

# Katie Hornor

## #1. FIVE KEYS TO INCREASED ENROLLMENT IN YOUR HIGH TICKET OFFER

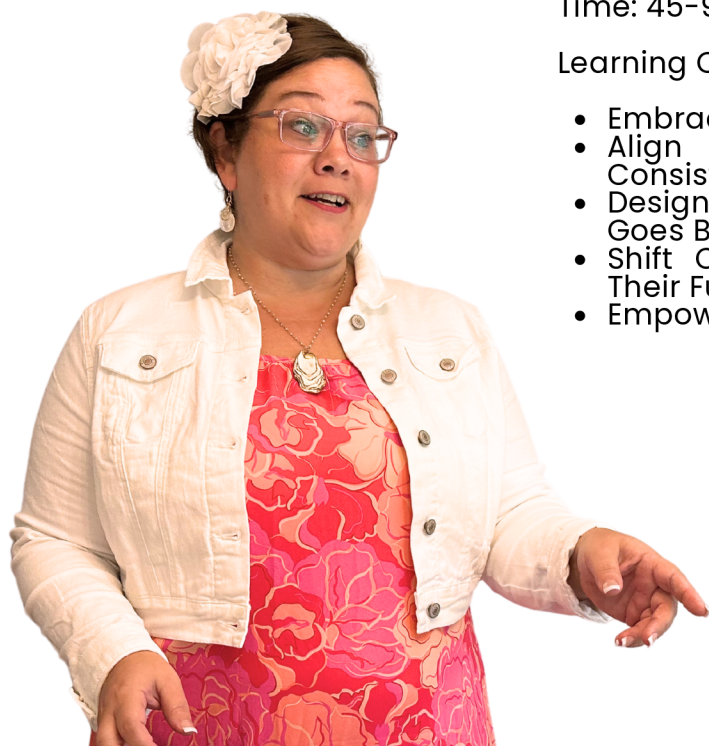
**Alternative title:** The Secret Steps to More Joy, Sales and Impact – Even if You are in a Crowded Market, Have Little Experience and Don't Enjoy Sales

In this keynote talk, business strategist Katie Hornor will inspire, challenge and equip you to draw from your sacred purpose to stand out in your market, align your goals, offer, and team for greater conversions, create an irresistible lead-up, and provide an exceptional client journey that births loyal fans. You'll also learn how to approach sales with authenticity and integrity, even if you're new to or dislike the process. This keynote provides a unique combination of strategy and soul, enabling attendees to connect with clients and significantly increase their enrollment rates while staying true to their values and vision.

Time: 45-90 min depending on client needs

Learning Objectives :

- Embrace Your Divinely-Given Purpose
- Align Key Elements for Cohesive and Consistent Results
- Design a Compelling Lead-Up Strategy that Goes Beyond Reminders
- Shift Client Mindsets Toward investing in Their Future
- Empower Client Choice Through Options



Katie Hornor is an international keynote speaker, business owner, mom of five, and the award-winning author of more than a dozen best-selling books including *The Flamingo Advantage: How to Leverage Unique, Stay Relevant and Change the World*. She has been featured on ABC, NBC, CBS, FOX and TEDx.

A business strategist who loves using flamingo metaphors to teach timeless business and marketing principles, Katie's audiences call her "amazing", "brilliant" and "fun". Her mission is to empower entrepreneurs and business owners to design businesses that are in service of their unique life purpose so they can have more joy, sales and impact.

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## #2. THE SECRET FORMULA TO INCREASED CONNECTION, CONVERSIONS AND RETENTION

Business strategist Katie Horner shares how love languages, learning styles, and student experience can be used to foster deeper connections, enhance client engagement, and boost retention. Transform your business relationships and see remarkable results by truly understanding and meeting the unique needs of the people you've been called to serve.

Time: 45 min to 3 hours depending on client needs

Learning Objectives:

### Understand How Love Languages Impact Client Relationships

Understand how applying love languages can deepen connections and improve client satisfaction.

### Apply Learning Styles to Enhance Client Engagement

Learn to tailor communication and services to different learning styles for improved client interaction.

### Leverage the Power of Student Experience to Boost Retention

Discover how creating personalized experiences boosts retention and loyalty.

### Develop Personalized Approaches to Serving Clients

Develop strategies to customize your offerings for each client's specific desires and expectations.



### Strengthen Business Relationships with a Heart for Service

Learn how to serve clients with care and commitment, aligning with Christian values.

### Implement Actionable Strategies for Improved Client Retention and Results

Attendees will walk away with actionable steps to transform how they engage and serve their clients, resulting in deeper relationships, improved client satisfaction, and better business outcomes.

Katie's stories, her unforgettable flamingo metaphors and her practical tips for how you can find the confidence to **embrace & leverage your unique purpose** in the marketplace is a fresh take on marketing and business. Reach out to book Katie for your next event today!

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*Katie Horner*



## #3. FIVE KEYS TO TAKING ACTION WITH YOUR PURPOSE

In this highly motivational keynote, business strategist, author and speaker Katie Horner shares vulnerably from her two decades of experiences, failures and successes to confront the five main ways you get stuck in inaction and how to overcome them.

Time: 45-90 min depending on client needs

Learning Objectives :

### **Identify the Key Obstacles to Taking Action**

Participants will recognize the five main obstacles—time, money, fear, shame, and self-doubt—that commonly hinder progress in business and personal growth.

### **Understand the Impact of Each Obstacle**

Attendees will gain insight into how each obstacle (time, money, fear, shame, and self-doubt) affects decision-making and productivity, keeping them stuck in inaction.

### **Learn Proven Strategies to Overcome Time Constraints**

Participants will walk away with practical strategies to manage time effectively and prioritize tasks that align with their goals.

### **Gain Tools to Address Financial Roadblocks**

Attendees will learn how to shift their mindset around money and implement tools to overcome financial limitations in business.

### **Develop Confidence to Conquer Fear and Self-Doubt**

Participants will be equipped with techniques to face and overcome fear and self-doubt, enabling them to move forward with greater confidence.

### **Release the Weight of Shame to Unlock Potential**

Attendees will explore how to release the burden of shame, learning to embrace vulnerability as a path to personal and business success.

### **Implement Actionable Steps for Personal and Business Growth**

By the end of the session, participants will have a clear, actionable plan to break through these obstacles and make meaningful progress in their business and personal life.

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**LIVE YOUR PURPOSE BOLDLY THROUGH BUSINESS**



# Katie Horner

## #4. LEVERAGE YOUR FLAMINGO ADVANTAGE TO CHANGE THE WORLD OF (INSERT YOUR NICHE)

**Alternative title:** The Secret Key to More Joy, Sales and Impact

In this keynote talk, business strategist Katie Horner will inspire, challenge and equip you to embrace your purpose and be bold in building your business/career around it. The world needs what you have to give, and it's your sacred duty to meet that need.

Time: 45-90 min depending on client needs

Learning Objectives :

### **Embrace Your Divinely-Given Purpose**

Identify and align your business or career with your unique purpose for greater fulfillment and success.

### **Pursue Your Calling with Boldness**

Learn strategies to build confidence and step out of your comfort zone for growth and impact.

### **Recognize Serving as a Sacred Duty**

Understand that meeting others' needs through your work is a sacred responsibility.

### **Align Personal Faith with Work in Secular Spaces**

Confidently integrate your faith with your business while honoring spiritual values.

### **Implement Strategies to Align with Purpose**

Apply actionable steps to ensure your business aligns with your purpose for sustainable success.

### **Serve Others with Integrity and Confidence**

Serve with integrity and embrace the financial rewards of meeting needs as part of your calling.



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