

# Hello!

My name is Pam Lawhorne and I am a professional inspirer, trainer, coach and consultant who specializes in the areas of empowerment, personal development, entrepreneurship, creative marketing and small business development.

As a professional inspirer, I work with individuals by challenging, inspiring, and encouraging them to go after their dreams both personally and professionally!

As a coach and consultant, I am skilled at eliciting conversations that have you take action in areas where you have previously been stuck or stopped. In these conversations you will start to see things from a different perspective.

People often wonder what the difference is between coaching and consulting especially since the two words are almost always used interchangeably. I will give you a brief overview of what the two are and what they are not.

**Coaching** is suitable for both personal and business usage because it highlights and enhances what you can readily achieve when given the right support! As a coach I am trained to operate from what is right and what is working versus what is wrong and needs to be fixed. This perspective leaves you empowered and challenged to take the next logical step in your personal or professional career.

**Consulting** is geared more towards the needs of business owners because it gives your business the benefit of leveraging specialized skills that may not exist in your small organization. Many small business owners find that it is cost effective to hire a consultant for focused projects, to assist with marketing strategies and for strategic planning purposes. The benefits of consulting are that you have access to the assistance you need without the expense of hiring a full time staff.

The Life and Personal Development Programs are only available as a coaching program whereas the Business & Marketing Programs are available as both coaching & consulting programs. In some instances it would absolutely be advantageous to use consulting in conjunction with a personal or business coaching program. It all depends on where you are and what you're trying to accomplish.

What makes me unique from others is that I love what I do and truly find joy in uplifting and empowering others to live their lives in a positive manner. To give you some background information on myself, I am an entrepreneur who started five companies and has been in business for more than a decade. I've written a book titled "From Minimum Wage To Getting Paid – How To Become A Successful Entrepreneur With No Money, Education, or Experience!" and in addition I am also a syndicated columnist and my articles appear nationally in newspapers, magazines, on business websites and on-line publications.

As a professional inspirer, trainer, coach and consultant I have spoken to thousands of people, assisted numerous individuals in their personal and professional life, and conducted countless seminars and workshops. I also continuously give back to the community by providing my services to several non-profit organizations.

Over the years I have had the privilege to work with a variety of individuals and businesses. Some of my clients include real estate firms, massage therapists, commercial cleaning companies, shoe stores, several non-profit organizations, magazines, real estate investors, public relations firms, network marketing firms, media relations firms, hair salons, psychologists, bakeries, several professional speakers, nail salons, chiropractors, and several entrepreneurs who were in the planning stage of their business. I've also worked with numerous individuals through my life and personal development coaching programs who were looking to make some positive changes in their life.

Quite often we have the ability and desire to accomplish a goal but in the end we may just need an extra "push" to see it through. As your coach and consultant my job will be to make sure that you not only accomplish your goals but that you do so in a timely manor. We'll work together as a team because that's the only way we'll get things done. And I'll try really hard to make the process fun and enjoyable because changing your life for the positive should be a pleasant experience, not a negative one. That's the type of

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relationship I establish with my clients and that's the only way I can be sure that our calls are something that we both look forward to!

If you have any further questions or this sounds like the type of coach or consultant you're looking for please feel free to contact me. My email address is [Pam.Lawhorne@Empower4U.com](mailto:Pam.Lawhorne@Empower4U.com).

I'll get you the answers you need so we can get you started!

Take care and I look forward to hearing from you soon.

*To Your Health, Wealth & Happiness!*



*Pam Lawhorne*

## Coaching & Consulting Programs

### Life Development Programs

#### **The Purpose And Legacy Program**

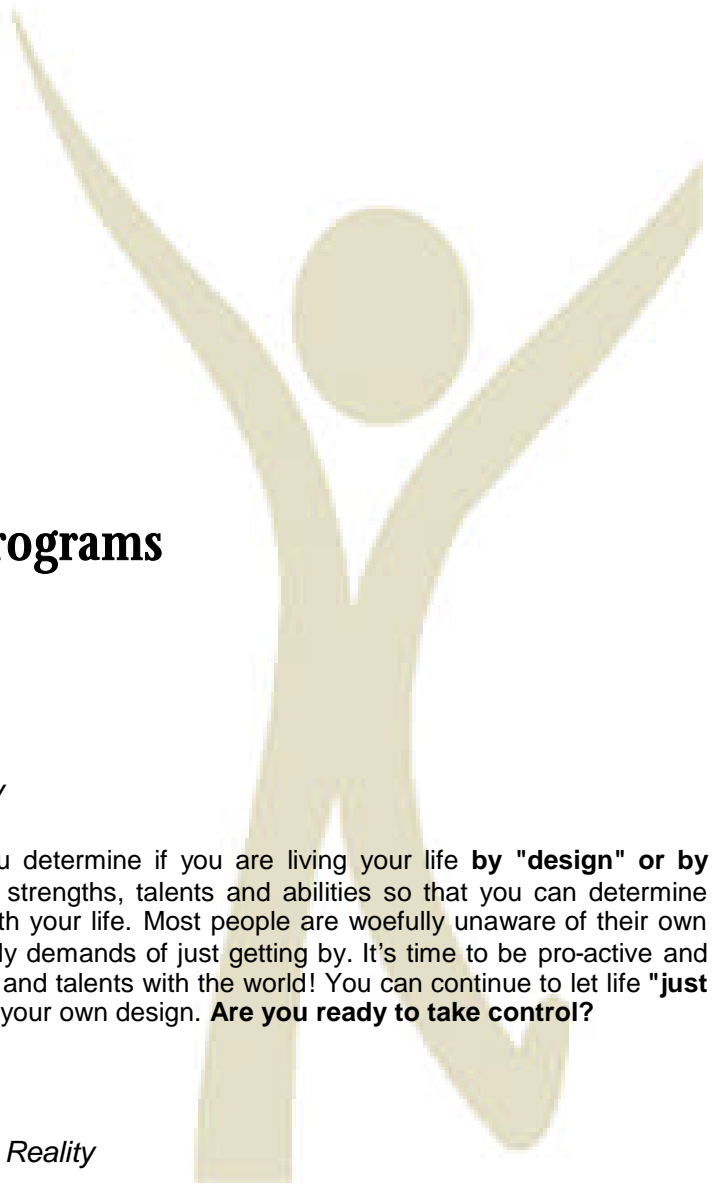
*You Can Create And Determine Your Destiny*

The Purpose And Legacy Program will help you determine if you are living your life **by "design" or by "default"**? Pam will help you find your natural strengths, talents and abilities so that you can determine exactly who you are and what you want to do with your life. Most people are woefully unaware of their own needs and desires and are consumed by the daily demands of just getting by. It's time to be pro-active and design a life that will allow you to share your gifts and talents with the world! You can continue to let life **"just happen"** or you can take action to create a life of your own design. **Are you ready to take control?**

#### **The Why Not "U" Program**

*You Can Turn Your Wishes And Dreams Into Reality*

The Why Not U Program will help realize that **visualizing the results you desire in life** is the most important step you can take towards achieving them. Pam will show you that life has much more to offer...**if only you**



**dare to reach for it!** Not only will you learn to stop living under limited reality, you'll actually learn to amplify your thinking and live a life that you would have never imagined! Once you've fully developed your goals, you'll discover how to instruct your subconscious mind to actually bring them to fruition! Why not you? Why should everyone else have the home of their dreams... the car of their dreams... **the life of their dreams?**

## **The Say Yes To Success Program**

*You Can Be Successful In All That You Do*

The Say Yes To Success Program will show you how you can **be successful in life with all that you set out to do**. Pam shows you how by just making a few positive changes in one or more areas of your life over a period of time you can achieve all of your goals and transform your life! The power of just saying "yes" to success can create amazing, positive changes in your everyday life. If you are not getting the results that you want in any area of your life (health, emotions, finances, relationships, spirituality, business or career), **then it's time to say "yes" to success and achieve your best!**

## Business & Marketing Programs

### **The Kreative Marketing Program**

*Helping You Get Kreative With Your Business*

The Kreative Marketing Program is designed for all businesses old and new! Pam shows you how to use kreative marketing to brand your business and **market your services for next to little or nothing!** Most business owners lack the money that's necessary to compete with larger competitors. You'll learn how you can be an effective self-marketer without spending hundreds or thousands of dollars. Pam has experience creating marketing plans on **big budgets, small budgets and even on "what's a budget's!"** So whatever your situation is, I'm sure you'll learn something that will help you increase your business and revenue too.

### **The New Entrepreneur Program**

*Helping You Get Your Dream Off The Ground*

The New Entrepreneur Program is ideal for individuals who either want to start a new business or have recently started their business within the last two years. Pam teaches you everything she has learned over her **ten plus years of entrepreneurship**. She knows that by doing so you can benefit from her experience and that it will greatly reduce your learning curve. Statistics show that one out of every three new companies will not live to see their three-year anniversary and less than fifty percent will see their fourth. To help prevent you from becoming just another statistic, she provides you with simple strategies that will strengthen your skills and help you build your business on a **strong and stable foundation** so that you'll be on **the fast track to success**.

### **The Time To Grow Business Expansion Program**

*Helping You Take Your Business To The Next Level*

The Time To Grow Expansion Program is for individuals who have been in business for at least 1 – 2 years and are **looking to take things to the next level**. Pam will help you expand your business faster than you would accomplish it by yourself, resulting in building more profits, with less stress, and while having more fun. If you're like most entrepreneurs, you're really good at what you do and that's why you went into business to start with. But there's a lot more to being successful in business than delivering a great product and service. Those other areas may be blind spots for you. And getting all the parts of your business that are critical to your success may be an elusive pursuit. And, that's where we can help!

## Personal Development Programs

## The Supreme Self-Esteem Program

*Master The Habits Of Self-Esteem & Self Confidence*

The Supreme Self-Esteem Program will help you to **overcome low self-esteem; break the vicious cycle of negative self talk, and get rid of shattering, self-limiting beliefs.** Pam will teach you principals that will help set you free so that you can get on with creating the life you deserve to live. If you have not been living up to your full potential, then here's your chance to become the person you've always wanted to be... **happier with self-esteem you never thought you could possess.**

## The Ultimate "U" Program

*Master The Habits Of Loving And Empowering Yourself!*

The Ultimate U Program provides you the powerful tools you need to become your **own best friend!** Pam will teach you how you can create strong, vibrate and loving relationships; begin to develop and trust your inner wisdom; learn to fight off any self doubt; succeed in life personally and professionally; and begin to nurture and take care of yourself fully. **Stop limiting your expectations!** It's time to affirm your self-worth and unleash your true potential.

## The Master Goal Getter Program

*Master The Habits Of Successful Goal Achievers*

The Master Goal Getter Program is an action plan that guides you through the process of **setting and achieving your greatest dreams and goals.** Pam will share with you principles and techniques that are proven to bring about personal success, happiness, and career achievement for people in all walks of life. You'll learn the step-by-step process of how to set goals; take charge of your thoughts and focus on your success; clarify your vision, and clearly outline your goals and objectives. These are concepts you'll use everyday to seize success and **win in the game of life.**

## Coaching & Consulting Packages

### Our Silver Package – Was \$400.00 Now \$200.00

Choose Any One Of Our Coaching Programs And Here's What You'll Get...

- You can choose from any one of our Life Development, Personal Development, or Business & Marketing Coaching Programs.
- Four weekly 45 to 50 minute coaching sessions each month.
- Downloadable MP3 Recordings of each call for your reference.
- Up to eight "Quick Coach" sessions per month (5-minute Q&A's).
- Unlimited e-mail access and support.
- Free monthly newsletter subscription.
- Free access to teleconferences
- 10% Discount off any workshops, seminars or "live" events.
- 10% Discount off any books, CD's, DVD's or at home training systems.

Additional months of our Silver Coaching Package will be priced at \$400 per month. Billing will take place every four weeks and is payable in advance each month. Additional sessions can be added to any program for \$100 per session and must be paid in advance to scheduling.

### Our Gold Package – Was \$450.00 Now \$225.00

## Choose From Two Of Our Coaching Programs And Here's What You'll Get...

- You can choose from any two of our Life Development, Personal Development, or Business & Marketing Coaching Programs.
- Four weekly 45 to 50 minute coaching sessions each month. Will consist of two sessions of each focus area. Sessions can alternate or run consecutively.
- Downloadable MP3 Recordings of each call for your reference.
- Up to eight "Quick Coach" sessions per month (5-minute Q&A's).
- Unlimited e-mail access and support.
- Free monthly newsletter subscription.
- Free access to any of our teleconferences.
- 10% Discount off any workshops, seminars or "live" events.
- 10% Discount off any books, CD's, DVD's or at home training systems.

Additional months of our Gold Coaching Package will be priced at \$450 per month. Billing will take place every four weeks and is payable in advance each month. Additional sessions can be added to any program for \$115 per session and must be paid in advance to scheduling.

## **Our Platinum Package – Was \$500.00 Now \$250.00**

### Choose One Focus Area From Our Coaching & Consulting Programs And Here's What You'll Get...

- You can choose one focus area from any of our Life Development or Personal Development Coaching Programs and one focus area from our Business & Marketing Consulting Programs.
- A total of four weekly 45 to 50 minute coaching/consulting sessions each month. Package will consist of two coaching sessions and two consulting sessions. Sessions will alternate.
- Downloadable MP3 Recordings of each call for your reference.
- Up to eight "Quick Coach" sessions per month (5-minute Q&A's).
- Unlimited e-mail access and support.
- Free monthly newsletter subscription.
- Free access to any of our teleconferences.
- 15% Discount off any workshops, seminars or "live" events.
- 15% Discount off any books, CD's, DVD's or at home training systems.

Additional months of our Platinum Coaching & Consulting Package will be priced at \$500 per month. Billing will take place every four weeks and is payable in advance each month. Additional sessions can be added to any program for \$125 per session and must be paid in advance to scheduling.

## **Our Diamond Package – Was \$600.00 Now \$300.00**

### Choose Any One Of Our Consulting Programs And Here's What You'll Get...

- You can choose from any one of our Business & Marketing Consulting Programs.
- Four weekly 45 to 50 minute consulting sessions each month.
- Downloadable MP3 Recordings of each call for your reference.
- Up to eight "Quick Coach" sessions per month (5-minute Q&A's).
- Unlimited e-mail access and support.
- Free monthly newsletter subscription.
- Free access to teleconferences
- 15% Discount off any workshops, seminars or "live" events.
- 15% Discount off any books, CD's, DVD's or at home training systems.

Additional months of our Diamond Consulting Package will be priced at \$600 per month. Billing will take place every four weeks and is payable in advance each month. Additional sessions can be added to any program for \$150 per session and must be paid in advance to scheduling.

## Our Business Builder Package – Was \$1,000.00 Now \$500.00

Choose From Any Two Of Our Consulting Programs And Here's What You'll Get...

- You can choose from any two of our Business & Marketing Consulting Programs.
- Option A: Four weekly 45 to 50 minute consulting sessions each month. Will consist of two sessions of each focus area. Sessions can alternate or run consecutively. Plus your choice between a 60 minute face-to-face or 90 minute web conference strategy session. All face-to-face meetings must take place in the Charlotte Metropolitan area unless other arrangements are made. Please contact our office for additional information.
- Option B: Four weekly 75 to 90 minute consulting sessions each month. Will consist of two sessions of each focus area. Sessions can alternate or run consecutively.
- Downloadable MP3 Recordings of each call for your reference.
- Up to eight "Quick Coach" sessions per month (5-minute Q&A's).
- Up to eight "Doc Reviews" per month.
- Unlimited e-mail access and support.
- Free monthly newsletter subscription.
- Free access to teleconferences
- 20% Discount off any workshops, seminars or "live" events.
- 20% Discount off any books, CD's, DVD's or at home training systems.

Additional months of our Business Builder Consulting Program will be priced at \$1,000 per month. Billing will take place every four weeks and is payable in advance each month. Additional sessions can be added to any program for \$150 per session and must be paid in advance to scheduling.

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