



# BETSY PAKE

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press kit



# About

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Betsy is a Master Mindset Coach and Trainer of Neuro-Linguistic Programming (NLP), hypnotherapy and a speaker who hosts the popular podcast The Art of Living Big. She's the author of the best-selling book, Become A Nutrition Ninja and Start Small Live Big.

Having gone through life's tough stuff, like the sudden death of her mother in her teens, divorce and single motherhood, she knows life can hand you some lemons. Her mission is to show people what could be possible for their life.

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# Speaking

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**FINE IS UNACCEPTABLE: Creating a life of AWE in a world that's "Just Fine".**

Is your organization or people inside it “just fine”?  
Are sales “doing fine”?  
Is excitement and morale “fine”?

In this keynote you’ll learn how to shift your focus from despair to fine to a life that’s AWESome so that you can create a culture who dares to take risks and gets excited about the possibility that’s ahead.

Betsy goes through her five steps of moving from despair to AWE using stories and brain science to provide both magic and proof for everyone in the audience.

**This keynote will:**

- Shift company culture from accomplish to experience
- Create space where risks are not adverse
- Teach listeners to move from unconscious to conscious so their desires have more impact
- Shift perspective to look for the magical and even create it in the every day



# Podcast

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On The Art of Living Big podcast, Betsy shares meaning in everyday life, techniques to improve your mindset and the science behind expansion both in the physical and on the magical side of life..

Having been on Apple iTunes for close to six years, the show began gaining a loyal following and has been increasing in growth month after month.

Some of her top shows are episodes 284: Life is in session and 279: Required information for anyone with goals.

You can listen to a new show every week anywhere you listen to your favorite podcast episodes.

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# Books

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We all have our own "big life" within us, but sometimes, everyday life takes over. Even if we've made changes in the past, we tend to slip back into what we know.

How do you make changes in your relationships, your career, your health, or even your finances when life is already moving so fast?

Start Small Live Big gives you the framework for identifying which changes will have the biggest impact, how to make those changes happen, and the key to staying on track long term. Small, everyday actions create either the life you want or the life you don't.

You're already taking action. Now is time to make sure you are taking the right action. Follow along with Start Small Live Big and create the new framework for your big life.





# Books

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Betsy's first book was inspired by her road to compete in the Pan American Masters for Olympic Style weight lifting, where she won a bronze medal.

Betsy is a Precision Nutrition L1 Certified Coach and created The Nutrition Ninja Program, which teaches readers how to lean out, for competition or life, by tracking their macronutrients.

Betsy has helped thousands of people all over the world look and perform how they want. She is passionate about helping people find clarity, be inspired and get busy working toward a life they love and she believes it begins with health and fitness.





# Reviews

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*"Betsy is a masterful coach as she gives new insight to Starting Small to live your Big Life." Kyle Maynard, 2-Time ESPY Award Winner, NYT Bestselling author of No Excuses*

*Betsy was great! So positive and uplifting, and great with the audience! She so willing to work with you to make the event great! She definitely knows how to get people engaged! - Mackenzie M.*



*Through artful & inspiring storytelling Betsy Pake creates a safe space for you to examine who you are, who you are being and the stories we tell ourselves. Every moment of Betsy's keynote and workshop sparked reflection and tangible exercises to guide personal growth.*

*Emily Viner Head of Agency Growth & Development,  
The Guardian Life Insurance Company*

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# Contact

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