



# THE ULTIMATE TRANSFORMATION LIBRARY

## 7 BOOKS : TO TRANSFORM YOUR MIND, BODY AND BANK ACCOUNT

Step into Success: Exclusive Access to 35+ Life-Changing  
Books to step into your next level.



ICY COACHING  
& CONSULTING  
INTERNATIONAL

**Prepared For : YOU**

Purpose Pioneer

**By**

Purposeful Personal Branding Coach  
Yetunde Shorters



*Only read if you're ready for your next level.*

*I handpicked 35+ of the MOST transformative books I've read and compiled them into this ultimate guide. Consider it your insider access to success on your terms.*

**Welcome to Your Library of Transformation!**

I'm stoked to invite you on a journey of profound personal and professional metamorphosis with my handpicked selection of over 35+ life-changing books. Whether you're looking to reshape your life, heal your soul, revolutionize your finances, or catapult your branding, coaching or marketing career to new heights, these books are your keys to unlocking a world of untapped potential and wisdom. I know because they did so for me. Congratulations on taking a significant step towards personal and professional excellence! You are about to unlock a treasure trove of knowledge with this specially curated list of over 35 transformative books. Your decision to activate the knowledge you gain will transform your life. I'm excited for you.

Each book has been meticulously selected to guide, inspire, and empower you on your journey to success.

**Step into your Journey of Growth and Discovery:**

These books are more than just reads; they are gateways to new perspectives. From the intricate art of brand development to the freeing paths of financial freedom, from the deep healing of your soul to the dynamic ever evolving world of marketing - each page brings you closer to mastering the elements of a fulfilling and prosperous life. I've read all of these and they each transformed my thinking and being.

**Craft Your Path to Success:** Whether you are an entrepreneur carving out your niche, a coach striving for impact, or go-getter looking for personal growth, these books offer the wisdom of the ages and the innovations of our times. Discover Jim Collins' insights in "Good to Great," find soulful guidance in Louise Hay's "You Can Heal Your Life," and redefine your money mindset with the wisdom of Tiffany Aliche. These selections are not just about acquiring knowledge; they are about igniting change. I recommend [thriftbooks.com](http://thriftbooks.com) or [amazon.com](http://amazon.com) for your book purchases.

To your infinite success,

All images are rights of the photographers.

*Yetunde Shorters*  
WWW.YETUNDESHORTERS.COM



BOOKS FOR BUSINESS &  
LIFE SUCCESS

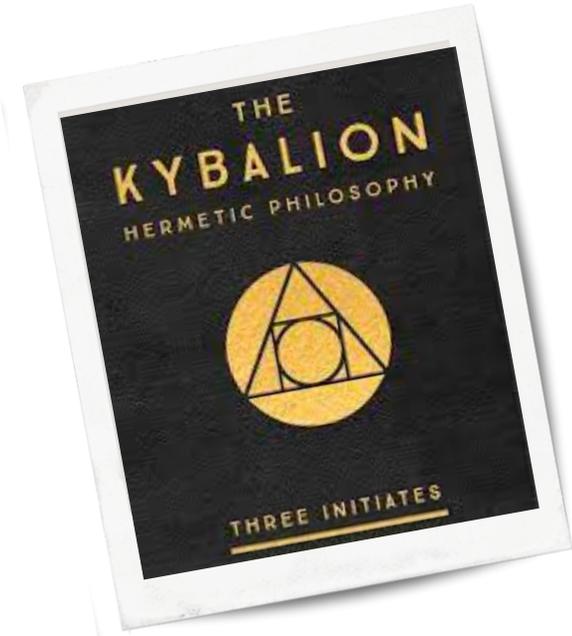
# Life

a recommendation of 7 books that can  
transform how you show up.

THREE INITIATES

# KYBALION

The Kybalion: A Study of the Hermetic Philosophy of Ancient Egypt and Greece



**PRICE:** \$13.50



Great read. The teachings have elevated my consciousness and perception of truth. recommended for everyone.

-John Wamutitu



## WHAT'S IN IT FOR YOU?

### The Principle of Mentalism

This principle asserts that "The All is Mind." It emphasizes the idea that the universe is a mental creation.

### The Principle of Correspondence

This principle states, "As above, so below; as below, so above." It highlights the idea that there is a correspondence between different planes of existence.

### The Principle of Vibration

This principle posits that everything is in constant motion and vibration.

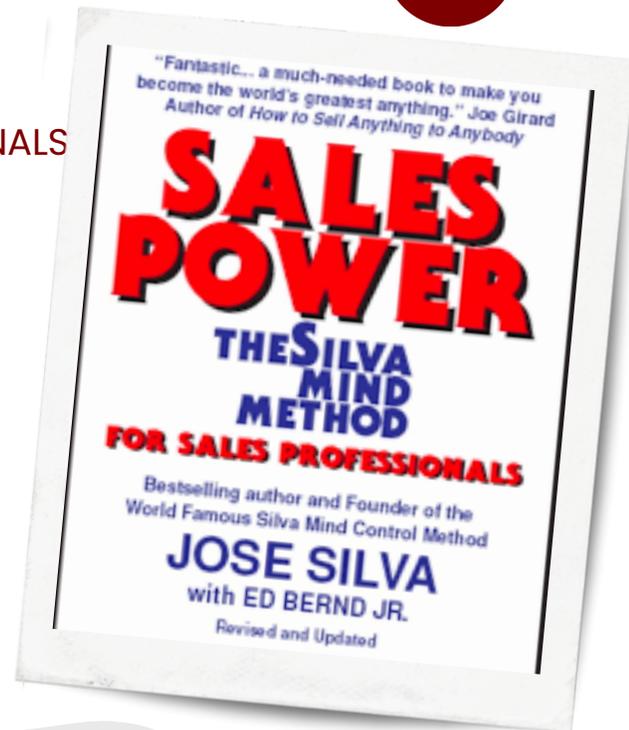


JOSE SILVA

# SALES POWER

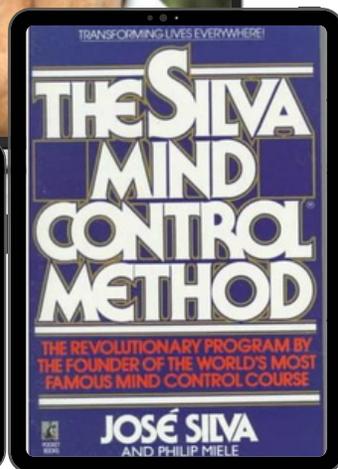
## THE SILVA MIND METHOD FOR SALES PROFESSIONALS

Ever wanted to access your Alpha State? Learn how to actually use the untapped power of your mind to increase your sales and income and put more money in your pocket. By Jose Silva, founder of the world's Number 1 mind development program, the Silva Mind Control Method. The Silva Method Sales Power Program is a new and unique, scientifically researched, proven, and powerful training program that will actually show you how to use the power of your mind to acquire conscious control of your subconscious.



**PRICE:** \$15.99

“ Still reading and every time I read this book I feel a higher vibration frequency. That the book alone vibrates on a magical frequency cannot be over stated.   
-[Kimberly Curette](#) ”



### WHAT'S IN IT FOR YOU?

#### ● Mind Mastery Techniques

Learn powerful techniques to harness the untapped potential of your mind.

#### ● Visualization for Sales Excellence

Master the ability to mentally rehearse successful interactions, visualize achieving your sales goals, and overcome challenges with confidence.

#### ● Intuitive Selling

Learn to read subtle cues, understand client needs intuitively, and enhance your ability to connect authentically, building stronger relationships with clients.

EARL NIGHTINGALE

# THE STRANGEST SECRET

*"You are now, and you do become, what you think about."*

Unlock the key to success with Earl Nightingale's timeless classic, "The Strangest Secret." In this groundbreaking audio recording turned book, Nightingale unveils a profound truth that holds the secret to living a life of purpose, fulfillment, and success.

Nightingale's message centers around a single powerful idea: "We become what we think about." Through compelling anecdotes and insights, he guides listeners and readers on a journey of self-discovery, encouraging them to harness the incredible power of their thoughts to shape their destinies.

**PRICE:** \$4.99

“

This book, by Earl Nightingale, is a classic. It has sold well over a million copies since the 1960's. I was delighted to read it again.

-Diane

”

## ● WHAT'S IN IT FOR YOU?

### We Become What We Think About

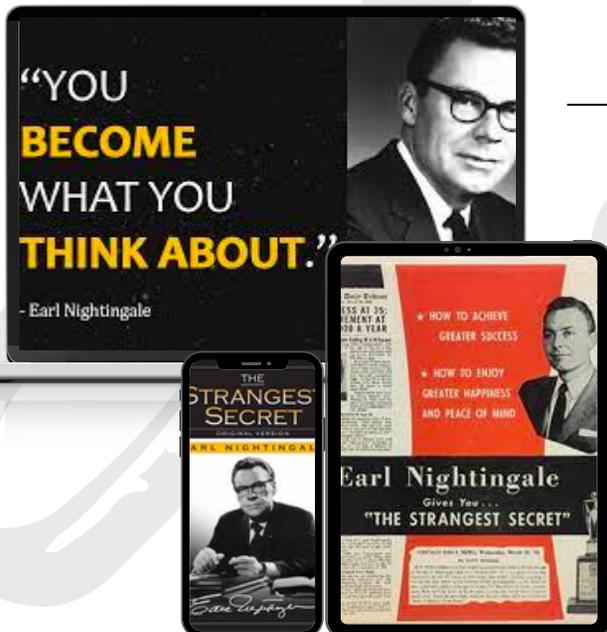
One of the central principles of "The Strangest Secret" is the idea that our thoughts shape our reality.

### The Power of a Positive Mental Attitude

This principle states, "As above, so below; as below, so above." It highlights the idea that there is a correspondence between different planes of existence.

### The Principle of Vibration

This principle posits that everything is in constant motion and vibration.



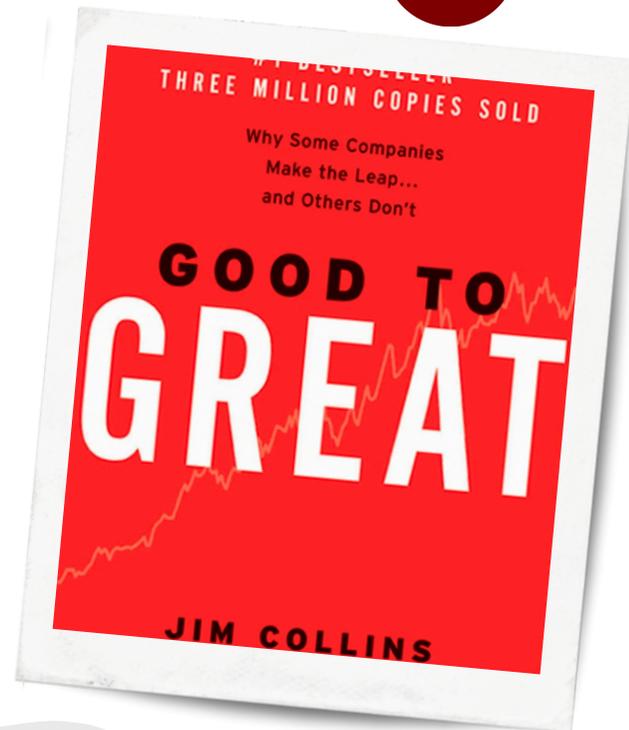
JIM COLLINS

# GOOD TO GREAT

WHY SOME COMPANIES MAKE THE LEAP... AND OTHERS DON'T

a compelling exploration into the factors that distinguish exceptional companies from merely good ones. Collins and his research team scrutinize a select group of companies that underwent a transformative journey from mediocrity to sustained greatness. Drawing on rigorous analysis and compelling narratives, the book identifies timeless principles that propel organizations to long-term success.

**PRICE:** \$18.64



“

I love that this book is based on research and was well structured to provide a road map. I look forward to applying the concepts and invite you to make the purchase without hesitation.

- COLIN B.

”

## WHAT'S IN IT FOR YOU?

### ● The Hedgehog Concept

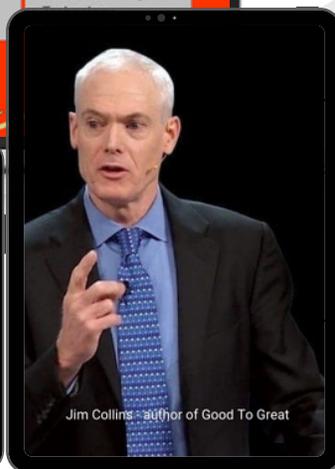
A central idea in "Good to Great." It is based on the ancient Greek parable that states, "The fox knows many things, but the hedgehog knows one big thing."

### ● Level 5 Leadership

A leadership style characterized by a paradoxical blend of personal humility and professional will.

### ● First Who, Then What

emphasizes the importance of getting the right people on the bus (the company) before deciding where to drive it.



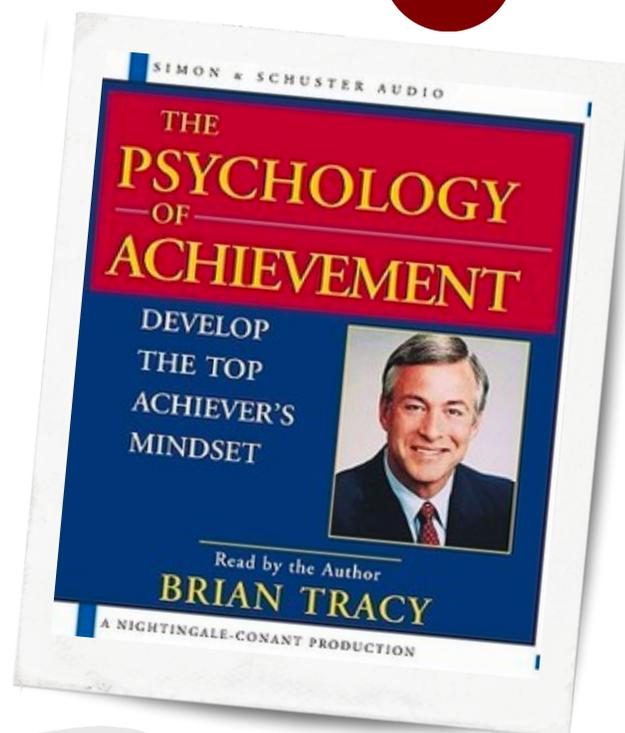
BRIAN TRACY

# THE PSYCHOLOGY OF ACHIEVEMENT

DEVELOP THE TOP ACHIEVER'S MINDSET

A transformative guide that delves into the psychological principles and strategies necessary for personal and professional success. Brian Tracy, a renowned motivational speaker and self-development expert, draws on his vast experience to present a comprehensive blueprint for achieving one's goals and unlocking one's full potential.

**PRICE:** \$5.99 AUDIO BOOK



“

This is my all time favorite personal development program! There's no fluff. Brian packs it full of valuable, tested, and useful information that can be put into practice right away. - Jeremy

”



## WHAT'S IN IT FOR YOU?

### ● Goal Clarity and Setting

The principle involves not only setting clear, specific goals but also creating actionable plans to achieve them.

### ● Positive Mental Attitude

The principle revolves around cultivating an optimistic outlook, overcoming self-doubt, and maintaining resilience in the face of challenges.

### ● Continuous Learning and Improvement

emphasizes the importance of getting the right people on the bus (the company) before deciding where to drive it.

STEPHEN COVEY

# THE 7 HABIT OF HIGHLY EFFECTIVE PEOPLE

Powerful Lessons in Personal Change: A wonderful Book that Could Change Your Life

"The 7 Habits of Highly Effective People" by Stephen R. Covey is a transformative and timeless guide to personal and professional effectiveness. Covey's holistic approach encourages individuals to cultivate habits that lead to lasting success and fulfillment.

"The 7 Habits of Highly Effective People" is a guide for personal development and effectiveness that has resonated with millions of readers worldwide. Covey's principles provide a comprehensive framework for achieving success while fostering a sense of purpose and fulfillment in both personal and professional aspects of life.

**PRICE:** \$12.99

“

It is not hard to see why "The 7 Habits of Highly Effective People" has sold over 15 million copies. The book is comprehensible and teaches the principals behind success. -[Daniel M. Wood](#)

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## ● WHAT'S IN IT FOR YOU?

### Be Proactive (Habit 1)

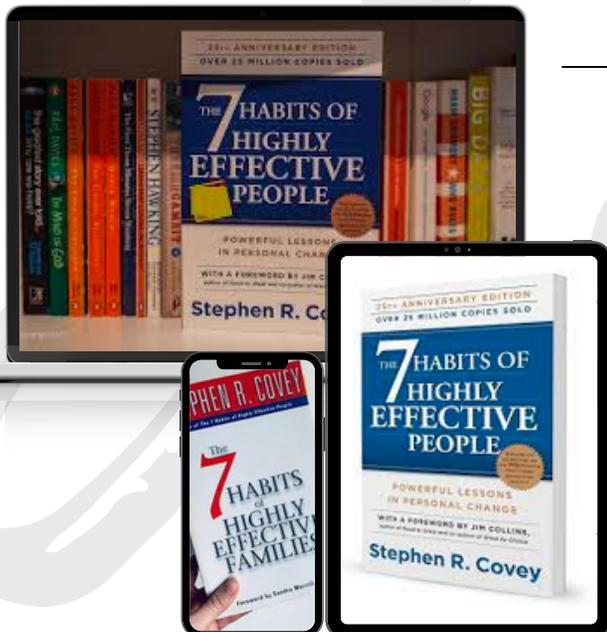
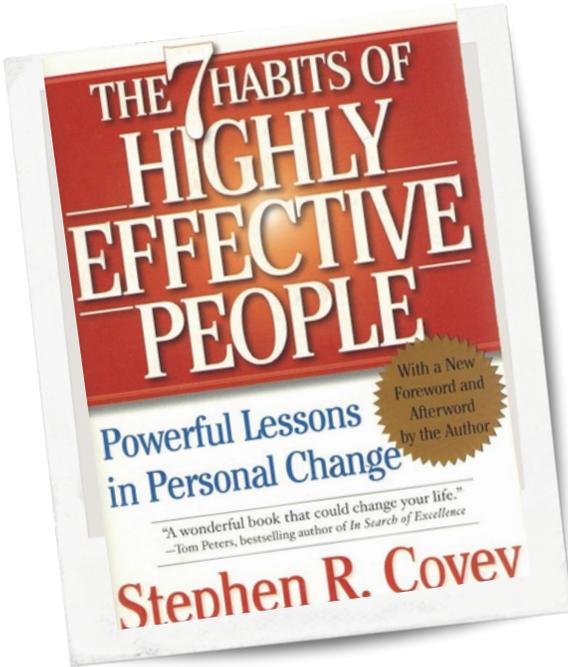
Instead of reacting passively, proactive people take charge, make conscious choices, and align their actions with their values and principles.

### ● Begin with the End in Mind (Habit 2)

This habit revolves around the idea of personal leadership. Covey emphasizes the importance of defining your long-term goals, values, and vision before undertaking any endeavor.

### ● Put First Things First (Habit 3)

Habit 3 centers on effective time management and prioritization.



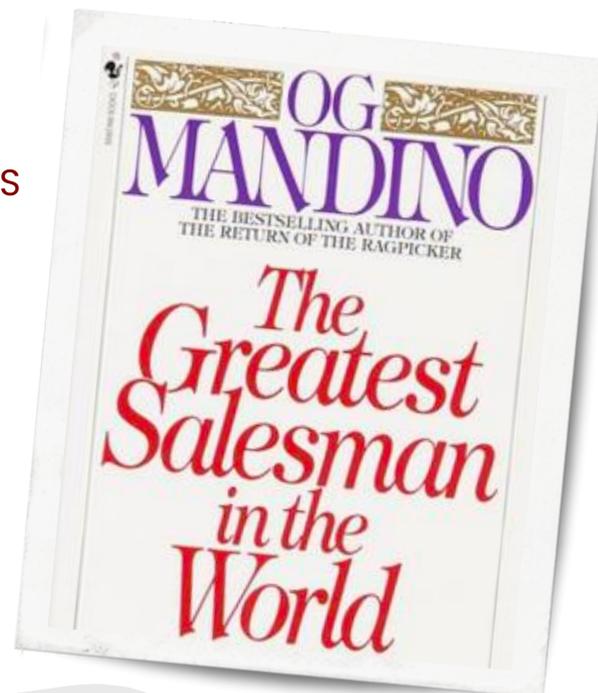
OG MANDINO

# THE GREATEST SALESMAN IN THE WORLD

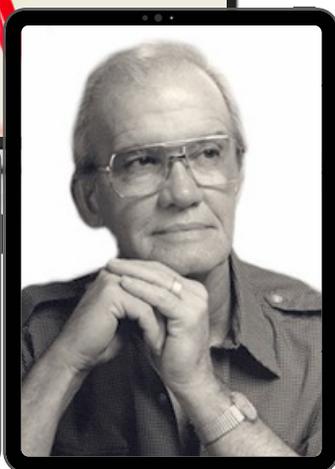
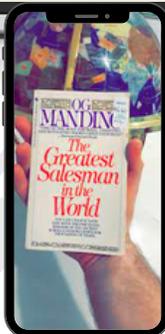
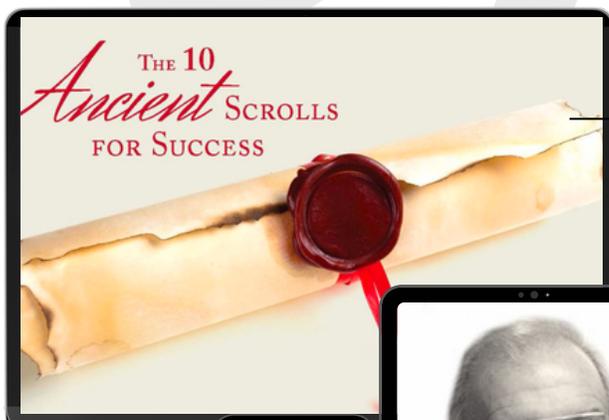
THE PRICELESS WISDOM OF TEN ANCIENT SCROLLS

"The Greatest Salesman in the World" by Og Mandino is a timeless and inspirational work that weaves profound life lessons into the context of a fictional narrative. The story follows Hafid, a poor camel boy who embarks on a transformative journey to become the greatest salesman in the ancient city of Damascus. The tale is structured around ten scrolls, each containing a key principle of success.

**PRICE:** \$7.44



I recently read this book for the second time. I felt as satisfied as the first. It brought great memories too. I'd say for those searching for a better future what else than to read this and get there quicker. -[Max Sinclair](#)



## WHAT'S IN IT FOR YOU?

### ● The Power of Persistence and Practice

One of the core principles revolves around the importance of persistence and continuous improvement.

### ● The Transformational Impact of

### ● Positive Habits

The scrolls in the book prescribe specific positive habits that, when adopted and practiced consistently, lead to personal transformation.

### ● The Law of Giving and the Ripple Effect of Kindness

A fundamental principle in the book is the idea that generosity and kindness create a positive ripple effect.

CAMERON HEROLD

# VIVID VISION

## HOW TO CREATE A VIVID VISION?

"Vivid Vision" by Cameron Herold is a dynamic guide that takes entrepreneurs and business leaders on a transformative journey to articulate and manifest a compelling vision for their organizations. In this influential book, Herold emphasizes the power of a vivid and detailed vision that serves as a guiding force for the entire team.

The author, a renowned business coach, draws on his extensive experience working with successful companies to present a practical framework for creating a Vivid Vision — a clear, inspiring, and detailed description of what an organization will look like, feel like, and achieve three years into the future.

**PRICE:** \$22.99

“

I recommend this to anyone looking to grow their business. I now use it for my own business and use it as a guide for my clients who want my help with branding. It's important to have a clear vision three years into the future and this book gives you everything you need to know.

—Van Revival

”

### ● WHAT'S IN IT FOR YOU?

#### Clarity and Detail in Vision Creation

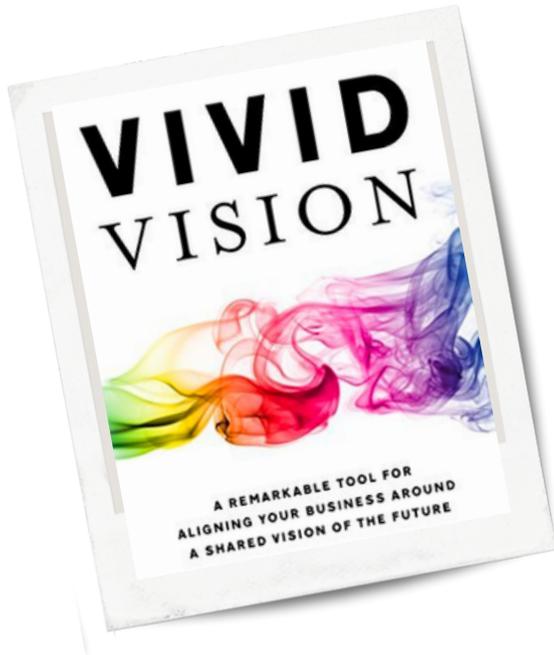
compelling vision should be specific, outlining not just the financial goals but also detailing the company's culture, client relationships, and day-to-day operations.

### ● Alignment and Buy-In

The Vivid Vision should not be solely the vision of the leader but a collective understanding embraced by the entire team.

### ● Communication and Visualization

Herold advocates for using storytelling, visual aids, and other communication tools to make the vision compelling and memorable.





07

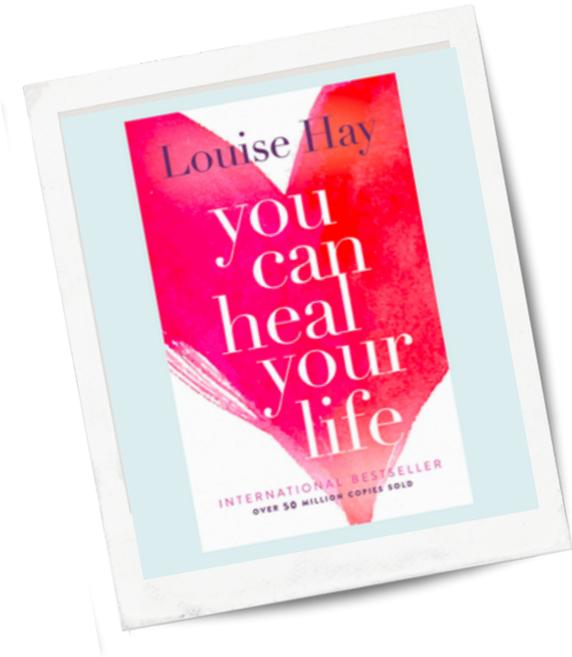
BOOKS FOR SOUL HEALING

# Soul

a recommendation of 7 books that can  
heal your soul

LOUISE HAY

# YOU CAN HEAL YOUR LIFE



You have the power to heal your life, and you need to know that.

"You Can Heal Your Life" by Louise Hay is a groundbreaking and empowering self-help book that has inspired millions of readers worldwide. Louise Hay, a renowned author and motivational speaker, explores the profound connection between our thoughts, emotions, and physical well-being. At the heart of her philosophy is the belief that our mental patterns and beliefs directly impact our health and life experiences.

PRICE: \$8.79



Sheer Gratitude !! I love the book. It is simply awesome and well written. After reading this book you are going to feel a lot more positive about Life.

-Deepika Singh



## ● WHAT'S IN IT FOR YOU?

### Power of Positive Affirmations

Louise Hay emphasizes the profound impact of affirmations on our mental and physical well-being.

### ● Mind-Body Connection

Louise Hay explores how our mental and emotional states can influence our physical health.

### ● Self-Love and Personal Responsibility

The book encourages readers to let go of self-criticism and embrace self-acceptance.



# THE HOLY BIBLE

## FOR WE LIVE BY FAITH, NOT BY SIGHT

The Holy Bible is a sacred text revered by millions around the world, encompassing the religious teachings and scriptures of Judaism and Christianity. Divided into two main sections, the Old Testament and the New Testament, the Bible is a compilation of diverse literary genres, including historical narratives, poetry, prophecy, wisdom literature, and letters. The Bible is revered as the inspired and authoritative Word of God by believers. It serves as a guide for faith, morality, and the understanding of the divine.

**PRICE:** \$29.49



The Holy, Inspired and inerrant word of God! I can say no more than READ IT! I believe in one God, the Father Almighty, Maker of heaven and earth, and of all things visible and invisible.

-Jessica



### WHAT'S IN IT FOR YOU?

#### ● Love and Compassion

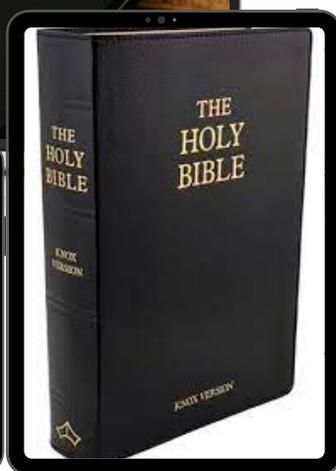
A fundamental principle throughout the Bible is the importance of love and compassion.

#### ● Justice and Righteousness

The Bible consistently advocates for justice and righteousness. It includes numerous calls for fair treatment of the marginalized, compassion for the poor, and the pursuit of justice.

#### ● Faith and Trust in God

Throughout both the Old and New Testaments, individuals are commended for their faith and reliance on God.



DON MIGUEL RUIZ

# THE FOUR AGREEMENTS

**A PRACTICAL GUIDE TO PERSONAL FREEDOM**

"The Four Agreements" by Don Miguel Ruiz is a profound and transformative guide to living a life of personal freedom and fulfillment. Drawing from ancient Toltec wisdom, Ruiz presents a simple yet powerful code of conduct based on four agreements that, when embraced, can lead to a life of happiness, love, and authenticity. "The Four Agreements" provides a practical and spiritual guide to breaking free from self-limiting beliefs and societal conditioning. The book has resonated with readers worldwide, becoming a timeless guide to living with wisdom and compassion.

**PRICE: \$7.74**

“

Absolutely recommend for any and everyone. This is one of those books you can read over and over and take something new from it each time. Definitely shifts your perspective in a wonderfully positive way.

**hailey viehman**

”



## WHAT'S IN IT FOR YOU?

- **Be Impeccable with Your Word**

This principle underscores the transformative power of language and communication. Expressing yourself in a way that uplifts and builds positive connections.

- **Don't Take Anything Personally**

Ruiz teaches that others' actions and opinions are a reflection of their own reality and not a judgment of one's worth.

- **Don't Make Assumptions**

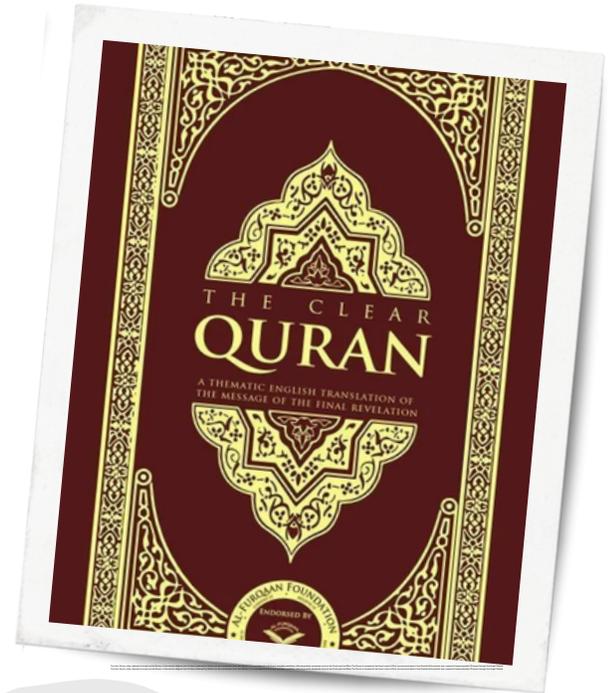
Ruiz highlights how assumptions can lead to misunderstandings, conflicts, and unnecessary suffering.

# THE HOLY QURAN

## THE ISLAMIC SCRIPTURE

The Holy Quran, often referred to simply as the Quran, is the central religious text of Islam, believed by Muslims to be a revelation from God (Allah). It is considered the final and complete revelation, following earlier scriptures such as the Torah and the Bible. The Quran is revered as the literal word of God, as communicated to the Prophet Muhammad over a period of approximately 23 years through the Angel Gabriel.

**PRICE:** \$10.36



Started this last ramadan and just finished. Read it in small portions - felt overwhelmed and grateful to have found this. Beautiful work, God bless everyone behind it. Highly recommend  
-Sanaa Hyder



## WHAT'S IN IT FOR YOU?

### ● Monotheism

A central and foundational principle in the Quran is the concept of Tawhid, or the oneness of God.

### ● Guidance for Personal Conduct (Taqwa)

Believers are encouraged to live with consciousness of God in their thoughts, actions, and decisions.

### ● Social Justice and Compassion

The Quran emphasizes the importance of social justice and compassion toward others. It encourages believers to care for the less fortunate, be just in their dealings, and uphold the rights of individuals.

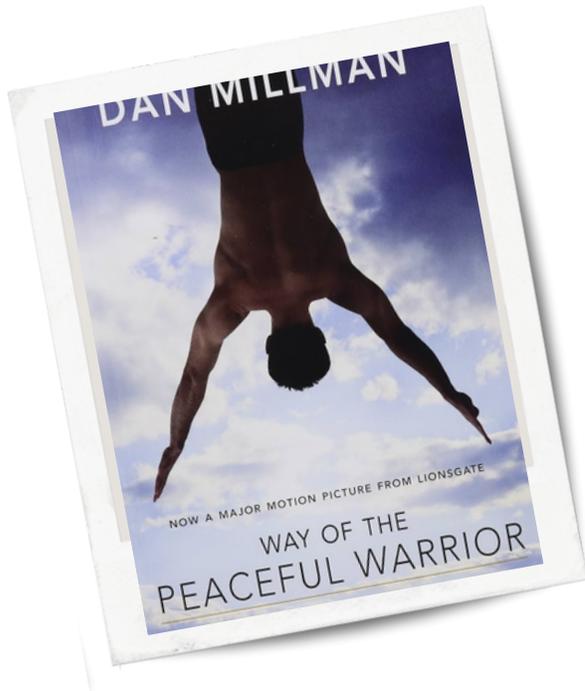
DAN MILLMAN

# WAY OF THE PEACEFUL WARRIOR

A BOOK THAT CHANGES LIFE

"The Way of the Peaceful Warrior" by Dan Millman is a spiritual and philosophical novel that weaves together elements of autobiography and fiction. The story follows the author's transformative journey from a college gymnast named Dan to his encounter with a mysterious and wise gas station attendant named Socrates. "The Way of the Peaceful Warrior" has resonated with readers for its inspirational messages and universal themes. It encourages individuals to live authentically, overcome fear, and embrace a more mindful and peaceful approach to life's challenges.

PRICE: \$9.99



“

My favorite book, I've read it several times (never watched the movie) It really does change your way of how you view the world.

—ROD C.

”

## WHAT'S IN IT FOR YOU?

### Living in the Present Moment

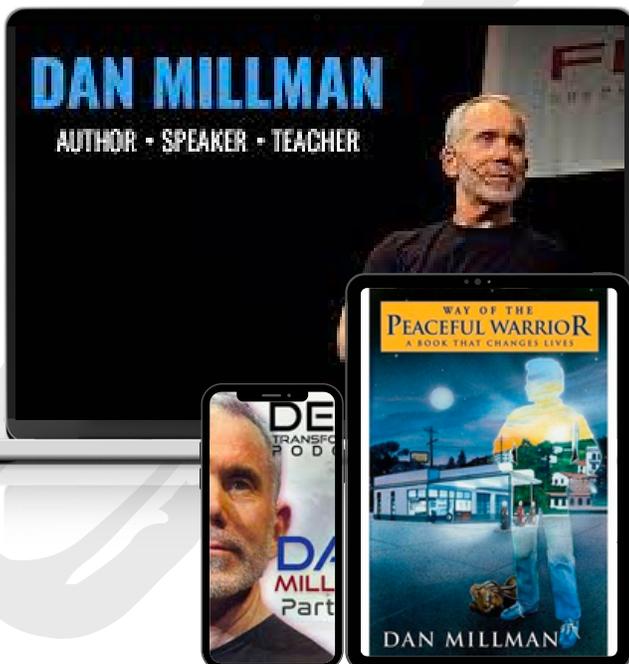
The emphasis on mindfulness and being fully present in each moment is a key aspect of the peaceful warrior's way.

### The Way of Non-Attachment

Non-attachment is presented as a path to liberation from the burdens of materialism and the constant pursuit of external validation.

### Embracing Challenges as Opportunities for Growth

The book encourages readers to view challenges and difficulties as opportunities for growth and transformation.



MICHAEL SAMUELS

## JUST ASK THE UNIVERSE

A NO-NONSENSE GUIDE TO MANIFESTING YOUR DREAMS

"Just Ask the Universe" by Michael Samuels is a self-help book that combines elements of inspiration, motivation, and the law of attraction. Written in a narrative style, the book follows the journey of a young man named James from a state of dissatisfaction and frustration to a life of fulfillment and success. The book provides practical advice on visualization, affirmation, and gratitude as tools for aligning one's energy with their desires. |

**PRICE:** \$10.49



I want my kids to read this book, and all the rest of the family, and all my friends. I know that not everyone will act on it, but they should at least be aware of the possibilities open to them!

-Jenny



### WHAT'S IN IT FOR YOU?

#### ● The Power of Positive Thinking

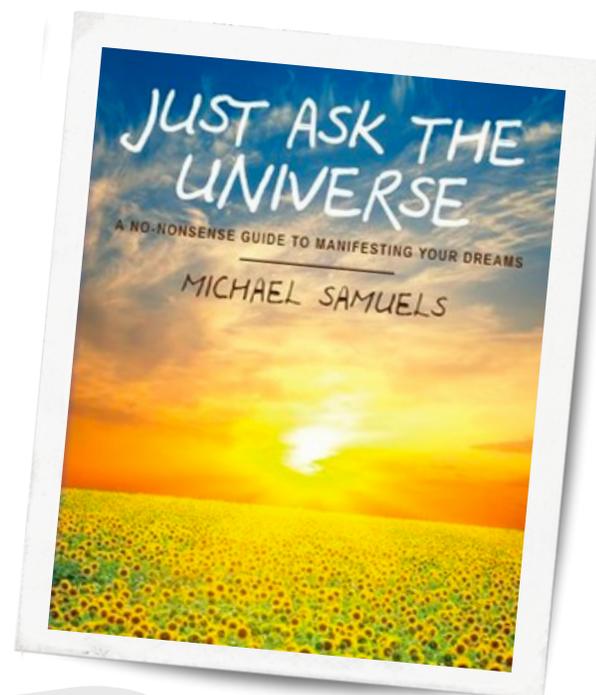
Samuels encourages readers to cultivate optimistic thoughts and beliefs, as he asserts that the universe responds to the energy and vibrations one puts out.

#### ● Clarity of Desires and Intentions

Samuels suggests that the universe responds more effectively when individuals have a precise understanding of what they want.

#### ● Taking Inspired Action

Samuels encourages readers to actively pursue their goals, seize opportunities that come their way, and remain open to possibilities.



SUSAN JEFFERS

# FEEL THE FEAR AND DO IT ANYWAY

DYNAMIC TECHNIQUES FOR TURNING FEAR, INDICISION, AND ANGER INTO POWER, ACTION AND LOVE

"Feel the Fear and Do It Anyway" by Susan Jeffers is a transformative self-help book that addresses the universal experience of fear and offers practical strategies for overcoming it. Jeffers acknowledges that fear is an inevitable part of life, but she contends that individuals have the power to move beyond their fears and live more authentically and courageously. The book provides insights into understanding the nature of fear, recognizing its various manifestations, and reframing it as a natural part of growth.

**PRICE:** \$16.99

“

I have been a fan of this book since the first edition, both personally and professionally. I recommended the book to my public speaking students since the book is very applicable to all. I've also gifted it to many. Highly recommended!

—ANONYMOUS

”

## WHAT'S IN IT FOR YOU?

### ● Taking Responsibility for Your Life

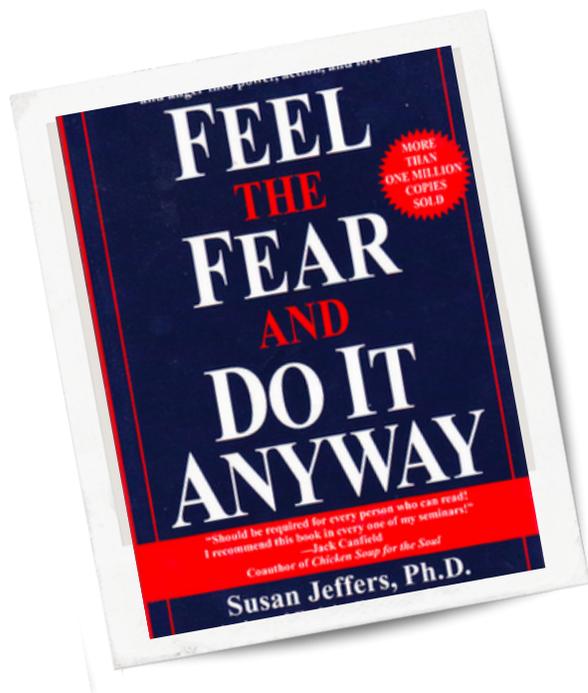
Jeffers encourages readers to take responsibility for their lives and choices, emphasizing that fear often stems from a sense of powerlessness

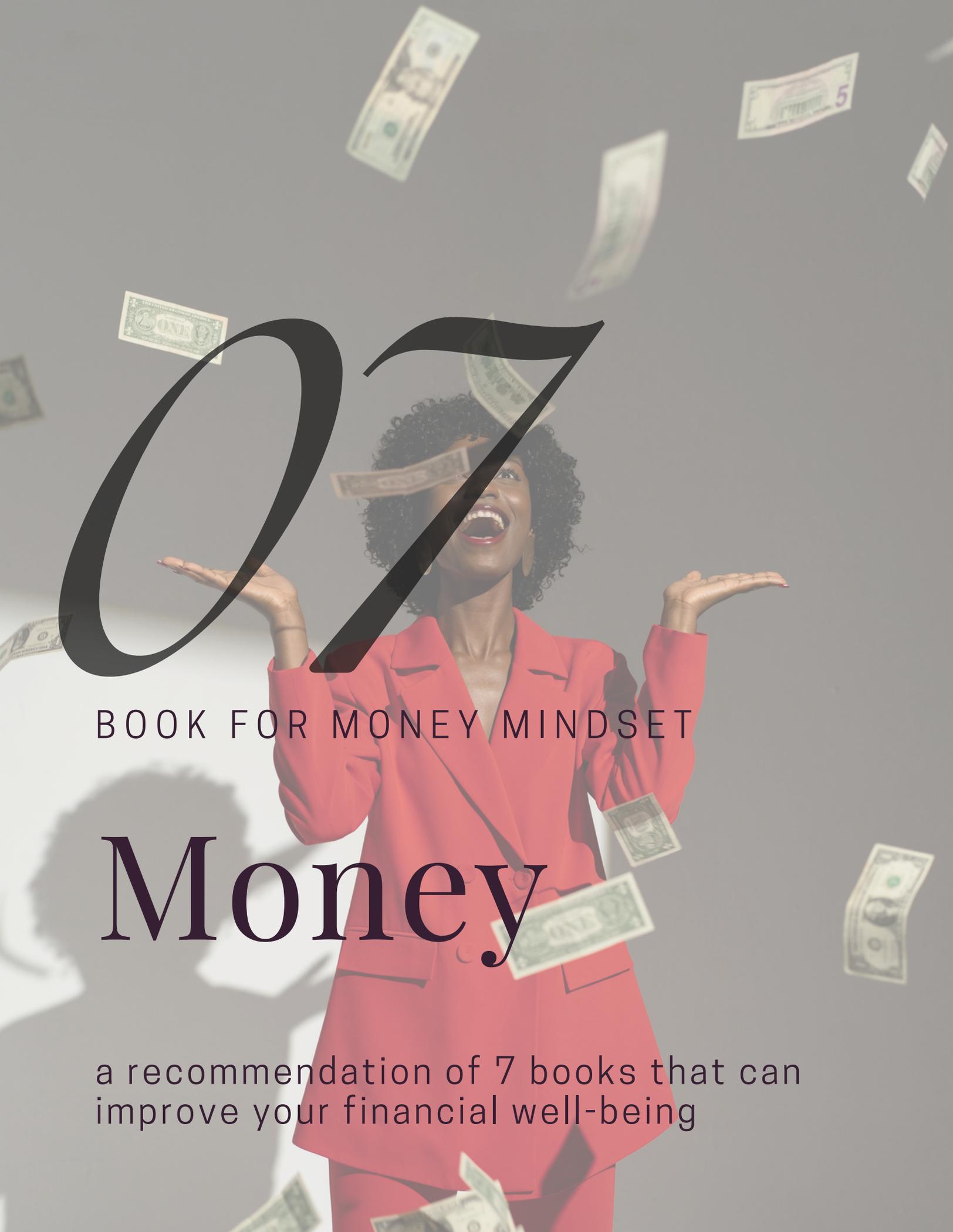
### ● Changing Perception and Building Confidence

Jeffers provides practical tools and exercises to build self-confidence and develop a more positive mindset

### ● Embracing a "Do It Anyway" Attitude

Jeffers advocates for taking action despite fear, recognizing that waiting for fear to subside before pursuing goals may lead to missed opportunities.





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BOOK FOR MONEY MINDSET

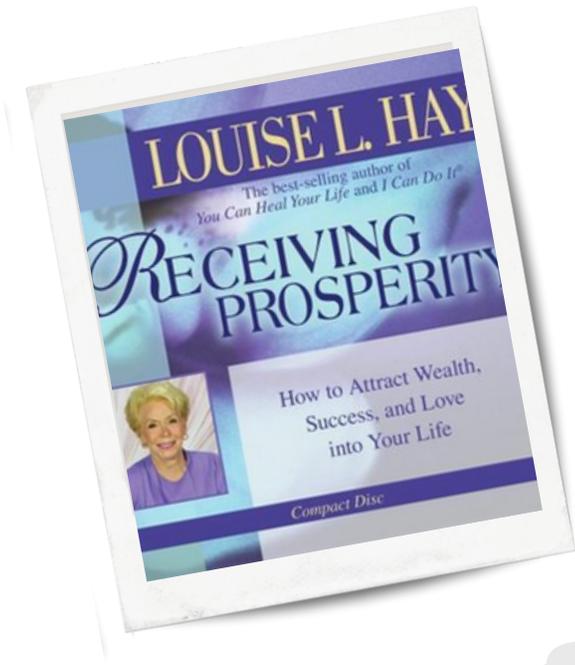
# Money

a recommendation of 7 books that can improve your financial well-being

LOUISE HAY

# RECEIVING PROSPERITY

HOW TO ATTRACT WEALTH, SUCCESS, AND LOVE INTO YOUR LIFE



PRICE: \$5.95 AUDIO BOOK

In this lively discussion with her audience, Louise explains how we can use our mindpower to attract anything we want into our lives—more money, a rewarding career, fulfilling relationships, and more fun! Once we stop our self-criticism and learn to move beyond our limitations, we will begin attracting more "good" into our lives.



I REALLY love to listen to Louise Hay. She has an ability to calm and direct and focus me. I have seen how my thinking affects my actions and I am working on cleaning up my thoughts.

—CHARLOTTE



## WHAT'S IN IT FOR YOU?

- Gratitude thinking brings abundance

You can never create prosperity by talking or thinking about your lack of money. This is wasted thinking and cannot bring you abundance.

- Avoid Scarcity thinking

Examine whatever negative thoughts you have about money, and then decide to release them and let them go.

- My income is constantly increasing

If you want to prosper, then you must use prosperity thinking.



JERROLD MUNDIS

# HOW TO GET OUT OF DEBT, STAY OUT OF DEBT, AND LIVE PROSPEROUSLY

BASED ON THE PROVEN PRINCIPLES AND TECHNIQUES OF DEBTORS ANONYMOUS

"How to Get Out of Debt, Stay Out of Debt, and Live Prosperously" by Jerrold Mundis is a practical and empowering guide to financial freedom. Mundis provides readers with a comprehensive approach to not only eliminate existing debt but also to cultivate lasting financial well-being.

**PRICE:** \$14.99



Absolutely fantastic book – this has changed my whole understanding of myself and behaviours and I am so relieved to know I am not alone.

–BP STRAUGHN



## WHAT'S IN IT FOR YOU?

### ● Debt Reduction Strategies

Mundis offers practical strategies for reducing and eliminating debt. This includes creating a realistic budget, negotiating with creditors, and prioritizing debt repayment.

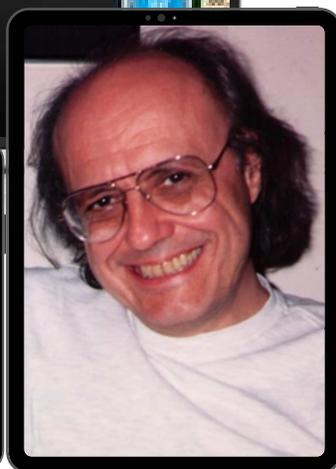
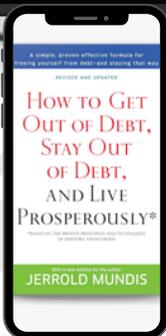
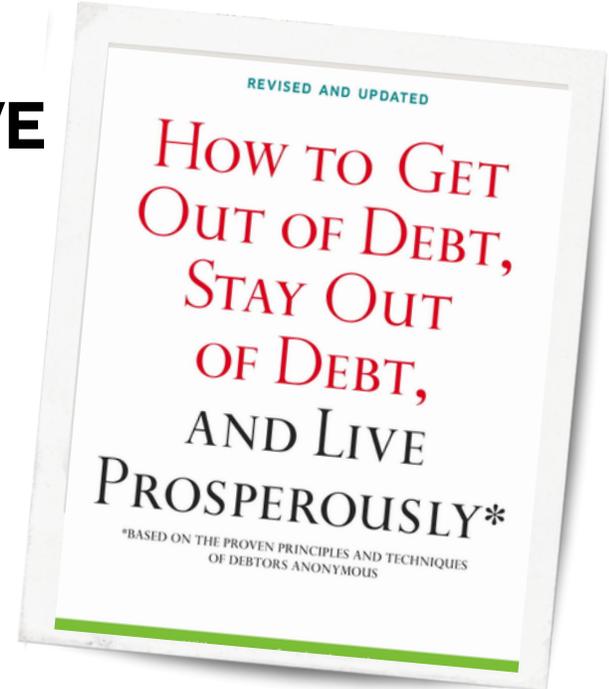
### ● Financial Discipline and Lifestyle

#### ● Choices

Mundis encourages readers to distinguish between needs and wants, live within their means, and adopt frugal but fulfilling habits.

### ● Building Long-Term Prosperity

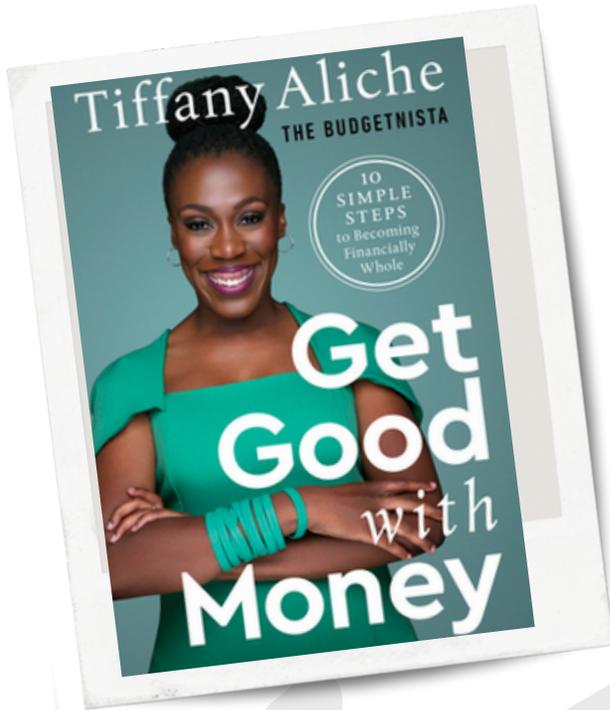
The book goes beyond debt elimination, guiding readers on how to build lasting prosperity.



TIFFANY ALICHE

# GET GOOD WITH MONEY

THE BUDGETNISTA

**PRICE:** \$14.71

"Get Good with Money" by Tiffany Aliche is a comprehensive and empowering financial guide designed to help readers take control of their finances and build a strong foundation for long-term wealth. Tiffany Aliche, also known as "The Budgetnista," shares practical advice, actionable steps, and a wealth of knowledge to assist individuals in navigating various aspects of personal finance. Tiffany Aliche's personable and relatable style, coupled with practical advice and interactive challenges, makes this book a valuable resource for anyone seeking to improve their financial well-being and embark on a journey toward financial freedom.



I love this book very informative. Has helped me budget a lot better and view things differently.

—Angel

## WHAT'S IN IT FOR YOU?



### Financial Education and Empowerment

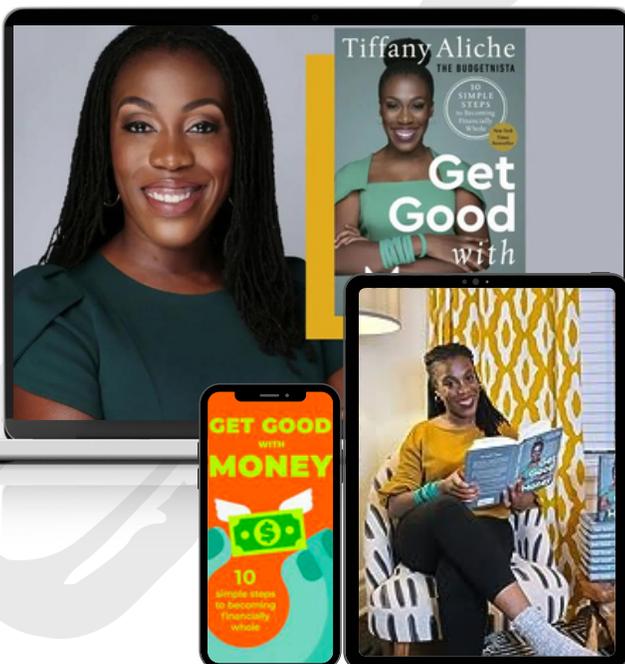
The book provides comprehensive guidance on fundamental financial concepts, including budgeting, saving, investing, and debt management.

### Practical Action through Challenges

A notable feature of the book is the inclusion of practical challenges. Aliche introduces the "Live Richer Challenge" series, encouraging readers to actively apply the principles they learn.

### Mindset Transformation

Aliche recognizes that financial success is not only about practical strategies but also about cultivating the right mindset.



ESTHER HICKS

# ASK AND IT IS GIVEN

## LEARNING TO MANIFEST YOUR DESIRES

"Ask and It Is Given" is a transformative and spiritually enlightening book co-authored by Esther and Jerry Hicks, who claim to channel the teachings of a group of entities known as Abraham. The book explores the principles of the Law of Attraction and the power of positive thinking to manifest one's desires. It encourages readers to take an active role in creating the life they desire by focusing on positive thoughts, emotions, and deliberate intention setting.

**PRICE:** \$10.79

“ So much practical detail with examples on how to improve your thought patterns. Love it! Once I got to the emotional scale and process examples I was hooked..  
**-SAMANTHA** ”

### WHAT'S IN IT FOR YOU?

- Law of Attraction and Manifestation

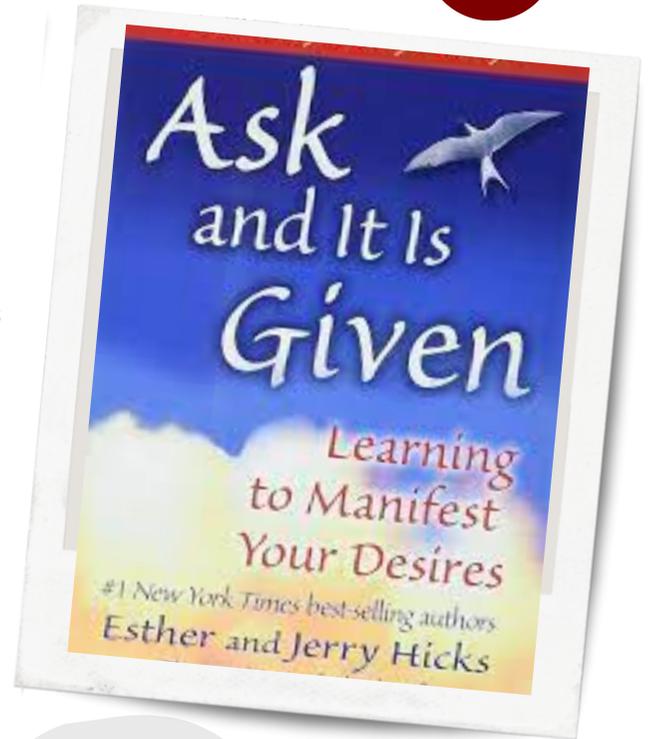
The central theme revolves around the Law of Attraction, a concept that suggests that like attracts like.

- Emotional Guidance System

It suggests that emotions serve as indicators of one's vibrational alignment with desires. The book guides readers to pay attention to their emotions and use them as tools for self-awareness

- Processes for Alignment and Clarity

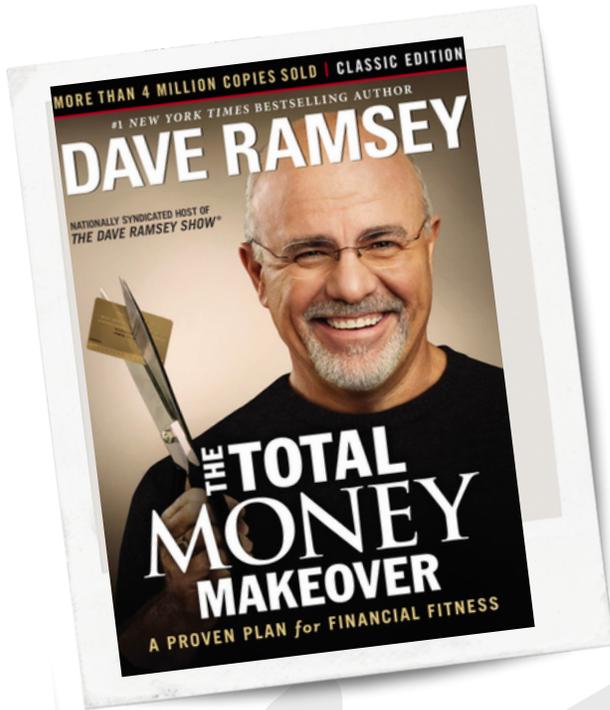
"Ask and It Is Given" provides practical processes and exercises to help readers raise their vibrational frequencies and align with their desires.



DAVE RAMSEY

# TOTAL MONEY MAKEOVER

A PROVEN PLAN FOR FINANCIAL FITNESS



PRICE: \$12.08

"The Total Money Makeover" by Dave Ramsey is a bestselling personal finance book that provides a comprehensive and straightforward plan for achieving financial fitness. Ramsey, a renowned financial expert and radio host, outlines a step-by-step guide to help readers take control of their money, get out of debt, and build lasting wealth. is known for its no-nonsense approach to personal finance and its emphasis on changing financial behavior. Ramsey's "baby steps" approach is designed to be accessible and actionable for readers at various stages of their financial journey.



It's one of the biggest life-changing books I've ever read. It is the real deal.

—McIarenEmergency

## WHAT'S IN IT FOR YOU?



- Debt-Free Living

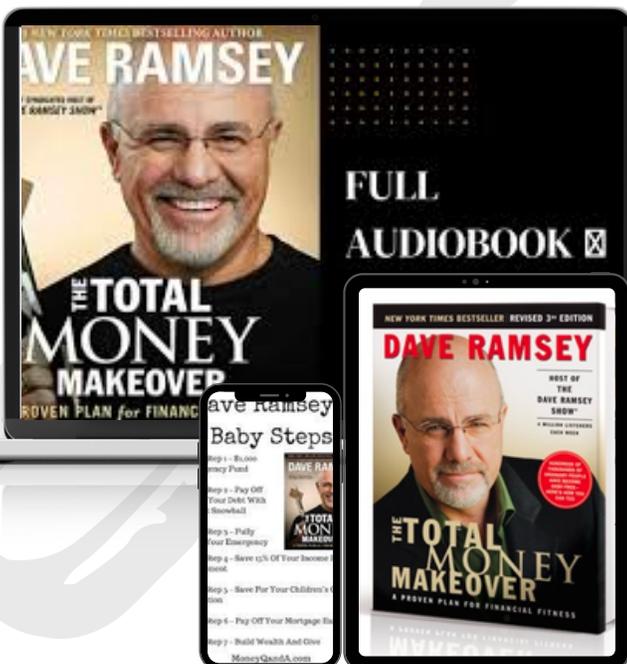
Ramsey introduces the "Debt Snowball" method, encouraging readers to pay off their debts in a systematic and strategic manner.

- Emergency Fund and Financial Security

The book guides readers on how to establish and maintain this fund as a foundation for long-term financial stability.

- Investing and Wealth Building

The book provides guidance on creating a plan for retirement savings, investing in mutual funds, and building wealth over time.



JAMILA SOUFRANT

# YOUR JOURNEY TO FINANCIAL FREEDOM

A STEP BY STEP GUIDE TO ACHIEVING WEALTH AND HAPPINESS

Podcaster Jamila Souffrant shows how to skyrocket your savings, blast through debt and ultimately accelerate your unique and truly epic journey to financial freedom and independence. Our fast-paced world prioritizes the productive busybody—financial security always seems to rule over the insatiable hankering for a Friday night splurge. However, Jamila Souffrant argues that you can in fact spend and save responsibly, all while enjoying that extra side of guacamole.

**PRICE:** \$20.00



This book is so AMAZING. Jamila breaks down so many financial concepts and makes them easy to understand.

—LAUREN SUPPLICE



## WHAT'S IN IT FOR YOU?

### ● Financial Independence

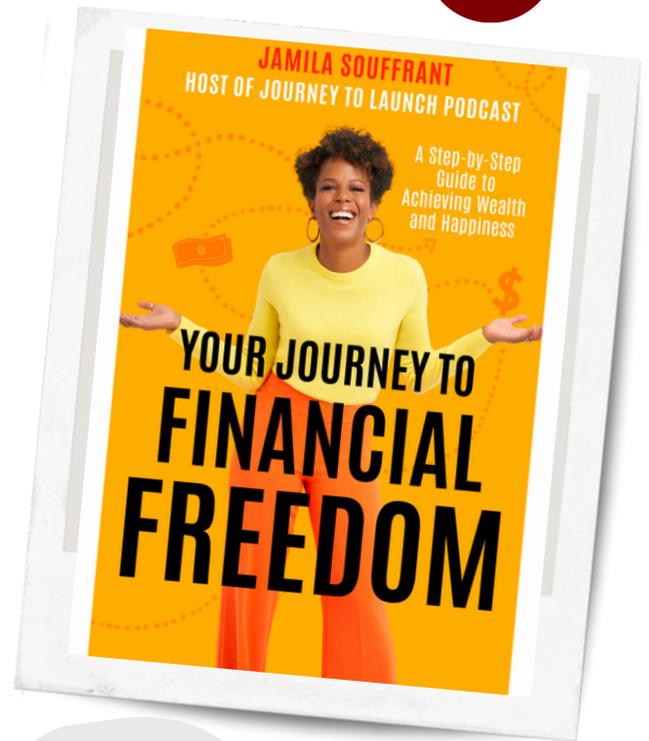
Financial Freedom is about having options. You can have financial freedom while on your journey to financial independence and this book will show you exactly how to achieve that.

### ● The 5 "Journeyer" stages

Determine which of the 5 "Journeyer" stages you fall into and how you should be evaluating your spending and saving goals accordingly

### ● Create an effective debt payoff plan

Downsize costly daily expenses in ways you never considered, and spend more in ways that bring you joy



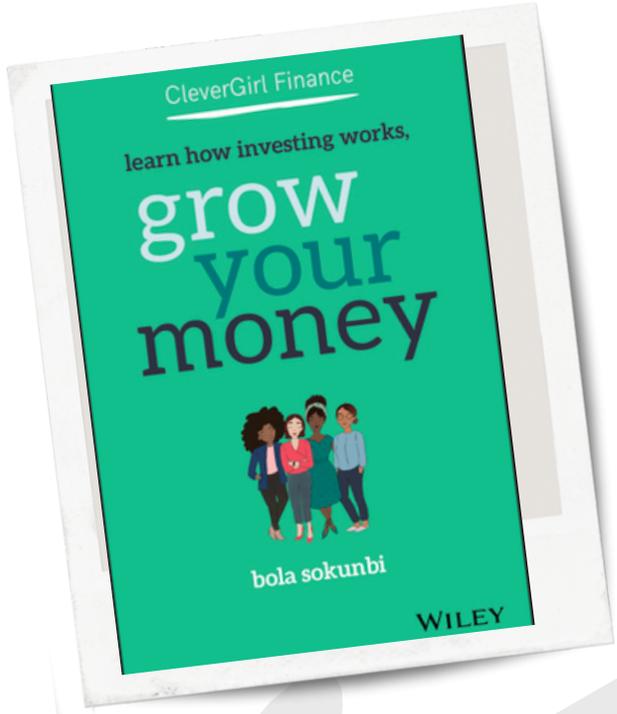
BOLA SOKUNBI

# CLEVERGIRL FINANCE: LEARN HOW INVESTING WORKS, GROW YOUR MONEY

A STEP BY STEP GUIDE TO ACHIEVING  
WEALTH AND HAPPINESS

Clever Girl Finance: Learn How Investing Works, Grow Your Money is the leading guide for women who seek to learn the basic foundations of personal investing.

Clever Girl Finance teaches readers the irreplaceable value of investing for long-term financial gain, and the difference between making money and building wealth.



PRICE: \$11.38 – 13.60



Very informative book. I look forward to reading the other books in the series.  
-RONDA COBB



## WHAT'S IN IT FOR YOU?

start changing your approach to money.



Your journey to financial success begins with the motivation to make the changes you need.



organizing your finances.

Organizing your spending will help you create a map of your financial territory and figure out a better way of navigating it.



Budgeting

Budgeting is key to making the most of the money you have and can be done in a style that fits you.

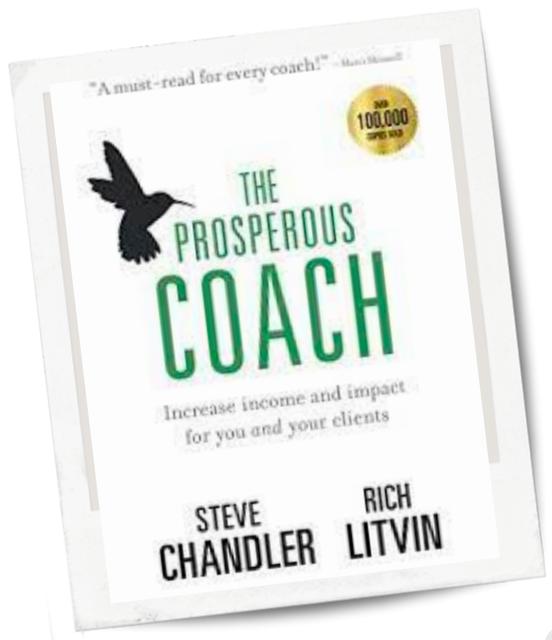




BOOKS FOR YOUR COACHING  
BUSINESS

# Coach

a recommendation of 7 books that can  
transform your skills as a coach &  
consultant



# STEVE CHANDER & RICH LITVIN THE PROSPEROUS COACH

**INCREASE INCOME AND IMPACT FOR YOU AND YOUR CLIENTS**

"The Prosperous Coach" by Steve Chandler and Rich Litvin is a transformative guide for coaches seeking to elevate their coaching practice to new levels of success. Through a combination of practical strategies and mindset shifts, the authors provide insights into building a thriving coaching business.

**PRICE: \$55.00**

“An excellent and thought-provoking must read book for all coaches. If you're seeking to avoid the social media merry-go-round then grab this book today.  
-ANNE

## WHAT'S IN IT FOR YOU?

- High-Impact Coaching Relationships

Chandler and Litvin advocate for moving beyond traditional coaching models to create profound and impactful connections.

- Courageous Coaching and Marketing Strategies

Chandler and Litvin encourage coaches to embrace bold and courageous strategies, both in coaching sessions and in marketing their services.

- Mindset Mastery for Success

the exploration of mindset and belief systems.



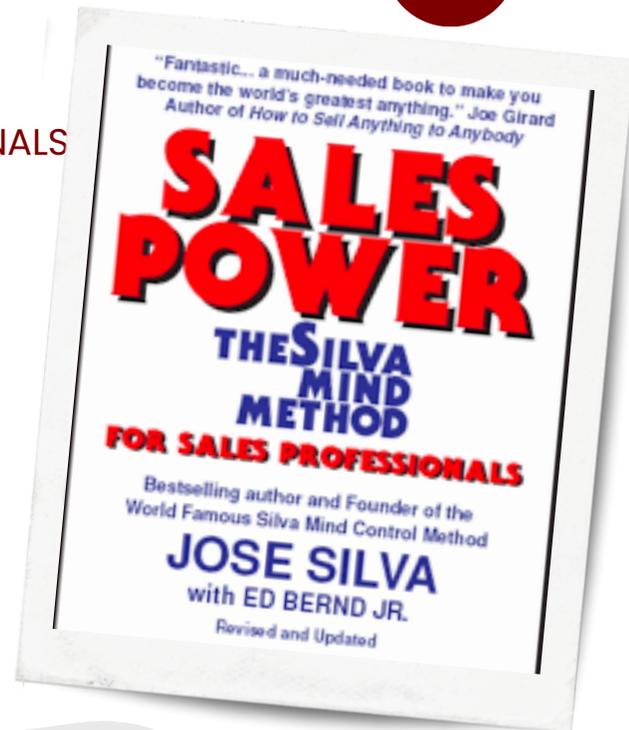
JOSE SILVA

# SALES POWER

## THE SILVA MIND METHOD FOR SALES PROFESSIONALS

Learn how to actually use the untapped power of your mind to increase your sales and income and put more money in your pocket. By Jose Silva, founder of the world's Number 1 mind development program, the Silva Mind Control Method. The Silva Method Sales Power Program is a new and unique, scientifically researched, proven, and powerful training program that will actually show you how to use the power of your mind to acquire conscious control of your subconscious.

**PRICE:** \$15.74

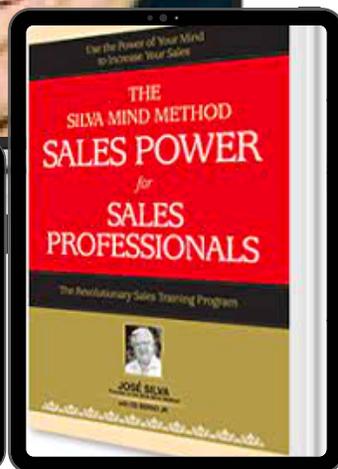


“

Still reading and every time I read this book I feel a higher vibration frequency. That the book alone vibrates on a magical frequency cannot be over stated.

-[Kimberly Curette](#)

”



### WHAT'S IN IT FOR YOU?

- Mind Mastery Techniques

Learn powerful techniques to harness the untapped potential of your mind.

- Visualization for Sales Excellence

Master the ability to mentally rehearse successful interactions, visualize achieving your sales goals, and overcome challenges with confidence.

- Intuitive Selling

Learn to read subtle cues, understand client needs intuitively, and enhance your ability to connect authentically, building stronger relationships with clients.

JAMES CLEAR

# ATOMIC HABITS

**AN EASY AND PROVEN WAY TO BUILD GOOD HABITS AND BREAK BAD ONES**

"Atomic Habits" by James Clear is a bestselling self-help book that delves into the science and psychology of habit formation. James Clear, a renowned expert in habits and decision-making, explores how tiny changes, or "atomic habits," can lead to remarkable transformations over time. "Atomic Habits" combines scientific research, real-life examples, and practical advice to offer readers a roadmap for building good habits, breaking bad ones, and mastering the tiny behaviors that lead to extraordinary results.

**PRICE:** \$15.00



"A supremely practical and useful book. James Clear distills the most fundamental information about habit formation, so you can accomplish more by focusing on less."

—MARK MANSON

## WHAT'S IN IT FOR YOU?



### ● The Power of Small Habits

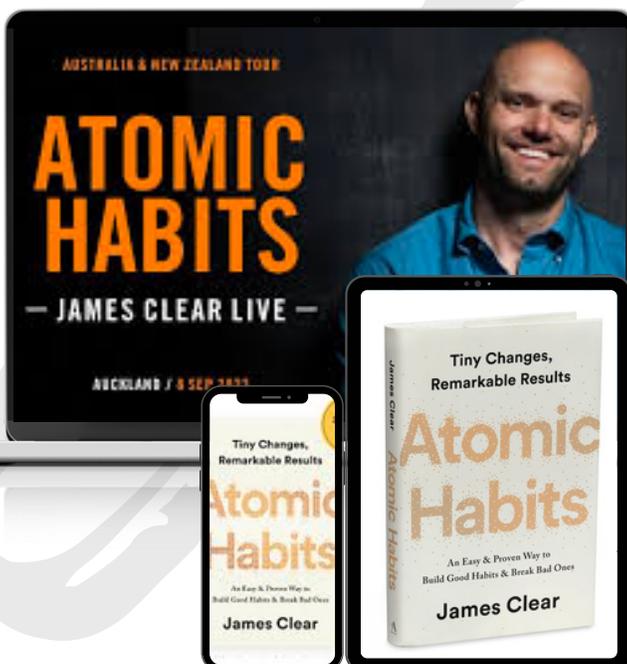
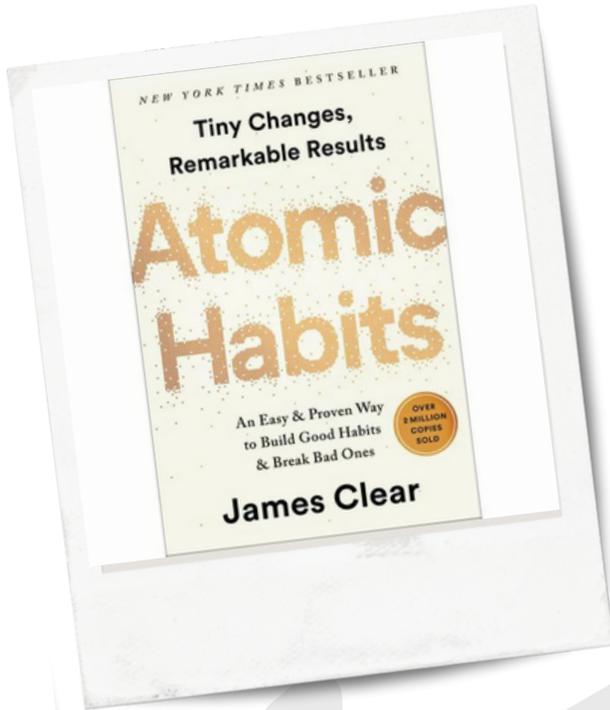
By making tiny adjustments to daily routines, individuals can create a domino effect that leads to substantial improvements in their lives.

### ● The Four Laws of Behavior Change

Clear introduces a framework called "The Four Laws of Behavior Change" that serves as a guide for building and sustaining habits.

### ● Identity-Based Habits

Clear suggests that true behavior change occurs when individuals align their habits with their desired identity.



JACK MITCHELL

# HUG YOUR CUSTOMER

THE PROVEN WAY TO PERSONALIZE SALES AND ACHIEVE ASTOUNDING RESULTS

"Hug Your Customers" by Jack Mitchell is a customer service and business book that emphasizes the power of creating exceptional customer experiences to foster loyalty and long-term success. Jack Mitchell, a successful businessman and the CEO of Mitchells/Richards, a high-end clothing retailer, shares insights and principles based on his family's experiences in building a customer-centric business.

**PRICE:** \$14.29

“Worth the read. Interesting book layout – simple, short chapters. Recommend for any service based companies, especially those with high end clients.

–NATHAN MOSES



## WHAT'S IN IT FOR YOU?

### ● Customer-Centric Philosophy

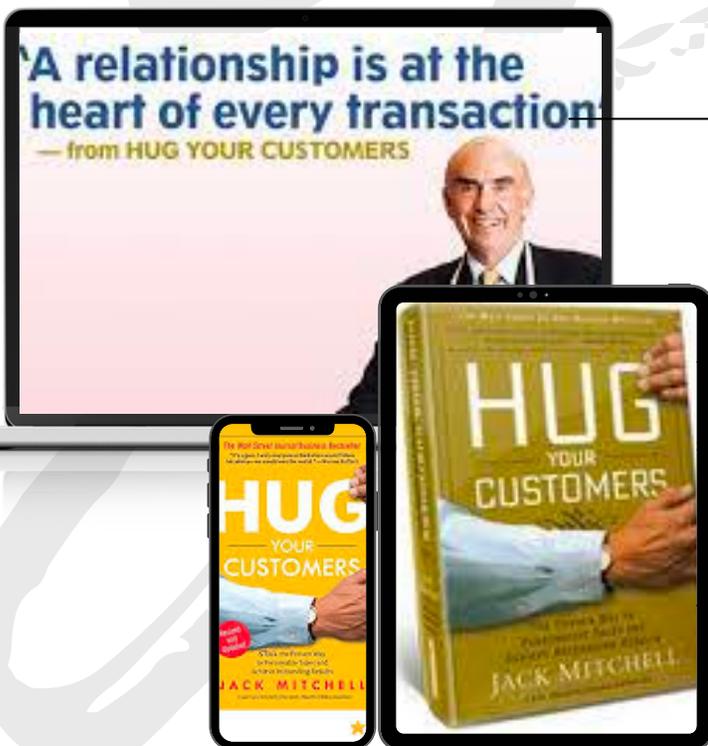
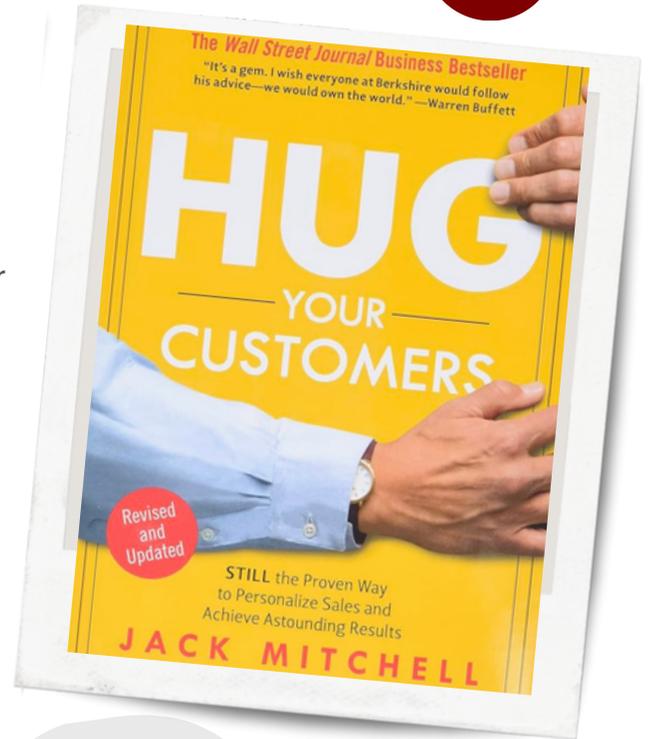
Mitchell advocates for a customer-centric approach that goes beyond merely satisfying customers to actively creating positive emotional connections.

### ● Human Touch in Business

The concept of "hugging" customers metaphorically represents the personal and human touch that businesses can provide.

### ● Employee Engagement and Empowerment

He discusses the importance of hiring and training employees who share the company's values and are empowered to make decisions that benefit the customer.



JIM KWIK

# LIMITLESS

UPGRADE YOUR BRAIN, LEARN ANYTHING FASTER,  
AND UNLOCK YOUR EXCEPTIONAL LIFE

For over 30 years, Jim Kwik, the world-renowned brain coach, has been the secret weapon of success for a diverse range of high achievers, including actors, athletes, CEOs, and business pioneers. In *Limitless*, he reveals science-based practices and field-tested tips to accelerate self-learning, communication, memory, focus, recall, and speed reading to create amazing results. *Limitless Expanded Edition* is the ultimate brain training book, packed with practical techniques to help you level up your mental performance and transform your life.

**PRICE:** \$25.36

“ Jim Kwik gives very helpful strategies for learning and remembering what you learn. I'm on my third time through the audible book. I bought the hard copy of the original book. And now I bought five copies of the updated book. ”

—SERENE QUEEN

## WHAT'S IN IT FOR YOU?

### ● FLIP YOUR MINDSET

Identify and challenge the assumptions, habits, and procrastinations that limit you and expand the boundaries of what you believe is possible.

### ● IGNITE YOUR MOTIVATION

Uncovering what motivates you is the key that opens up limitless mental capacity. When you unleash your passions, purposes, and sources of energy, you stay focused and clear on your goals.

### ● MASTER THE METHODS

Jim Kwik applies the latest neuroscience for accelerated learning so you can finish a book 3x faster through speed reading (and remember it).

RIXH CARR & KIERAN O'MAHJONY

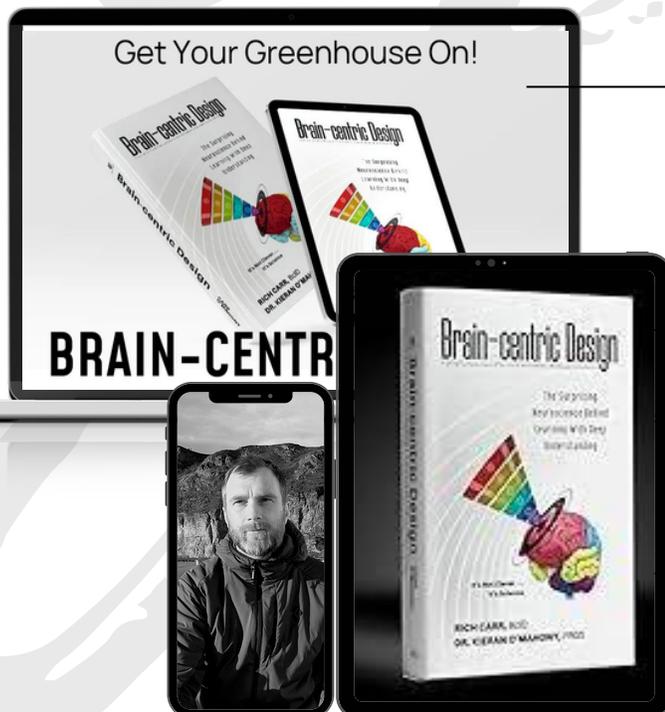
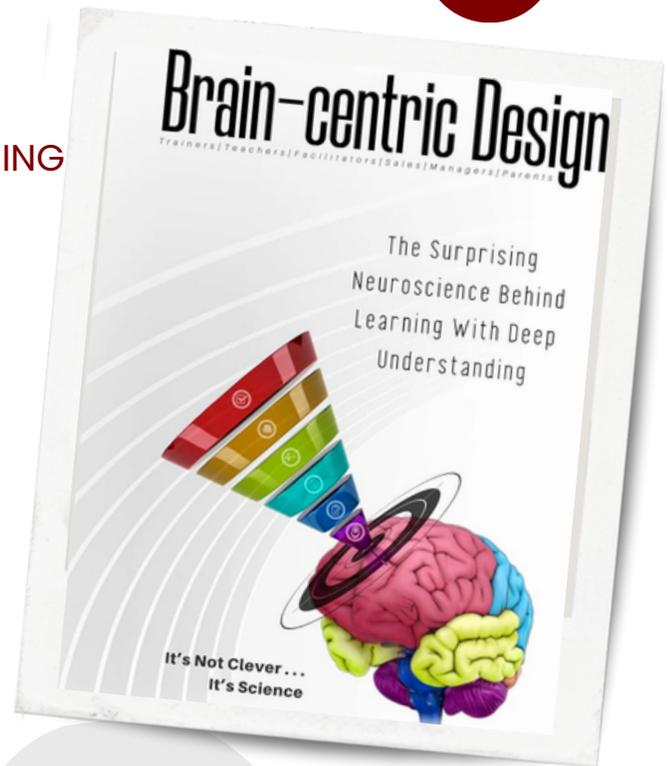
# BRAIN CENTRIC DESIGN

THE SURPRISING NEUROSCIENCE BEHIND LEARNING  
WITH DEEP UNDERSTANDING

BcD's neuroaligned teaching methodology has been successfully implemented in boardrooms, classrooms, and living rooms alike. CEOs, Talent Development specialists, educators at every level and even parents have discovered how to facilitate learning that is fast, fun, easy, and produces results. Brain-centric Design hopes to not only explain the fundamental science behind how to unlock a learner's full potential, but offer an intuitive, easy to use process for presenting information for deep understanding.

**PRICE:** \$19.95

“ Rich teaches you to use the brain as a tool for learning and connect with deep understanding. Having coached many sales teams, I wish I had discovered these principles and put them into practice. -[Bill Ashenden](#) ”



## WHAT'S IN IT FOR YOU?

### ● Teach The Way People Love To Learn

once we understand neuroscience on a fundamental level, it's clear that the secret to unleashing a learner's potential resides in the very organ we want to teach: the brain.

### ● Reduce attrition

Brain-centric Design halted turnover in industries with the highest attrition rates.

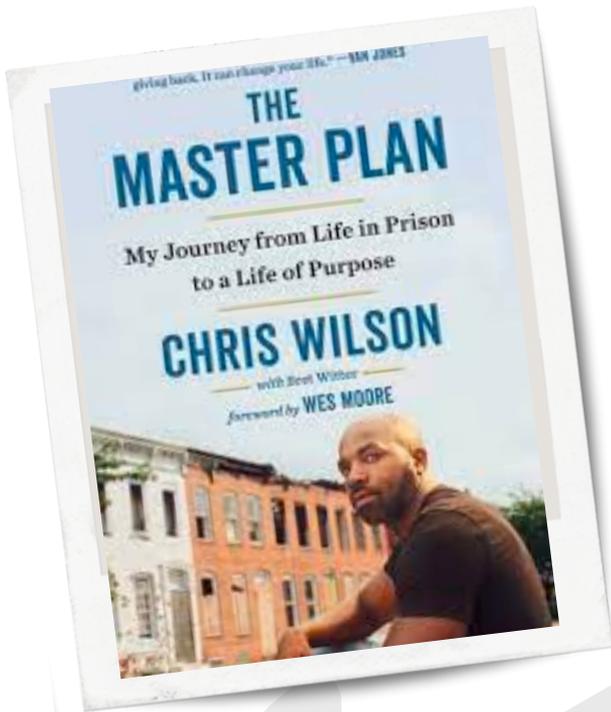
### ● Understand the science behind teaching and learning

Scientists have found that people are chemically and structurally hardwired to enjoy learning. It's in our DNA.

CHRIS WILSON

# THE MASTER PLAN

MY JOURNEY FROM LIFE IN PRISON TO A LIFE OF PURPOSE



PRICE: \$14.99

Deciding to make something of his life, Chris embarked on a journey of self-improvement-- reading, working out, learning languages, even starting a business. He wrote his Master Plan: a list of all he expected to accomplish or acquire. He worked his plan every day for years, and in his mid-thirties he did the impossible: he convinced a judge to reduce his sentence and became a free man. Today Chris is a successful social entrepreneur who employs returning citizens; a mentor; and a public speaker. He is the embodiment of second chances, and this is his unforgettable story.

“ I didn't expect to love this book as much as I did! Chris was so honest with his emotions in this book, he made me feel like we were friends and I would get happy when he reached his goals and accomplishments! 10/10 Recommend! ”

-SAMANTHA SERANO

## WHAT'S IN IT FOR YOU?

● RESILIENCE

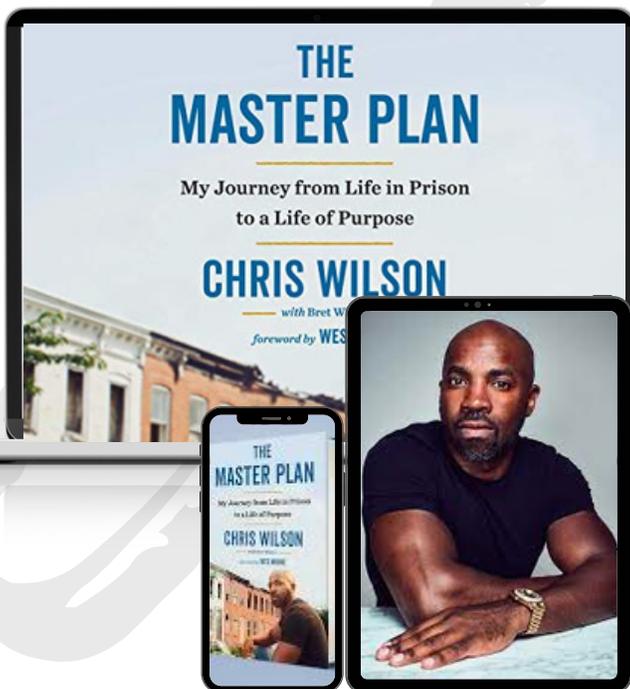
He drew on his time in isolation in prison to see opportunity in hardship and focused on his love of art to start a new venture, an art and social justice enterprise called CuttleFish.

● Positive Delusion

The positive delusion is about believing in yourself and surrounding yourself with people who also believe in you and your potential,”

● BRAINSTORMING

Chris started connecting the dots between where he was and where he wanted to be by asking himself questions like 'What are the things I need to do to get there?'



BONUS

MATT CHURCH

# THE THOUGHT LEADERS PRACTICE

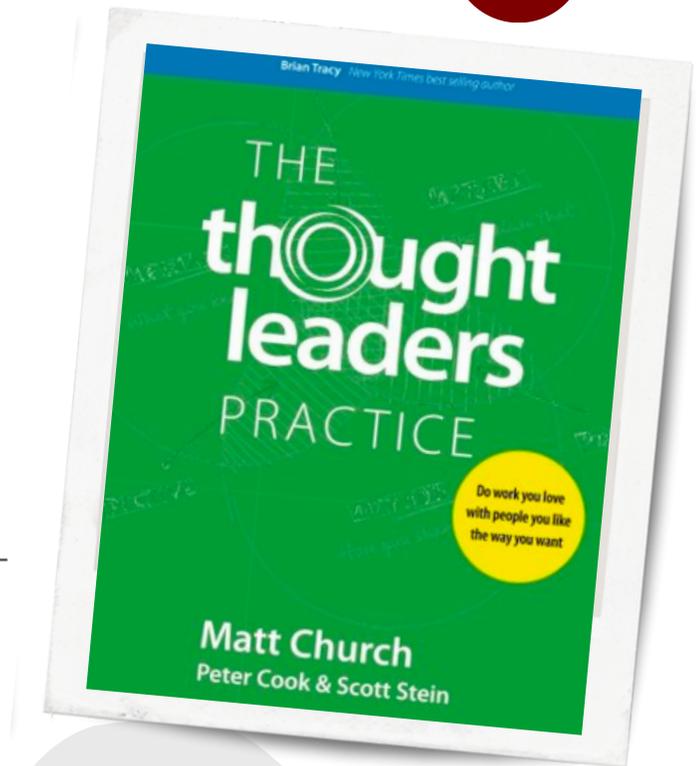
PRACTICAL HOW-TO GUIDE FOR CAPTURING, PACKAGING AND DELIVERING YOUR IDEAS.

A thought leader is someone who is known for knowing something. If you can leverage your personal brand as an expert, you can build a practice that helps you make the difference you were born to make. This book shows you how to take what you know and develop it into an advice-based professional consulting practice. Inside, the authors unpack a step-by-step process that will help you build a 'business' around brand you.

**PRICE:** \$27.00

“ I like that it was broken into sections that you work through with the content. The concepts make sense, but sometimes are hard to apply based on your type of practice.

**-J. BENNETT**



## WHAT'S IN IT FOR YOU?

### ● REFINING AND PACKAGING YOUR IP

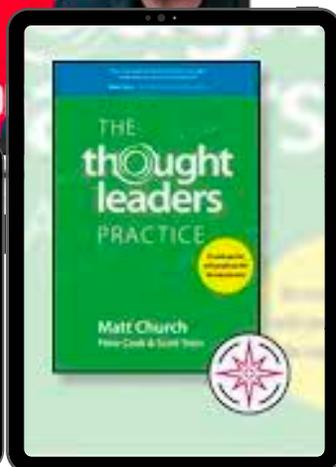
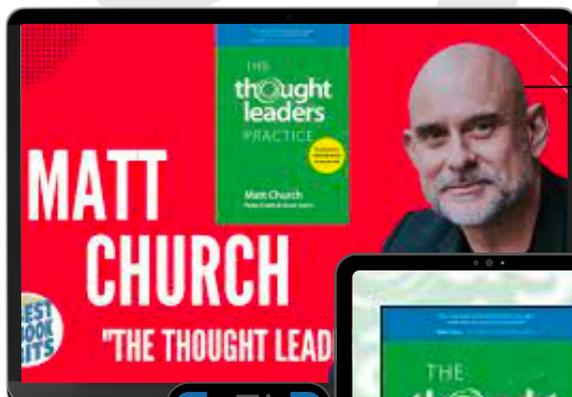
Refining and packaging your IP to make it commercially smart.

### ● TARGET MARKET

Identifying and targeting the market which values your knowledge most highly.

### ● MAXIMIZE THE VALUE OF YOUR OFFERING

Utilising multiple delivery modes to maximise the value of your offering.



HECTOR GARCIA

# IKIGAI

## THE JAPANESE SECRET TO A LONG AND HAPPY LIFE

"Ikigai" is a Japanese concept that combines the two words "iki," meaning life, and "gai," meaning worth. It can be translated to "a reason for being" or "a reason to wake up in the morning." The idea is deeply rooted in Japanese culture and philosophy and is often considered a key to a long and happy life. Ikigai is a holistic approach to finding purpose and joy in life by aligning your passions, talents, mission, and profession. It emphasizes the importance of balance and integration in various aspects of one's life, contributing to overall well-being and longevity.

**PRICE:** \$13.29

“ this is a must-read book that will open many doors and open the path to finding your true purpose in life. 100% recommended.

–NOEL MONSALVE

### WHAT'S IN IT FOR YOU?

- WHAT YOU LOVE (YOUR PASSION)

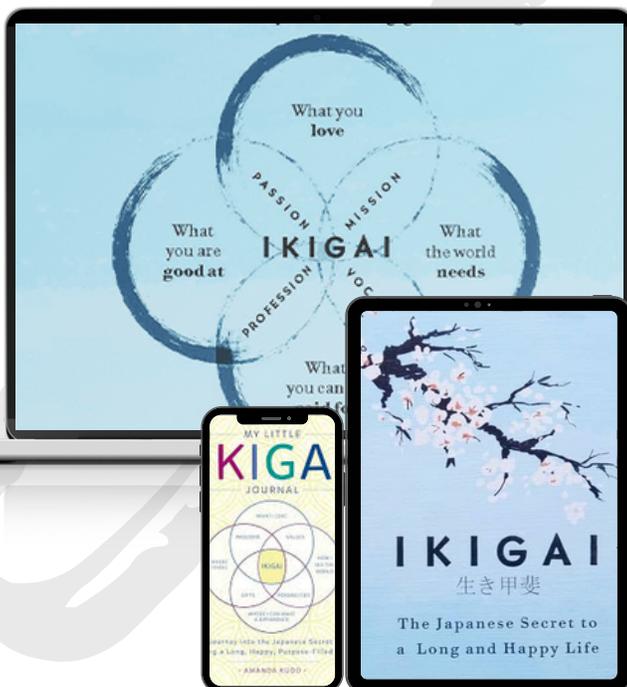
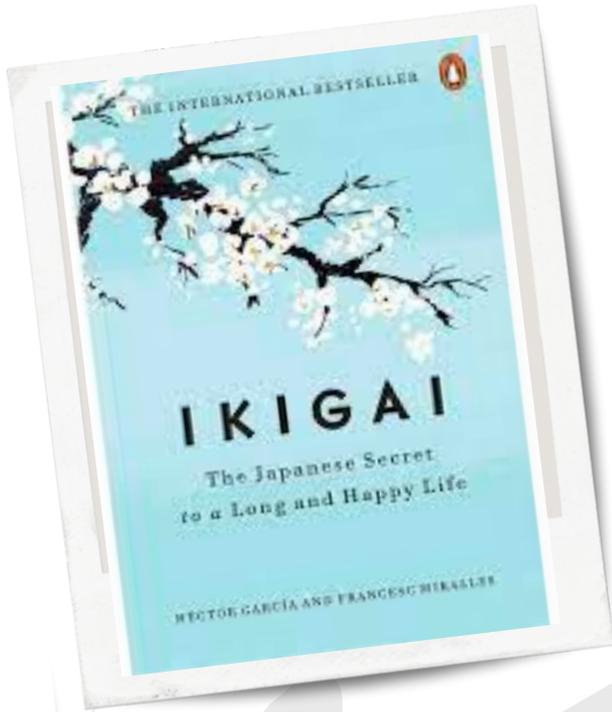
This refers to activities and pursuits that bring you joy and fulfillment. It involves doing things that genuinely interest and excite you.

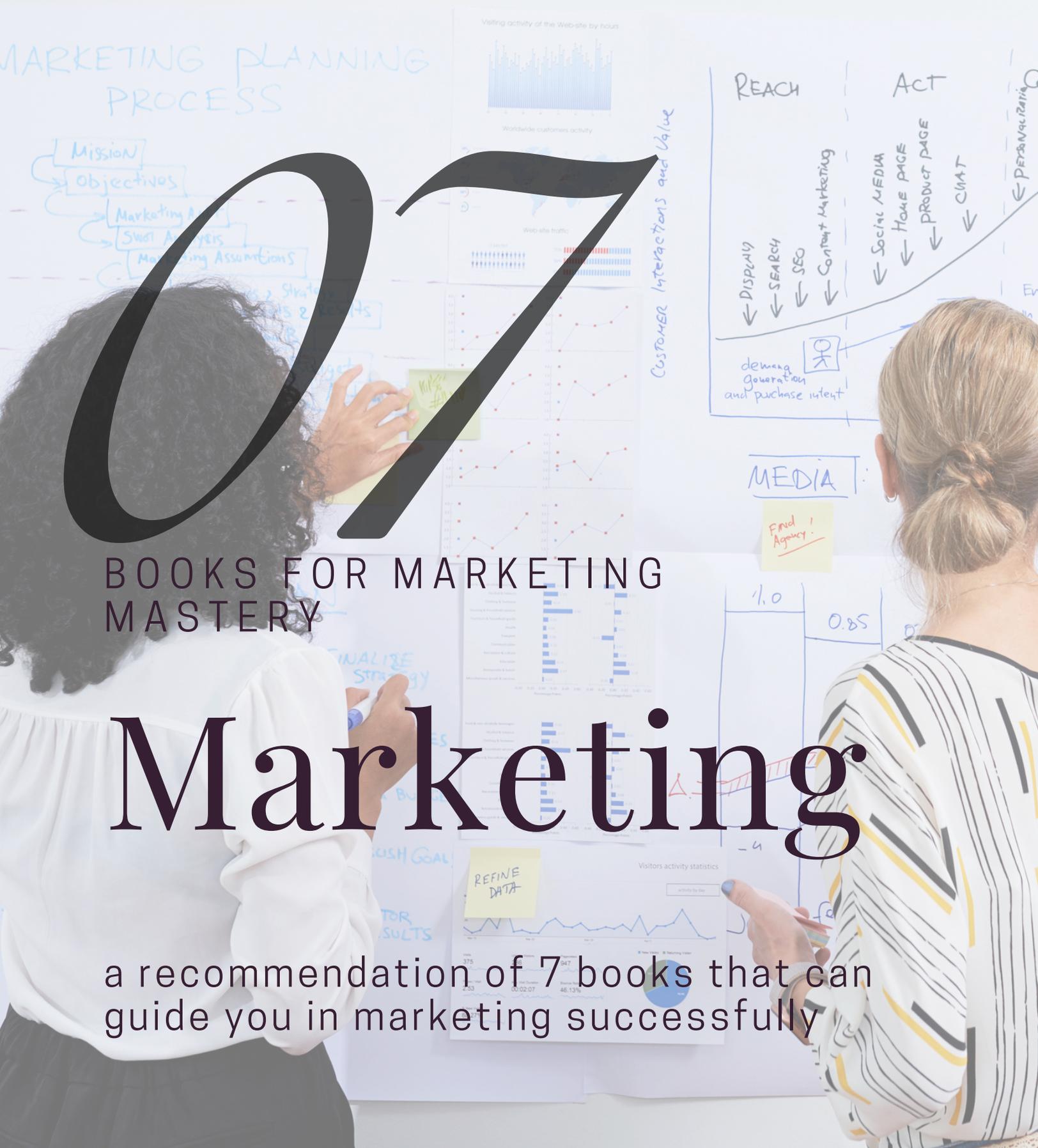
- WHAT YOU ARE GOOD AT (YOUR VOCATION)

This aspect involves recognizing your skills, talents, and strengths. It focuses on activities where you can excel and contribute positively.

- What the world needs (your mission)

This is about identifying the needs of the world around you and finding ways to contribute to the well-being of others or the community.





BOOKS FOR MARKETING MASTERY

# Marketing

a recommendation of 7 books that can guide you in marketing successfully



**PRICE:** \$19.99

AUDRIA RICHMOND

# UNCLONED MARKETING

HOW TO CHALLENGE THE NORMS WITH PROFITABLE MARKETING CAMPAIGNS

From establishing a bulletproof brand that audiences love and believe in to planning your big launch, UnCloned Marketing delivers a comprehensive blueprint for creating cash-generating marketing campaigns. In her fourth book, Marketing and Launch Strategist Audria Richmond reveals the exact proven framework that her marketing firm uses to disrupt industries and drive sales.



This is sooo helpful!!! I am excited to improve in the marketing area of my business. Fast shipping, easy purchasing process! ❤️❤️❤️

-ARTESHA STAFFORD



## WHAT'S IN IT FOR YOU?

- Establish yourself as an authority

When it comes to marketing, there is one solution. Figure out what's never been done, put a strategy to it—and do it.

- Create offers your audience can't wait to buy

Your company can create the most innovative, jaw-dropping product or service ever seen.

- Structure and launch an out-of-the-box marketing campaign from start to finish



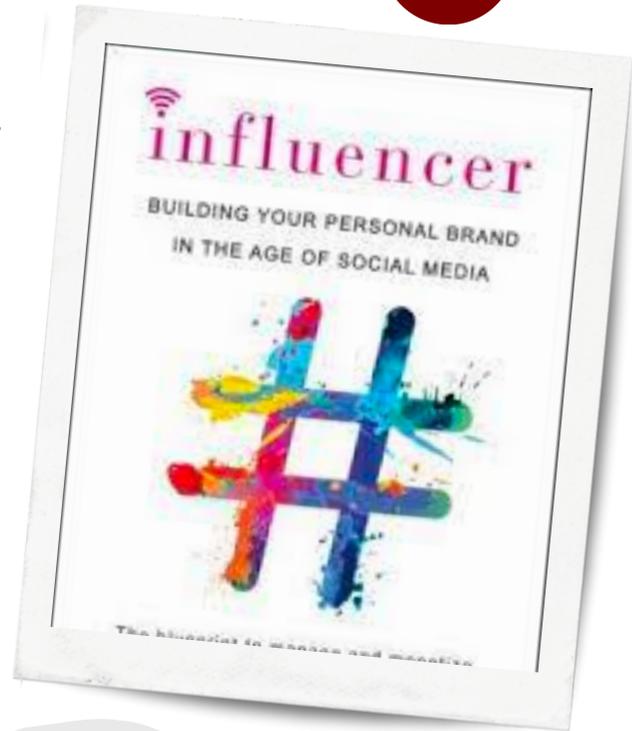
BRITTANY HENNESSY

# INFLUENCER

BUILDING YOUR PERSONAL BRAND IN THE AGE OF SOCIAL MEDIA

As nightlife blogger, then social media strategist, and now Senior Director of Influencer Strategy and Talent Partnerships at Hearst Magazines Digital Media, Brittany Hennessy has seen the role of influencers evolve and expand into something that few could have imagined when social media first emerged. She has unrivaled insight into where the branded content industry was, where it is, and where it's going.

**PRICE:** \$9.51



“AGrammers who need help on monetizing and understanding the business side of the platform would be well-served by reading "Influencer: Building Your Personal Brand In The Age of Social Media.

-FORBES



## WHAT'S IN IT FOR YOU?

- Build an audience and keep them engaged
- Package your brand and pitch your favorite companies
- Monetize your influence and figure out how much to charge

ALLAN DIB

# THE ONE PAGE MARKETING PLAN

GET NEW CUSTOMERS, MAKE MORE MONEY AND STAND OUT FROM THE CROWD

“The 1-Page Marketing Plan: Get New Customers, Make More Money, and Stand out from the Crowd” has a great deal of information for the new entrepreneur. This book is a must-have for anyone trying to devise a marketing plan. Perfectly suited to professional services but really applies to any service type business. This book does an amazing job of taking a broad topic of “Marketing” and make sense of it all, especially concepts for a small to medium business (not Nike or any form of brand advertising).

**PRICE:** \$15.95

“

Alan walks the walk, has actually started, built, and most importantly sold businesses. He cuts the “business guru on Youtube” crap and gets to the basics.

—GEORGEW.

## WHAT'S IN IT FOR YOU?

”

- Direct response marketing

The 1-Page Marketing Plan is a tool that helps you implement direct response marketing in your business without needing to spend years studying to become an expert.

Find your target audience and tailor your message.

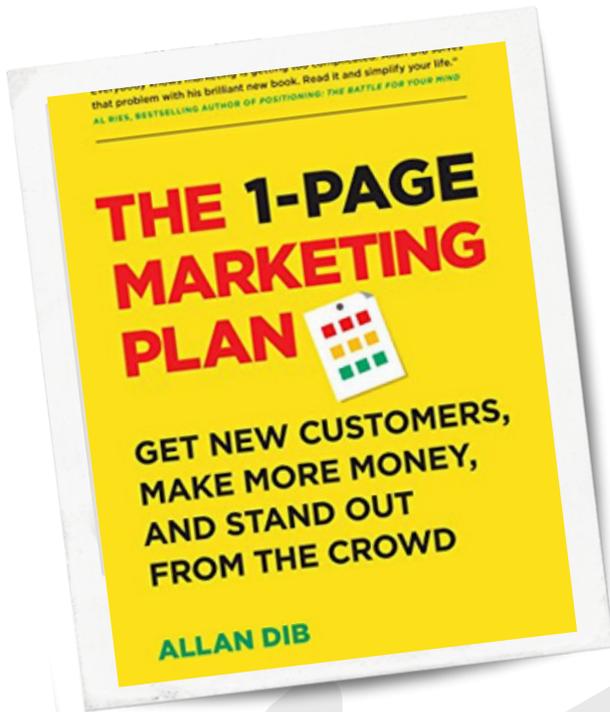


So engage your audience using your preferred tone of voice. That being said, whether it's lighthearted, fun, or friendly, keep your message clear.

Maximize your ROI through strategic advertising



emphasized the importance of Customer Acquisition Cost or CAC and Lifetime Value, or LTV



SIMONE SEOL

# THE FEARLESS MARKETING BIBLE FOR COACHES

A MARKETING BOOK THAT LIFE COACHES HAVE BEEN WAITING FOR.

Simone is like your best friend, big sister, and business coach rolled into one. With straight-shooting insight and irreverent humor, she takes the mystery out of marketing and infuses it with joy. In these pages, Simone doesn't tell you how to follow a formula. Instead, she teaches how to create clients by being your authentic self, loving others, and making the world a better place.

**PRICE:** \$14.99



I enjoyed reading this and will enjoy re-reading this. Some sensational truths in pretty much every page turn that gets delivered with a loving slap across the face. ♥

—FIONA



## WHAT'S IN IT FOR YOU?

### ● effective social media strategies

One of the most effective social media strategies is to actually care about the people around you.

If you're hiding your face from social media, you're hiding your uniqueness.

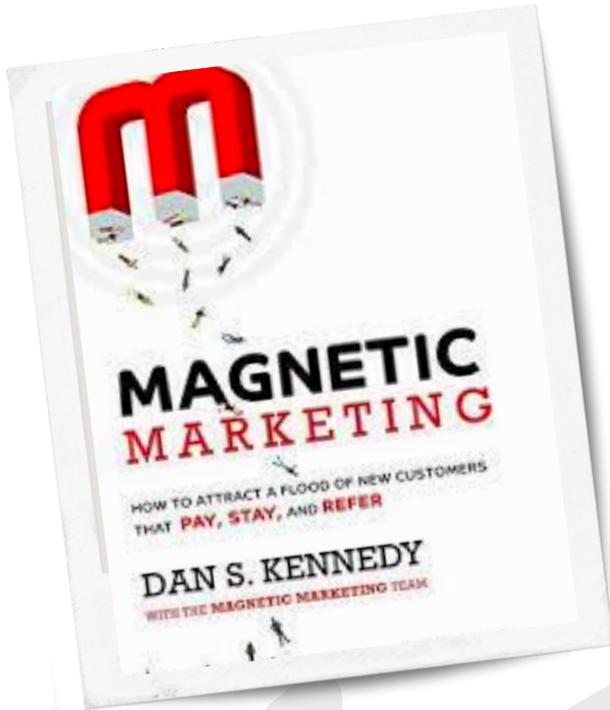
### ● our marketing is social change.

You can start creating positive change in the world by focusing on those feelings. Start creating them today.

DAN S. KENNEDY

# MAGNETIC MARKETING

HOW TO ATTRACT A FLOOD OF NEW CUSTOMERS THAT PAY, STAY, AND REFER



**PRICE:** \$16.49

MAGNETIC MARKETING® is a radical, dramatically different sea-change in the way new customers, clients, patients or prospects are attracted and in the way products, services, businesses and practices are advertised.

It is a “change movement” that has established itself in over 136 different niches, business categories, industries and professions, but is still also a “best kept secret”—its practitioners are in a “secret society.”

“

Very easy to read. I completed it on a Sunday, over the course of the day. Simple but powerful techniques that I was able to easily implement.

—KIMBERLY BACKWITH.

## WHAT'S IN IT FOR YOU?

”

- “Lean in effect”

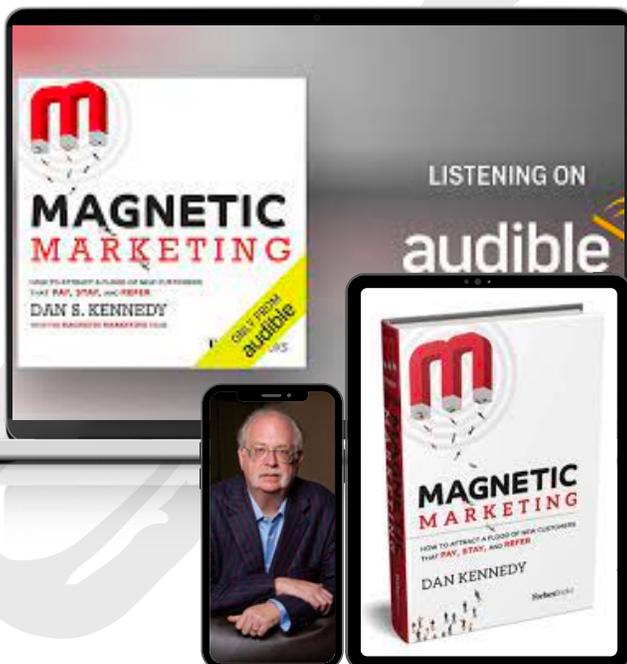
Aim to create the “lean in effect” where people want to engage with you, find out more about your products and are drawn to you and your story.

- Magnetic Marketing

This is about finding your own magnetism and creating an approach that is genuine to who you are.

- People buy from people

remember the human element” {Shannon}



ALEX HORMOZI

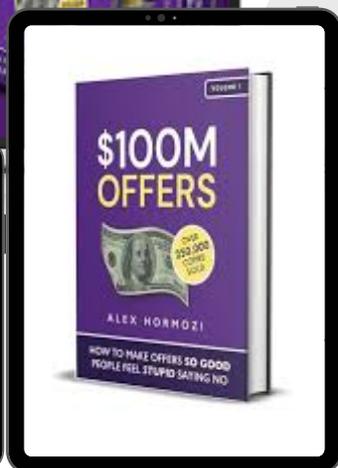
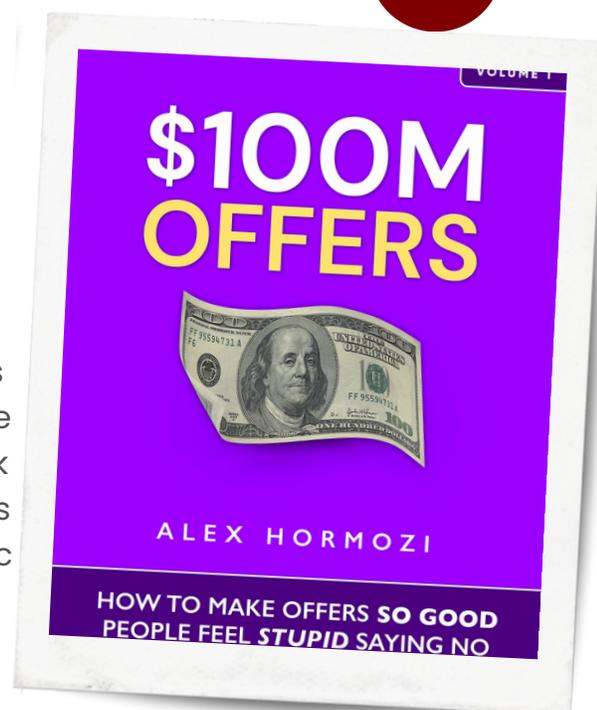
# 100M OFFER

## HOW TO MAKE OFFERS SO GOOD PEOPLE FEEL STUPID SAYING NO

\$100M Offers by Alex Hormozi is a business book that provides strategies for entrepreneurs and business owners to generate more revenue and increase profits by creating compelling offers that serve and add value to their clients. The methods contained within this book are so simple, so instantaneous, and so effective, it's as if they work by magic. If you implement even one tactic in this book, you'll see the change in your prospects' demeanor. And you'll know the \$100M Offers method worked when you start hearing, "What do I need to do to move forward?" before you even ask for the sale.

**PRICE:** \$25.00

“ This book give me my way out. I have been and strugglingly aspire entrepreneur fory whole life. Reading this book fill in the gap of why many of my effort goes to waste and the hardship persist.  
 -AKKPHO



### WHAT'S IN IT FOR YOU?

- Understanding value

"Price is what you pay," said Warren Buffett. "Value is what you get." Master the psychology of value, and you'll master the art of selling.

- Leveraging scarcity and urgency

Desire is a formidable force. Entrepreneurs who recognize this see their profits skyrocket – not by changing their product or service, but by changing how they present it.

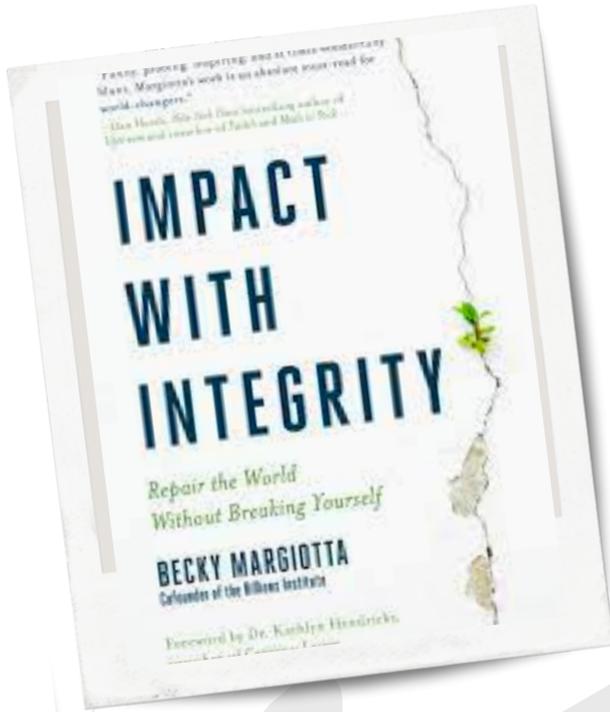
- Leveraging bonuses and guarantees

Introduce time-sensitive offers to encourage quick decision-making.

BECKY MAGIOTTA

# IMPACT WITH INTEGRITY

REPAIR THE WORLD WITHOUT BREAKING YOURSELF



PRICE: \$13.99

Becky Margiotta's Impact with Integrity: Repair the World Without Breaking Yourself is a call to action, but also an invitation to reclaim your agency and mobilize your creativity in order to enact meaningful, efficient, and effective social change. With authenticity, grit, and grace, Margiotta lays out a proven step-by-step framework for doing the inner work that is necessary for advancing social change. Examining yourself is key to supercharging your power to make the world a better place. In this essential guide, she weaves joy and well-being into the work of sustainable and transformational leadership.



Becky's insights emerge from reflections on her own experience as a fearless change leader. She steps into courageous and purposeful commitments like no other person I know. This is what made the book especially powerful for me.

-MARIE JOSE BABOUDER-MATTA



## WHAT'S IN IT FOR YOU?

- social change leaders!

offers practical tips on how to face, accept, and transform our fears and harmful organizational dynamics into actions that are aligned with what our heart deeply desires.

- Fresh approach to leadership

Margiotta shares valuable tips for embracing personal power, clarifying one's commitments, and shifting contexts, as with moving from entitlement to appreciation.

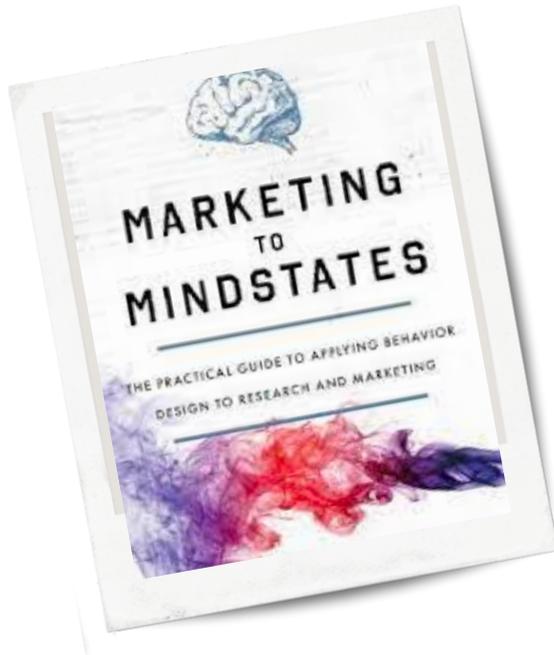
- proven step-by-step process for doing the inner work that must precede efforts to advance change.



WILL LEACH

# MARKETING TO MINDSTATES

THE PRACTICAL GUIDE TO APPLYING BEHAVIOR DESIGN TO RESEARCH AND MARKETING



**PRICE:** \$19.99

"Marketing to Mindstates" by Will Leach is a compelling guide that delves into the intricate psychology of consumer behavior to unlock the secrets of successful marketing. Leach explores the powerful impact of understanding and tapping into the mindset of your audience, offering practical insights and strategies for crafting messages that resonate on a deep, emotional level.

“

"Marketing to Mindstates is an amazing secret weapon for any marketer or business leader looking to understand their consumers better or gain an edge in driving actionable insights to transform their strategy. Will has such a gift for taking supercomplex theory and his years of experience and breaking it down into accessible concepts that made it simple to understand and implement in my own business. Highly recommended!"

**-Michael Messersmith**

”

## ● WHAT'S IN IT FOR YOU?

### The Two Decision-Making Systems

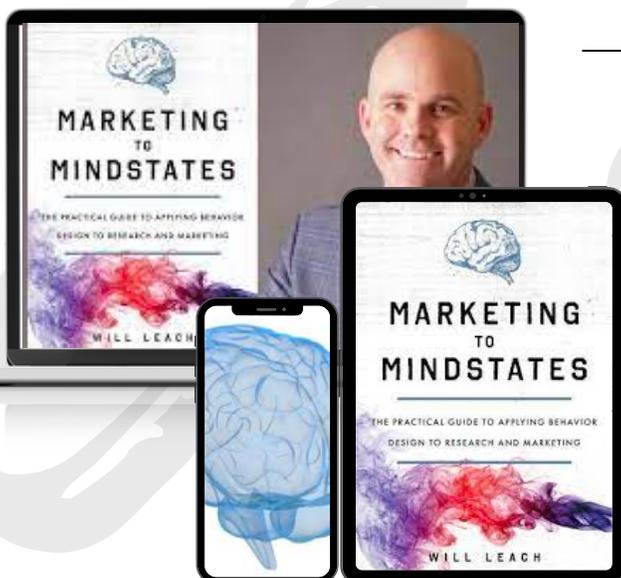
the mind uses two different systems to make decisions.

## ● Why Emotional Marketing Works

Consumers can be led to make decisions that go against their stated intentions when they are in a temporary mindstate.

## ● Crash Course on Behavior Design

Behavior design uses recent discoveries about how the brain works and how people behave to create customer interactions that will influence and change consumer behavior.





# *SIGNATURE OFFER* *the* **RADICAL**<sup>®</sup> CLARITY SESSION WITH YETUNDE SHORTERS



## Overview

The Radical Clarity Session is a transformative coaching experience taken by over 1,000 entrepreneurs and executive designed to help you gain deep insights into your goals, values, and passions. Led by experienced NLP & Brain-centric design certified coach, Yetunde Shorters, this session empowers you to clarify your vision, overcome obstacles, and create a roadmap for living through purpose for impact, community and profits.



## Who Is It For?

*The Radical Clarity Session is ideal when you:*

- Feel stuck or uncertain about your life direction
- Desire greater clarity on your goals, who you serve, values, and purpose
- Are ready to make positive changes in your life for personal growth
- Seek support and guidance to overcome obstacles and achieve your full potential



## Why Book the Session?

*Booking a Radical Clarity Session will help you:*

- Gain clarity on your life direction and purpose
- Break through limiting beliefs and barriers holding you back from reaching your goals
- Develop concrete action plans and strategies to achieve your personal and professional goals.
- Build confidence and belief in your abilities and connect authentically with others
- Align your actions with your values and passions for a more fulfilling life

“*the elimination of confusion, the peace, the excitement, and the direction I feel now, along with the passion and hope of making a difference, are definitely worth the money.*”

*Liz Gabriel*  
Healer Through Stories-  
Interior Designer, Creative



**[CLICK TO EXPERIENCE RADICAL CLARITY](#)**



*Yetunde Shorters*

PURPOSEFUL BRANDING COACH  
NLP MASTER CERTIFIED

AS SEEN ON **Forbes** **ELLE** **CBS** **TROPICS** **RED TV** **KAMDORA** **RADIANT ESSENCE**

I'm Yetunde Shorters, a purposeful personal branding coach and international publicist. My passion is helping female entrepreneurs become go-to Thought Leaders, whether they're in music, fashion or medicine. With over two decades of global PR experience and a certified Neuro-Linguistics Programming Master practitioner, I empower my clients to gain radical clarity on their purpose while boosting their visibility and profits.

I've had the privilege of working with Grammy, Tony, and MTV Award-winning artists. Through my PR efforts, they've reached over 40 million people through 1,500+ segments and features on platforms like Good Morning America, Entrepreneur, Essence, and more. I'm proud to have supported fourteen clients in becoming Amazon bestselling authors.

I've been joyfully featured on media outlets worldwide, including Forbes, CBS News, Essence, and Elle. Additionally, I've been honored to speak at virtual and in-person events, sharing insights with thousands of attendees at platforms like Thinkific, the Global Startup Ecosystem Summit, She Leads Africa, and many others.

I say all this to let you know that you are in experienced and successful hands. I look forward to being your guide and support system for your purpose journey. You will walk away more informed, more energized and more able to make your dreams reality. For more, visit [www.yetundeshorters.com](http://www.yetundeshorters.com).

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