

Katie Hornor

Live Your Purpose BOLDLY Through Business

**FLAMINGO-INSPIRED KEYNOTE SPEAKER,
AUTHOR, ENTREPRENEUR**

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.

Connect

📞 Tresa Salters, Exec Assistant

PH/text: 617-688-8622

✉️ Speaker@TheFlamingoAdvantage.com

📍 Campeche, Mexico/ Sioux Falls, SD

🌐 www.KatieHornor.com



Noteworthy

- ✔️ Business Consultant
- ✔️ Award-winning 12x Best-selling author of over 70 books
- ✔️ International Business Owner
- ✔️ Honorary Doctorate from 48 Days
- ✔️ Video Docu-Series



KATIE HORNOR



Keynotes

- ✔️ Leveraging Your Flamingo Advantage to Change the World of (Insert Your Niche)
- ✔️ The Secret Formula to Increased Connection, Conversions and Retention
- ✔️ Five Keys to Taking Action with Your Purpose

What Event Planners Say

"Get to know Katie Hornor. She is a **Rock Star**." – Pete Vargas III, Advance Your Reach

"Loved having you in our studio. **You rocked our stage**. Not for the last time, I'm sure." – Bari Baumgardner, SAGE Events

"If you're looking for a keynote, Katie Hornor is super prepared, personable, relatable and **easy to work with**." – Ryan Steuer, Magnify Missions

"Katie Hornor is an amazing human being, and **expert in her field** and will bring so much value to your audience." – Lisa Vanderkwaak, Speak to Transform

"Katie delivered a **compelling perspective from stage** and she and her team are amazing. I **highly recommend** Katie." – Brian Dixon, Hope Writers



Katie Horner

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

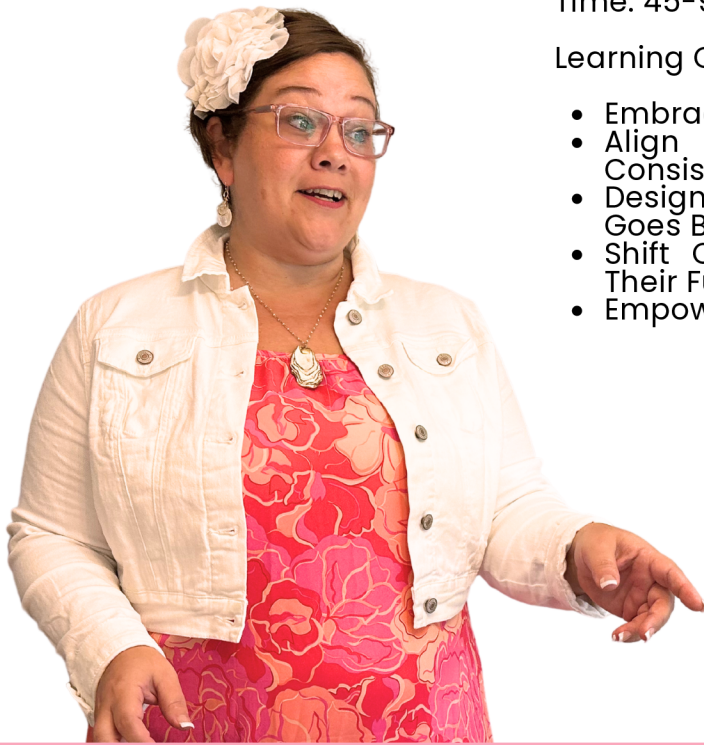
Alternative title: The Secret Steps to More Joy, Sales and Impact – Even if You are in a Crowded Market, Have Little Experience and Don't Enjoy Sales

In this keynote talk, business strategist Katie Horner 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 Horner 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.

SOCIAL: FB /Katie Horner IG /KatieHorner YT /KatieHornerFlamingoAdvantage

PH/TEXT: 617-688-8622 | SPEAKER@THEFLAMINGOADVANTAGE.COM | KATIEHORNOR.COM

10K EMAILS | 50K SOCIAL FOLLOWERS | 250+ PODCAST INTERVIEWS | 90+ STAGES



#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!

Katie Horner 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.



SOCIAL: FB /Katie Horner IG /KatieHorner YT /KatieHornerFlamingoAdvantage

PH/TEXT: 617-688-8622 | SPEAKER@THEFLAMINGOADVANTAGE.COM | KATIEHORNOR.COM

10K EMAILS | 50K SOCIAL FOLLOWERS | 250+ PODCAST INTERVIEWS | 90+ STAGES

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.

Katie Horner 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.



SOCIAL: FB /Katie Horner IG /KatieHorner YT /KatieHornerFlamingoAdvantage

PH/TEXT: 617-688-8622 | SPEAKER@THEFLAMINGOADVANTAGE.COM | KATIEHORNOR.COM

10K EMAILS | 50K SOCIAL FOLLOWERS | 250+ PODCAST INTERVIEWS | 90+ STAGES

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.



Katie Horner 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.

SOCIAL: FB /Katie Horner IG /KatieHorner YT /KatieHornerFlamingoAdvantage

PH/TEXT: 617-688-8622 | SPEAKER@THEFLAMINGOADVANTAGE.COM | KATIEHORNOR.COM

10K EMAILS | 50K SOCIAL FOLLOWERS | 250+ PODCAST INTERVIEWS | 90+ STAGES



Katie Hornor

Live Your Purpose BOLDLY Through Business

FLAMINGO-INSPIRED KEYNOTE SPEAKER,
AUTHOR, ENTREPRENEUR



KATIE HORNOR

Speaker Bio Options

55 word Bio*

Katie Hornor is an award-winning author, keynote speaker, business strategist and Bible teacher. Known for her flamingo metaphors, and belief that each one's unique purpose can be carried out through work, she has helped entrepreneurs double their income, retire their spouses, and create businesses they enjoy - all without compromising their faith, their family or their values.

100 word Bio*

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 TEDx, ABC, NBC, CBS, and FOX.

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.

100 word Bio - Emcee/Consulting Specific*

Katie Hornor is an emcee, 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 TEDx, ABC, NBC, CBS, and FOX.

An enrollment event 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 create businesses that are in service of their unique life purpose so they can have more joy, sales and impact.

**Please use this for any publicity copy for Katie (website, flyers, brochures, meeting handbooks, etc.). Please DO NOT use these as on-stage introductions. Katie has a preferred intro script and can provide a 30 second speaker reel video if desired.*

SOCIAL: FB /Katie Hornor IG /KatieHornor YT /KatieHornorFlamingoAdvantage

PH/TEXT: 617-688-8622 | SPEAKER@THEFLAMINGOADVANTAGE.COM | KATIEHORNOR.COM

Katie Hornor

Live Your Purpose BOLDLY Through Business

**FLAMINGO-INSPIRED KEYNOTE SPEAKER,
AUTHOR, ENTREPRENEUR**



KATIE HORNOR

On-Stage Introduction

A trip up a river and an unforgettable encounter with flamingos in the wild sparked a lifelong mission to help entrepreneurs embrace their unique purpose and boldly live it out through businesses that are in service of their life and calling.

Our next speaker is a prolific, award-winning author, keynote speaker, and business strategist who has empowered thousands to grow their businesses without compromising their faith, family, or values.

As a mother of five, ministry wife, Airbnb owner, and 18 year expat in Mexico, she brings a wealth of experience and passion to the stage. Her masterful use of flamingo metaphors offers a fresh perspective on [conference topic].

Ladies and gentlemen, you're in for a treat. Please welcome to the stage, Katie Hornor!

*Please do not use this as a website bio. Katie has a preferred

SOCIAL: FB /Katie Hornor IG /KatieHornor YT /KatieHornorFlamingoAdvantage
PH/TEXT: 617-688-8622 | SPEAKER@THEFLAMINGOADVANTAGE.COM | KATIEHORNOR.COM

Katie Hornor

Live Your Purpose BOLDLY Through Business

FLAMINGO-INSPIRED KEYNOTE SPEAKER,
AUTHOR, ENTREPRENEUR



KATIE HORNOR

Value Add Options

When you book Katie Hornor, your attendees get the tools and resources to immediately implement their new knowledge with options including:

- **A memorable keepsake**, physical item(s) to reinforce the main keynote actions every time they're seen or used (included)
- **Downloadable Reference Guide** from the Talk, so they can relax and enjoy the session and revisit their favorite information later (included)
- **One of Katie's books** to take home as a tangible reminder of what they learned, with or without a book signing photo op (optional)
- **Ongoing Virtual Resource Training** (optional)
- **Pre-event, during or post-event small group session for your VIPs** (optional)
- **Pre-event promotional video by Katie**, sharing about her session that you can use to market the event (optional)
- **Keynote customization to be a "heart close"** repositioning your event offer to motivate more sales. (optional)
- **Emcee services** to position the hosts/speakers with authority, to keep the attendees focused on the event through line (and schedule) and keep the energy up in between sessions (optional)

All Value-Add Resources marked "included" above are already a part of Katie's speaking fee. For the optional components, it is typically a one-time fee. We are very flexible and get quite creative with pricing and packages. For example, working with sponsors, including them as part of multiple presentation bookings, or for associations, even making them a revenue-generating benefit of membership.

Bottom Line: We Make it Work for You.

Please email us or give us a call to discuss which option(s) work best for your event goals.

SOCIAL: FB /Katie Hornor IG /KatieHornor YT /KatieHornorFlamingoAdvantage

PH/TEXT: 617-688-8622 | SPEAKER@THEFLAMINGOADVANTAGE.COM | KATIEHORNOR.COM