

the LUMINARY  LEADERSHIP CO

Hey. n Liz!



BOOK LIZ

AS SEEN IN:

SUCCESS

empower
HER

Entrepreneur

Goal
Digger
THE PODCAST

FAST COMPANY

Forbes

MAXWELL
LEADERSHIP 



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 be truly successful in business**, 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

10,000+

engaged weekly list subscribers

20 million+

video plays on IG

CEO Award

Leadership Development

36,000+

followers across social media platforms

Verified

Instagram Accounts

FEATURED IN:

Forbes **FAST COMPANY**

Entrepreneur **SUCCESS**

**Goal
Digger**
THE PODCAST

**MAXWELL
LEADERSHIP
CERTIFIED TEAM**

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

Hey, I’m Liz! I used to have a bio in the 3rd person talking about all of my accolades, but I got so tired of the idea of people trying to prove themselves through fancy intros to get on my podcast, that I decided a personal note from me might paint a more accurate picture so you can decide whether I’m the right fit for yours...

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 FASTCOMPANY 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. We’ve seen the massive power of taking entrepreneurs out of reacting to “busy”, and into visionary leadership, 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 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.



TOPICS *At a Glance*



1

Busy is your
bottleneck

2

The **Cost** of
Playing Space

3

Creating **Harmony**
Between Business
and Family

4

Create a Visionary
CEO's Schedule

5

Making **God** your
Business Partner



Busy is your bottleneck:

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 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 create a **daily rhythm** that trades in busy for profitable productivity



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...



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



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



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



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



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



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



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)



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**



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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