

# YETUNDE TAIWO-SHORTERS

PURPOSE/PERSONAL BRANDING COACH FOR WOMEN ENTREPRENEURS



Yetunde Shorters is known as one of the most sought after purpose clarity and personal branding coach for women entrepreneurs. She is famous for creating successful, profitable personal brands that dramatically increase her clients expert status and attracts their ideal paying customers, so they can positively impact their lives, without being narcissistic or phony. Her clients get to bring their full and authentic self joyfully to the world for Impact and Income.

She uses public relations, creative design and engaging content strategies to do this work. She is a serial entrepreneur, an award winning publicist, Twin-mom and Wife. She is also the founder of Miami based international public relations boutique agency, ICY Public Relations. Not long ago, Yetunde created a premiere African Food Brand:- Afropolitan Chef® that was featured in top media outlets all over the world.

She is a Certified Master Practitioner in NeuroLinguistic Programming (NLP). A Certified Life Coach, Social and Emotional Intelligence Coach and Motivational Coach and has been featured in Elle, CBS, New African Woman, Zen, Kamdora, Tropics magazine, Bella Naija, Radiant Health Magazine and more.

*“My purpose in life is simple... to support women entrepreneurs in stepping fully into their purpose...”*

She is a 4-times Amazon bestselling author, including a cookbook with a cooking show that airs on REDTV in West Africa. Yetunde has also helped 10 entrepreneurs become bestselling authors and built successful personal brands around their books. Over the course of her career as an international Publicist (19+ years), she has secured over 1,500 media features for solopreneurs, Grammy, Tony and MTV award winning artists.

Her clients have been seen by over 40-million people over the past 10 years, with over 40 cover stories, including features in entrepreneur magazine, CBS TV, Good morning America, Elle magazine, Tropics magazine, Essence, Ebony magazine and more.

Over 700 entrepreneurs have experienced her Purpose Breakthrough Session (an intensive, transformative process for helping you connect your purpose to Impact to Income) and transformed their personal brands. She is looking for women who are ready to take their personal brand to the next level, transform lives and reach thousands of people with their purpose. Her goal:-to help more women Live Through Purpose®.

## WORKSHOP

*workshop*



### PURPOSE BREAKTHROUGH SESSION

**90-120 MINUTES**

A brand session identifies what you're the best at that can transform the world, and recommended ways to package that gift, talent or ability to create financial freedom for you and your family. Learn more here:

[www.purposebreakthroughsession.com](http://www.purposebreakthroughsession.com)



### SIGNATURE TALKS **25-45 MINUTES**

- Get Purpose Clarity, Secrets Every Woman Entrepreneur Needs To Know
- What to do When You Have Too Many Passions and Businesses You Want to Launch.
- 3 Surprisingly Ugly Truths About Following Your Purpose
- How to Emotionally Attract Paying Clients Consistently
- Serve Your Purpose and Earn Money Using Social Media, Without Spending a Dollar on Ads



“Having a step-to-step guidance in order to see and understand how I am fortunate to serve is a game changer”-**New York Times Bestselling Author, Clemantine Wamariya**

*happily*  
FEATURED  
ON

CBS

ELLE



KAMDORA

Vanguard

RADIANT

ESSENCE

TO BOOK YETUNDE FOR YOUR NEXT EVENT/CONFERENCE, CONTACT HER MANAGER KIMBERLY JOLASUN AT:  
**EMAIL:** HELLO@YETUNDESHORTERS.COM | **WEB:** WWW.YETUNDESHORTERS.COM



*speaker*

## 3 reasons to hire Yetunde for your next event

YETUNDE AS YOUR NEXT SPEAKER

### 3. Down-to-earth

She grew up in a small town where personal connections were a way of life. She has also travelled the world and experienced various people and cultures. Connecting to others and bringing her full and authentic self to the table, and helping her audience do the same is natural to her, and she creates an empowered and bold space for your audience to be themselves.

### 2. Easy & Fun

She is easy to work with and fun is a requirement for what she does. She comes ready to deliver with simple, relatable and practical steps to help your audience thrive in their purpose. Her content will make your team and your guests feel they can conquer the world and do it confidently.

### 1. Tools and Resources

Your guests/audience will leave inspired, energized and armed with resources they can activate immediately to get the results they came to your event to experience. She will inspire them to take action that changes their lives and offers a new perspective backed by the world's greatest and most powerful.

- Guest speaker at GSE Summit  
Topic: Purpose to Profits The Possibilities
- Keynote speaker at Tropics Business Summit  
Topic: Purposeful Personal Branding
- Main Stage, Keynote speaker at Werk Pray Slay  
Topic: The Power of Purposeful Personal Branding
- Speaker at BMe Community Genius Fellowship  
Topic: Purpose Breakthrough Session Workshop
- Speaker at Dedicated to Digital  
Topic: Content Monetization. How to get paid without questions
- Speaker at the Holistic Fashionista Magazine Empress Festival  
Topic: The Simplicity of Purpose in Personal Branding
- Panelist at the Global Connections for Women Foundation (GC4W)  
Topic: Women and Entrepreneurship
- Speaker at the She Leads Africa NYC Summit  
Workshop: Purposeful and Profitable Personal Branding
- Panelist at the Florida Women's Conference  
Topic: Entrepreneurship 101. What prompted the move to entrepreneurship?
- Panelist at The University of Chicago Booth School of Business on the  
Topic: How Much Has Africa's Image in the Foreign Press Affected Business?

## PAST SPEAKING EVENTS

*events*

"I would absolutely recommend the brand session for anyone trying to supercharge their personal brand and elevate it to another level."- **Chris Neumann, Founder of Commonwealth Ventures, Former Co-Founder-DataHero and 500 Startups**

