiences. There’s no doubt your audience will connect with her and leave feeling excited to implement what they’ve learned.

How does Sallie make such a lasting impression? Because she's been in her audience's shoes. She’s created the change she inspires her audience to achieve, and she walks clients through the same process daily. For these reasons, she is filled with real-life stories of what is possible when you push past fear and create change.



Sallie's Signature Presentations

YOUR ROADMAP FROM ROCK MIDDLE™ TO TRUE FULFILLMENT

Are you a female entrepreneur who wants to grow her business? If so, why haven't you made the changes you want to make to meet your desired goals? Are you stuck thinking you don't know how to do it? Knowing "how" isn't the problem; a lack of clarity is!

This lack of clarity often leaves female entrepreneurs in an unproductive cycle of trial and error. This means you waste time and energy trying out different methods, ideas, or even people, and tend to always find yourself back in the same spot. Break this cycle with what you'll learn in this presentation.

- Pinpoint the specific roadblocks hindering your growth.
- Identify the tactical action steps to break through Rock Middle.
- Define your process for reaching your goals using these tactics.

Length of Presentation: 30 to 45 mins.

Appropriate Audience: General Session



Sallie's Signature Presentations

LEADING YOUR TEAM OUT OF ROCK MIDDLE™

Do you feel like your team is always stuck in the same place? Are they always stuck in a loop of excitement that fades and leads to disappointment? It's frustrating and defeating as a leader, but you're not alone.

When your team has hit that "Rock Middle Rut," these are common problems. Rock Middle is the place where complacency & comparison grow. No matter how many pep talks you give, you cannot reenergize them about their roles. However, frankly, that's not your job. Instead, save hours of time and energy when you help your team acquire the skills needed to confidently move out of this place on their own.

In this presentation you'll learn how to instill confidence in your team and ensure they're building their own foundation of confidence for the future. This presentation will help them:

- Develop an understanding of what drives a team to take action.
- Understand the tools for instilling confidence in their team.
- Shift the focus and responsibility to the teammate.
- Learn a process for confidence-building.

Length of Presentation: 30 to 45 mins.

Appropriate Audience: Leadership Session

Sallie's Signature Presentations

THE PRICE ISN'T THE PROBLEM KEEPING YOU IN ROCK MIDDLE™

When our business isn't where we want it to be, we often believe that the price of our goods or services is the problem. The price may be the easiest thing to blame, but it's not the actual problem.

We can never create abundance by focusing on something outside our control (like prices). So how do we get there? The belief that the price is the problem stops people from determining the real root of the lack of sales.

In this speech, we'll dive deep into the 5 steps all female entrepreneurs need to walk through to increase their revenue. You'll learn how to overcome these blind spots and walk away with a clear action plan to increase your revenue.

- Determine what's causing you to focus on price instead of process.
- Develop your process for reaching new sales goals.
- Feel empowered to pursue your new ideas .
- Understand the five ways to continuously evaluate your business and its continued profitability.

Length of Presentation: 30 to 45 mins.

Appropriate Audience: General Session



Sallie Holder's Previous Speaking Engagements and Publications

KEYNOTE SPEAKER

ONEHOPE WINES North American Conference

Stella & Dot North American Conference

Stella & Dot North American Director's Conference

Southern Coterie Summit 2020 + 2021

MODERATOR & SPEAKER

Half Day Workshop, Stella & Dot Southeast Conference

Council on Education Management's annual Family and Medical Leave Act Conference in Columbia, SC

PUBLICATIONS

American Bar Association, Young Lawyers Division, "An Overview of What All Employment Practitioners need to know about Identity Theft and the Fair and Accurate Credit Transactions Act"

Winter 2005 issue of Employment & Labor Law, a newsletter for South Carolina Bar's Employment & Labor Law Section

SPEAKER

Aytu Bio Science National Sales Meeting

Junior League Leadership Institute for the Junior League of Charleston

Pintail Capital Partners, Greenville, SC

Michelin's Diversity Conference

Lear Corporation, trained employees at all facilities in North America

John Deere, annual HR conference

NOVANT Health Care System; trained physicians and all supervisory staff throughout North Carolina

Greenville Hospital System, trained all staff

Human Resources Update Conference

Risk and Insurance Management Society

Greenville Tech Certificate Series

Ogletree Deakins Breakfast Briefings

Legal Professionals Luncheon

Association of Legal Administrators



Hitting Rock Middle

SALLIE HOLDER'S BOOK

USA Today named *Hitting Rock Middle* one of the "Top 20 Books that Will Change Your Life & Business in 2021"

From the outside looking in, Sallie Holder seemed to have it all. A "Top Professional of the Year" before the age of 30, she was living a six-figure, wildly "successful" lifestyle by society's standards. But we all know looks can be deceiving. While smiling and confident on the exterior, Sallie had a secret: she was actually miserable living the life she'd chosen. Only she knew that success felt like a role she was playing, and that on the inside she felt like an imposter who simply wanted to be doing anything other than what she was doing.

How in the world would she make a change at this stage of life? And what in the world would she do? If she made a change, what would everyone think? How could she reject society's conventional definition of "success"?

Sallie's journey to answering these questions for herself and others became her mission. While the process included both pain and joy, it has ultimately resulted in her achieving her greatest potential. Now she shares everything she's learned to help people who feel just as unsatisfied and suspect they too are on the wrong path.

In Hitting Rock Middle™, Sallie has created a step-by-step plan to help you start creating the path to your greatest potential: a place that includes true fulfillment and success. Through the journey this book will take you on, you will pinpoint who you are, what you want to do with your life, and how to get out of Rock Middle™ and into the big, bold, successful career that was waiting for you all along.

Order Sallie's Amazon Best Selling Book
at www.growwiththebrimm.com

Sallie Holder's Podcast

The "Hitting Rock Middle Podcast" episodes are designed to give women the tools to amplify their revenue and their life to new heights.

Listeners can join Sallie each week to escape and be refreshed with stories of people who dared to not settle for the American Dream, who were willing to go beyond “just getting enough” in life and live into a place where big dreams actually come true.

In each episode, listeners will:

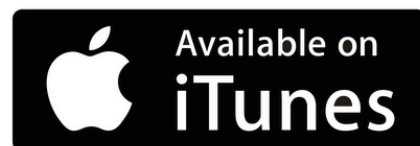
- Discover why internal success is better than external success.
- Be prepared to redefine what “your best” looks like in your life.
- Free yourself from the guilt of wanting more!

Weekly episodes with 34 tracks since launching in April '19

50,000+ plays in 3 countries

Top Track played over 700+ times

Subscribe to Sallie's podcast for free. It can be found on iTunes, Spotify, Google Play or wherever you download your favorite podcasts.



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Forbes

CBS 



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**SOUTHERN
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HAMPDEN

Testimonials

“In Hitting Rock Middle, Sallie Holder tackles an issue that can affect every one of us, no matter who you are or your stage in life – feeling stuck somewhere between “rock bottom” and your greatest potential. Sallie’s story and the advice she offers within, can help anyone climb out of that place in the middle and reach new heights in life. An absolute must-read!”

-Busy Philipps
Actor and New York Times Best Selling Author of
“This Will Only Hurt A Little”

“Sallie, I am struggling to find the right words to adequately describe how utterly blown away by, and incredibly impressed with you that I am after today's [Southeast Training] . . .You were so professional, so natural, so knowledgeable and 100% at the top of your game... You rocked that training like the boss that you are and . . . I think this was, quite possibly, the best [training] I have ever been to as a Stylist, in the entire 6.5 years I've been doing this. THANK YOU for doing such a fantastic job and for sharing your wisdom and talents with the rest of us.

-Teresa Carswell Howard
Esq. & Senior Leader at Stella & Dot

“This book provides readers with the insight to begin to see their careers (and lives) from a new perspective.”

-Kate Fagan
New York Times Bestselling Author of What
Made Maddie Run and
Former ESPN Anchor

“Hiring Sallie Holder as my executive coach was the best decision I've made for my business. She really helped me focus and set attainable goals for my design firm. I've doubled my revenue while reducing my work week from 50 hours to 30 hours. I'm so excited to see what the rest of the year holds.”

-Christa Sorauf
Duo Design Studio

“Sallie's seminars are inspiring and applicable to you no matter what stage you're in with your business. She gives you interesting questions to ask yourself about your vision. It was incredibly motivating to dig deep and then create specific objectives and actual action steps to achieve the goal. She pushed me outside my comfort zone in just the way I needed. Sallie has created a wonderful, positive, encouraging format that worked for me and helped me get unstuck!”

-Musette Stern
Muse Shoe Studio

“I love that Sallie's workshops have something for everyone, whether you are a designer, or a wellness coach like me. She's down to Earth and helped me tremendously with goal setting! I can't wait for more sessions and to see what the future holds. Thank you so much Sallie!”

-Alyson Lerstang
Well Balanced Soul



Testimonials

"In a society where women have been conditioned to feel they should come last, Sallie's book offers unimaginable freedom to those who desire to put themselves first but don't know how."

-Carolyn Manno
Anchor with CNN

"In Hitting Rock Middle she helps you find the road to the same bridge. She shares the wisdom of her own journey and that of the clients she has coached. I will state it emphatically: Seek joy!"

-Richard Sheridan
CEO, Chief Storyteller, Menlo Innovations, Author of Joy, Inc: How We Built A Workplace People Love and Chief Joy Officer: How Great Leaders Elevate Human Energy & Eliminate Fear

"In Hitting Rock Middle, Sallie not only tells her incredible story but also provides a path for each of us to thrive instead of just live. That makes this book a must read!"

-Michael Lohner
Chairman of the Board,
Stella & Dot Family of Brands

"The one on one coaching sessions with Sallie are eye opening, inspiring and humbling. Sallie has started me on an incredible journey of transformation both personally and professionally through our one on one sessions. The coaching sessions are challenging and rewarding, and Sallie does a phenomenal job adapting to clients' individual needs. It is not always easy, in fact, a lot of times it is downright tough, but I have grown immensely in just a few short months. I am so excited to continue my journey with Sallie and I am thankful for her unfaltering support and guidance."

-Everett Waldrop
King Consulting, LLC

"Signing up for Sallie Holder's three-part Business Series for the Driven Woman was the best decision I have made for myself in years. As someone who has been dabbling with the idea of starting my own business for nearly a decade, I lacked the courage and know-how to really get myself off the ground. After the very first workshop, I had a better understanding for my purpose and was able to establish, with intention, clear goals for my personal growth and business. The momentum, focus and self-actualization continued throughout the series with the tipping point being my 1:1 coaching session with Sallie. Sallie's insight, encouragement and ability to break down best practices into relatable and actionable material was invaluable to helping me feel confident to take the leap towards my dreams and claim a seat at the table. If you simply need a well-informed nudge to get you going or need a rockstar business coach to help you focus on where you should be spending your time and energy, that's Sallie Holder!"

-Carrie Moore
The Less is More Project

"This book is for every person who has sought happiness from success, only to realize the formula is flipped."

-Kathryn Budig
New York Times Bestselling Author of Aim True and Internationally Renowned Yoga InstructorTV Anchor



Sallie Holder's Speaking Fees

The speaking fees in North America range between **\$7,500 - \$10,000 USD** plus a flat fee for all travel expenses. Rates outside of North America vary; please get in touch to discuss.

The speaking fee includes:

- Two 30-minute pre-event planning calls with event organizers
- 60-90 minute keynote presentation or workshop
- Optional book signing following the keynote

Sallie frequently conducts half-day or full-day sessions for clients; feel free to inquire if this is of interest.

50% of payment, plus the travel stipend (if travel is required), must be provided to secure the date, with the final 50% payable no less than 7 days before the date of the event.





Book Sallie for your next event!

Let's work together! I'd love to explore how we can collaborate. I am happy answer any questions you may have. Reach out to me anytime.

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