

# EMILY FORD

## *2024 Speaker Packet*



2024 SPECIAL FOCUS ON:

RESILIENCE, CONFIDENCE,  
PERSONAL BRANDING

AS SEEN ON:

**Forbes**



**KTLA 5**

**Y!**



**BUSINESS  
INSIDER**

**Medium**

**GOOD  
MORNING  
AMERICA**

# NAMED TOP FEMALE MOTIVATIONAL SPEAKER UNDER 40 IN AMERICA

"Her energy is infectious and she walks the talk showing us all the true meaning of BOSS! Emily is a badass woman, one who knows how to show up for herself and her team. A well-rounded go-getter, crushing the work/life balance, maximizing her potential and inspiring others along the way."

— *Brooke Burke* Celebrity, Fitness Icon + Entrepreneur

"Emily is a powerful speaker. Emily is a powerful speaker with a life changing message. She has an impressive platform and lust of accomplishments, however very humble and one of the most accommodating, easy to work with speakers we have booked."

— *Jerome Love*, CEO Black Enterprise

"True Artistry, Our audience was begging for more! I can't say enough about how great it is to work with Emily. She goes above and beyond in crafting the perfect keynote. True artistry. Emily is just one of those speakers you love to listen to and walk away with value every time."

— *Eric Worre*, Founder of Network Marketing Pro

"Emily Ford spoke at 8% Nation 2023 and she absolutely killed it. I'm Lauren Askins and I'm the Co-Founder of 8%. Nation. Emily absolutely was magical. She was spectacular. The audience was wanting more. She took us on a roller coaster ride of emotions, there were highs, there were lows, and she left the audience feeling better than when they walked in. If you're looking for a phenomenal female speaker, Emily is your girl."

— *Lauren Askins*, CFO 8% Nation

# KEYNOTE THEMES

- Fortitude | Never Be Shaken
- Generational Transference
- How To Develop Self Confidence
- Personal Branding | How To Grow A Digital Brand



# HIGHLIGHTS

- Built a 9 figure sales organization by the time she was 26 years old
- Has multiple different companies in the health, wellness and beauty space
- Over 1 million people on social media follow Emily
- Co-host with her husband, Jake Havron, on the highly rated “Fortitude Show” found on all streaming platforms
- One of the most transformational keynote speakers in America, having presented to audiences up to 25,000 people.



# BIOGRAPHY

Emily Ford is an entrepreneur, speaker, and the founder of FORTITUDE, a mentorship program and agency embodying the spirit and principle that, no matter the storm, pressure, or stressor, one can remain unshaken. A visionary dreamer, Emily has transformed her aspirations into reality. Since 2011, she has been a trailblazer in the entrepreneurial, wellness, and lifestyle sectors.

Not only does she lead by example, but Emily also guides thousands of other entrepreneurs toward a higher level of prosperity and achievement. Her influence extends beyond her business acumen. Renowned for her captivating keynotes, Emily travels the globe, addressing filled arenas and stages on diverse topics, from business strategies to mindset challenges, motivational anecdotes, and more.

Emily's ability to connect with people and inspire change has made her a sought-after and trusted speaker. FORTITUDE, her mentorship program, stands as a testament to her commitment to helping others navigate the challenges of entrepreneurship.

This dynamic entrepreneur has proven that, no matter the obstacles, one can endure and thrive. Emily Ford continues to leave an indelible mark on the entrepreneurial landscape, fostering resilience and prosperity for all those she encounters.

Emily's insights and experiences have been featured on several major media platforms. She has appeared on "KTLA" and "Good Morning America," sharing her expertise and inspiring stories. Her contributions have also been recognized on "NBC LA," where her innovative approaches and success stories are showcased.

Moreover, her achievements and insights have been highlighted in "Forbes," underlining her status as a thought leader in her field.

# KEYNOTE TOPICS (1 of 2)

## NEVER BE *SHAKEN*:

MOST  
POPULAR

HOW TO TRANSFORM YOUR THINKING, CULTIVATE FORTITUDE AND PERSISTENCE DURING UNCERTAIN TIMES SO YOU WILL NEVER BE SHAKEN.

In a world filled with challenges and uncertainties, fortitude emerges as a beacon of resilience and strength. But where does this inner strength come from? And how can we cultivate it within ourselves and pass it on to future generations? In this powerful keynote, you'll discover the profound impact of generational transference - the inherited patterns, traumas, and worldviews that shape our lives in ways we rarely recognize.

Drawing from captivating stories of Emily's personal triumph and perseverance, this keynote will illuminate the power of mindset, resilience, and grit in navigating setbacks and forging a path to success. Through engaging anecdotes and actionable insights, participants will gain practical strategies for building their own reservoirs of inner strength and resilience.

Whether you're navigating personal or professional challenges, this keynote will equip you with the tools to cultivate an unshakable spirit rooted in self-awareness, wisdom, and fortitude. Leave empowered to author your own legacy of strength and perseverance.

Prepare to be inspired, enlightened, and forever changed by the transformative truth that your fortitude was generations in the making. An unshakable future awaits.

## *YOUR AUDIENCE CAN EXPECT TO:*

- Embark on a transformative 60 minute journey of self-discovery and new found empowerment.
- Identify the generational influences that have molded your fortitude (or lack thereof)
- Rewrite limiting beliefs and shed burdens that don't belong to you
- Gain practical strategies for building their own reservoirs of inner strength and resilience.
- Understand how “Productive Struggle” is essential to win in life and business.
- Learn how to move faster from living in fear to stepping into confidence.



# KEYNOTE TOPICS (2 of 2)

## YOU ARE THE *BRAND*:

NEW FOR  
2024

### HOW TO CRAFT YOUR PERSONAL BRAND, CREATE CONTENT WITH EASE AND BUILD YOUR IDENTITY FOR SUCCESS.

The world has never been noisier. Yet filled with opportunities to those that dare to show up. In a world saturated with information and choices, standing out is no longer optional—it's essential. In this dynamic keynote speech, Emily draws from real-world examples and actionable insights. Attendees will embark on a journey of self-discovery and empowerment as they learn the art of building a personal brand that resonates and captivates.

Through engaging storytelling and interactive exercises, participants will uncover their strengths, articulate their goals, and develop a roadmap for building a personal brand that aligns with their aspirations. Whether they're entrepreneurs, professionals, or creatives, this keynote will inspire and equip attendees to cultivate a powerful presence that sets them apart in today's competitive landscape.

You'll gain clarity on your brand pillars, messaging, visuals, and more. Emily Ford is an internationally-recognized personal branding expert who has helped thousands of professionals level up their brands. Starting first with her own.

Join Emily for an enlightening exploration of personal branding—one that promises to empower individuals to own their story, demystify unlimiting beliefs around social media, build their influence, and unlock new opportunities for success.

# *YOUR AUDIENCE CAN EXPECT TO:*

- Position yourself as an industry leader and influencer
- Attract your dream clients, customers, or employers
- Expand your reach through strategic content marketing
- Generate lucrative revenue from your passion and expertise
- Feel empowered on how to build a Personal Brand, authentically.
- Learn practical strategies and techniques to help individuals define, refine, and amplify their unique message.
- Understand how to leverage social media to boost brand awareness.
- Learn How to Create Content with ease with Emily's Content Batching Blueprint that has transformed thousands of businesses.



# 8 REASONS EMILY FORD'S KEYNOTE IS THE *BEST FIT FOR YOUR EVENT*

## 1. RADICALLY COMMITTED TO AUDIENCE CONNECTION

From her authentic interactions with the crowd during the keynote to her one-on-one conversations with audience members after the speech, Emily builds meaningful connections, making her the perfect speaker both on and off the stage. Approachable and fully present at meet and greets, Emily is focused on personal connections with every attendee she meets at your event.

## 2. MASTERFUL STAGE PRESENCE

From her commanding presence and tonality to her movement on stage and through the audience, it's no surprise why CEOs and event planners alike rave about Emily's world-class speaking style. Multi Family Mindset CEO, Tyler Deveraux said that Emily has a "masterful way of bringing the audience along for a journey," and that out of all the events they've planned, Emily's keynote was one of the best.

## 3. HONED, POLISHED, AND RELIABLE

Having done hundreds of keynotes over the past decade, Emily is a seasoned keynote speaker who comes prepared to set the tone for any event. She also does it in a classy sophisticated way. 8% Nation CEO Lauren Askins said, that Emily is one of the most professional speakers they've worked with.

## 4. VULNERABLE AND AUTHENTIC

Stories of fear and rejection remind audience members that they're not alone in life's challenges. Emily takes audiences on a journey of vulnerability, she shares real life setbacks recapping her fight through resistance to success. From mistakes to conquering through her humility, Emily connects deeply with audiences, providing new insights to universal experiences.

## 5. CUSTOM TAILORED MESSAGE

In the pre-event call, Emily learns as much as she can about your organization, ensuring that every keynote is custom-tailored to the needs of each event. Want two pre-event calls? You got it. She also will create marketing materials i.e sizzle video for you to help promote your event.

## 6. MEMORABLE AND IMPACTFUL

For years, audience members have sent messages after events saying Emily's keynote changed their lives. Emily leaves a long-lasting impact after every keynote, ensuring that your event will be unforgettable.

## 7. ENERGY SHIFTER

Whether it's a room of 50 executives or an arena of 20,000 salespeople, Emily has a way of lighting up any stage and elevating the energy of an event unlike anyone else. Vick Tipnes CEO of the INC 5000 company: Blackstone medical services said that Emily's energy was contagious, moved the room and unleashed his team's energy in a way he has never seen before.

## 8. TIME-TESTED AND TRUE

Emily moves with conviction. It is clear she has spent over a decade living out what she teaches. From her sales success to overcoming life's obstacles to obtaining exponential success. Emily is a practitioner of her craft.

# AV REQUIREMENTS

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## COMPUTER, PROJECTOR, AND SCREEN

Emily will be using slides from either Keynote or Powerpoint presentations. She will need a clicker to use to navigate through slides. The slides will be sent over at least 2 weeks before the event as Emily will customize them specific for your event.

## PODIUM

Emily has no preference if there is a podium or not. If one is present, she prefers it to be pushed to the side.

## MICROPHONE AND AUDIO

Emily requires a wireless headset microphone. For venues of all sizes, a microphone is required. The microphone and sound system should be tested for volume, clarity, and feedback before Emily arrives. Emily will be planning to step down from the stage during the presentation to interact with the audience. If that's not possible, please let her know ahead of time.

## MUSIC SYSTEM

Emily will be requiring music to play during her talk and will provide the custom playlist to the music director. She will provide a guide on what song to play at what time of her presentation. Emily does request that the music director is in view of the stage and prompt during the presentation as Emily may provide cues on stage to lower or raise the volume in the moment.

## PHOTO OPPORTUNITIES

Emily is more than happy to take photos and meet the attendees. She does request that an event attendant stands with her to help keep the flow of attendees as they meet with Emily.