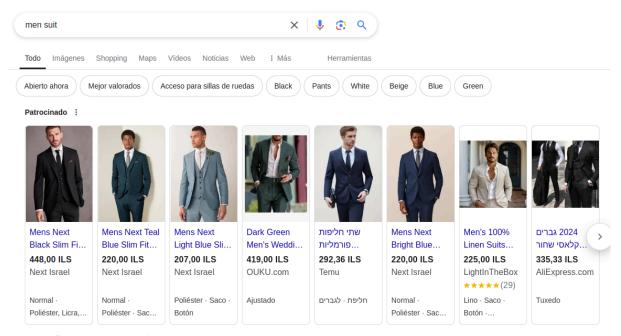
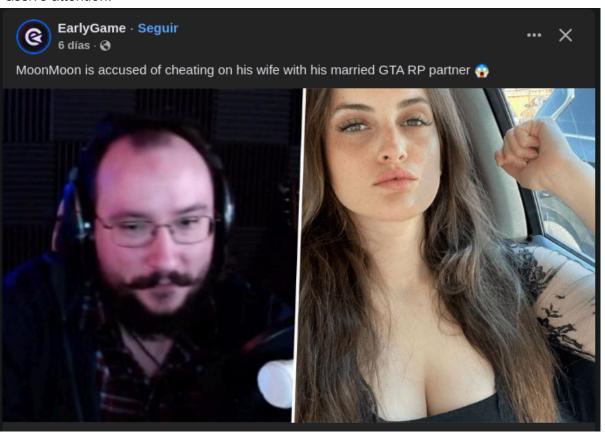
#### MISSION 1: BUSINESS 101

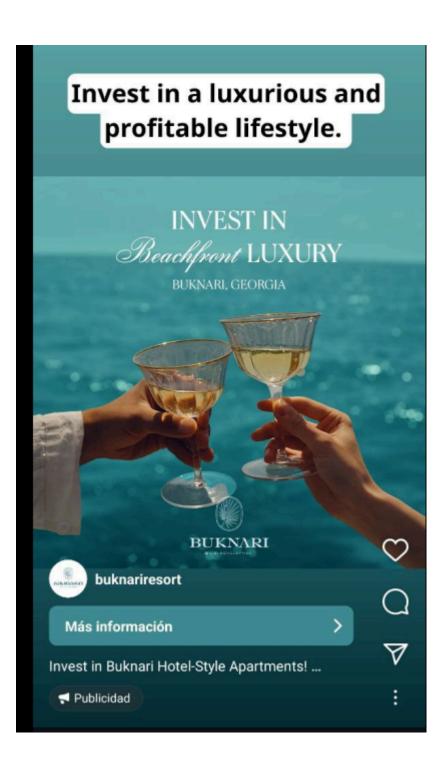
## GOAL: Seek examples online about:

## 1. Active attention:



## 2. Passive attention:





## 3. Increasing desire

# Barbara's speaking clients:

AIG, Avon, Bank of America Merrill Lynch, Barclay's, Business Insider, Business Women's Forum, California Association of Realtors, Cigna, Cobank, Coldwell-Banker, COX, Entrepreneur Magazine, Ernst & Young, First Commerce Credit Union, GE Ventures, Greater Boston Association of Realtors, Harvard Business School, Health Industry Distribution Association, HR Southwest, Inc Magazine, International Game Technology, JP Morgan, KPMG, McGraw Hill, Merrill Lynch Bank of America, Morgan Stanley, National Association of Professional Women, National Business Owners Corporation, The New York Times, PNC Bank, Price Waterhouse Coopers, Prometric, Xerox Global Business, TEDx, TEG Federal Credit Union, T-Mobile, Tennessee Tech University, Texas Mortgage Bankers, Thrivent Financial, Wells Fargo, Yahoo!

## 4. Increasing the belief in the idea



## 5. Increasing Trust

#### SELECTED PRAISE FOR GLOW IN THE F\*CKING DARK



"Tara Schuster is a phenomenal storyteller—a woman who insisted on reclaiming her agency, to shine in bleak circumstances. Glow in the F\*cking Dark is a revealing and powerful book that lit me up from the inside out."

—GLENNON DOYLE, #1 New York Times bestselling author of *Untamed*, founder of Together Rising, and host of the podcast We Can Do Hard Things



"Tara Schuster has done something remarkable: She's written a guide to facing the slings and arrows of life that's both delightfully irreverent and disarmingly earnest. You'll laugh, you'll cry, and you might just come away stronger and better."

— ADAM GRANT, #1 New York Times bestselling author of  $\it Think Again$  and host of the TED podcast WorkLife



"Healing takes effort—and we can't do it alone. In Glow in the F\*cking Dark, Tara Schuster guides us along as she finds her way through her own pain and offers honest, often funny, and actionable advice for taking charge of your emotional health."

-- LORI GOTTLEIB, New York Times bestselling author of Maybe You Should Talk to Someone and co-host of the podcast Dear Therapists



"Glow in the F\*cking Dark proves that Tara Schuster is a modern-day guru for people who really hate gurus. Ruthlessly authentic and bitingly hilarious, Tara takes us on a roller coaster of self-discovery, revealing that we are all the student and the teacher on our own paths to growth and healing."

—MELISSA URBAN, Co-Founder of the Whole30 and bestselling author of The Whole 30 and the forthcoming The Book of Boundaries