



SHEROLD BARR

Transforming fear into rocket fuel.

MEDIA KIT 2015

Bio

Sherold Barr is a master life coach, business strategist and mindset expert who helps entrepreneurs and business executives transform their mindset for success. She helps people step confidently into their strengths so they can make the most impact in the world in their unique way. Sherold is a sought-after speaker and has spoken live and online for conferences such as *World Domination Summit*, *Portland PechaKucha* and many telesummits including the *Feminine Gold Summit*. Her writing has been featured on *Kris Carr*, *Roots of She*, *She Brand* and *A Year With Myself*.

Sherold built two-six-figure businesses allowing her to create her ideal lifestyle - living and working from anywhere in the world. She now teaches people how to do the same: how to be financially free to live their best lives. As a storyteller, speaker, writer and coach, she teaches mindset/business principles to create a life built on deep personal desires and where people thrive at work and in business. She works privately with clients and teaches group classes to help people get out of their own way.

Sherold also has 23 years of strategic healthcare communication experience, from her time as a corporate hospital spokesperson, Corporate PR and Marketing for McKenzie-Willamette Hospital in Oregon. She represented Microsoft's Healthcare Industry Solutions Group as their media and analyst relations for five years through her boutique PR firm Extraordinary Work Group.



Featured by...



PechaKucha



Roots of She



Signature Talks

Unstoppable Success: How to use fear as your rocket fuel

Fear offers you useful signals and information if you listen to it, instead of running from it. Unstoppable Success reveals a combination of neuroscience tools, storytelling and mindfulness exercises that participants will use to transform their daily life now.

Key takeaways for audience:

- Discover how 90% of the population are not living the life they want and what you can do to be in the 10% club.
- Learn how a new definition of fear can help you decode the good fear from flight or fight mode.
- Learn how fear masquerades as other behaviors.
- Learn to play a bigger game in your business and life by working WITH your fear, not running from it so that you can decode it and use it to play a bigger game in business and life.
- Learn how to instantly get peace of mind and relief from fear instead of living with it every day.

How to Master Your Inner Game

You'll learn how to manage your thoughts, tame your inner critic and decode fear to unleash your brilliance.

You can do anything you believe you can do when you are conscious of what blocks you. Our unconscious beliefs direct 95% of our habits and behavior. Two common unconscious beliefs are the fear of failure and the fear of success.

Participants will learn the Universal beliefs that cause shame that hold them back from being their authentic selves. Two of the most common beliefs are "who do you think you are to do _____" and "I'm not good enough." Participants will explore their top fears and most toxic negative thoughts and learn how to shift them and find evidence for what is true for them.

How to Master the Inner Game of Money

This is Sherold's most popular speaking request for online telesummits. She talks about how we absorb beliefs from our families from ages 1 to 7 and how those beliefs unconsciously drive our behavior. Participants learn how the fear of their finances blocks their ability for success in business (sales), how to diagnose their money personality and write a new money story they want to live out.



“Sherold can help you release the brilliance within you!

Before I started working with Sherold, I had failed a final test in the Martha Beck Life Coach program and was terrified of my re-exam and the person performing it. I heard Sherold coach on one of my coach training calls, and I knew she could get me across the finish line... AND SHE DID! I passed my coaching exam. Sherold helped me get to another level in my aim to heal the world and the homes in it: my business has gone from being Danish to being Global. I would definitely recommend Sherold to anyone with a BIG dream, who has kept yourself small for years.”

KRISTEN STENO
House Coach, House-Coach.dk



“Sherold is the real deal.

Sherold helped me get clear on strategy and how to have real impact in a cause that is my life’s work. She gave me the tools to get specific on outcomes and how to move forward, and she keeps my feet to the fire to dream big. Thank you, Sherold, for helping launch the Institute for the Future of Learning. You are a mighty force!”

JULIE WILSON
Founder, The Institute for the Future of Learning



“I won a bid to deliver a seminar

to female entrepreneurs in El Salvador. I wouldn’t have had the courage to do that if I hadn’t learned from Sherold how to let go of my limiting, mood-killing, mojo-suffocating thoughts and beliefs. I simply do not even entertain those anymore. Thank you Sherold! I am a MONEY MAGNET!”

SHANNON FALKENSTEIN
Life & Career Coach, ShannonFalkenstein.com

A professional headshot of a woman with short, layered brown hair and blue eyes. She is smiling warmly at the camera. She is wearing a white, long-sleeved top with a white ribbed crew neck. A thin gold necklace with a circular pendant is visible. Her arms are crossed, and she is wearing several rings: a large ring with a blue stone on her left hand, and a ring with a diamond on her right hand. The background is a plain, light-colored wall.

**FOR MORE INFORMATION,
CONTACT:**

Sherold Barr
sheroldbarr.com
sherold@sheroldbarr.com
(541) 954-6116