



LAURA  
*amra*

2023 MEDIA KIT



# Table of CONTENTS

## PAGE 3

Meet LauraAura

## PAGE 4

As Seen In

## PAGE 5

Social Media Stats

## PAGE 6 - 9

The Gutsy Podcast

Listeners

Stats + Testimonials

## PAGE 10 - 11

Speaker Topics

Book LauraAura



A large, elegant, cursive signature of the name 'LauraAura' in a light gray color.

I'm LauraAura™ – a speaker, coach, author, and all around visionary. I'm like a swift kick in the mental ass followed by the best hug you've ever had. I challenge the beliefs, habits, and stories that have kept people in the same cycle for years (sometimes decades) and provide grounded, practical ways to make small shifts that add up to big (and desired) life + business changes.

After running a branding agency for 16 years, speaking on 50+ podcasts and events, hosting The Gutsy Podcast, a Top 100 Podcast, and coaching hundreds of women back to personal alignment, there are two things I know for sure:

1. People want to hear from people like them without all the fluffy BS. My lovingly blunt style speaks to the part of you that is ready for change.
2. Most people want to be happy but they don't know how to get out of their own way. I back relatable chats with practical ways to take messy action so you can see and feel positive shifts, today.

I'll be the first person to push you out of your comfort zone and the last to hug you as you (and your audience) head to the next level of your life.

It would be an honor to bring my gutsy energy and mind fuckery to your event, stage, or podcast.





"In a world where self-doubt and overthinking often hinder progress, LauraAura and The Gutsy Podcast stand as *beacons of inspiration*, empowering women to step out of their comfort zones and create the lives and businesses they truly desire."

WealthInsider

50+

SPEAKING EVENTS  
+ PODCAST GUEST

170+

GUESTS INTERVIEWED  
ON THE GUTSY  
PODCAST

16+

YEARS IN BUSINESS

360+

AIRED EPISODES OF  
THE GUTSY PODCAST

AS SEEN IN:

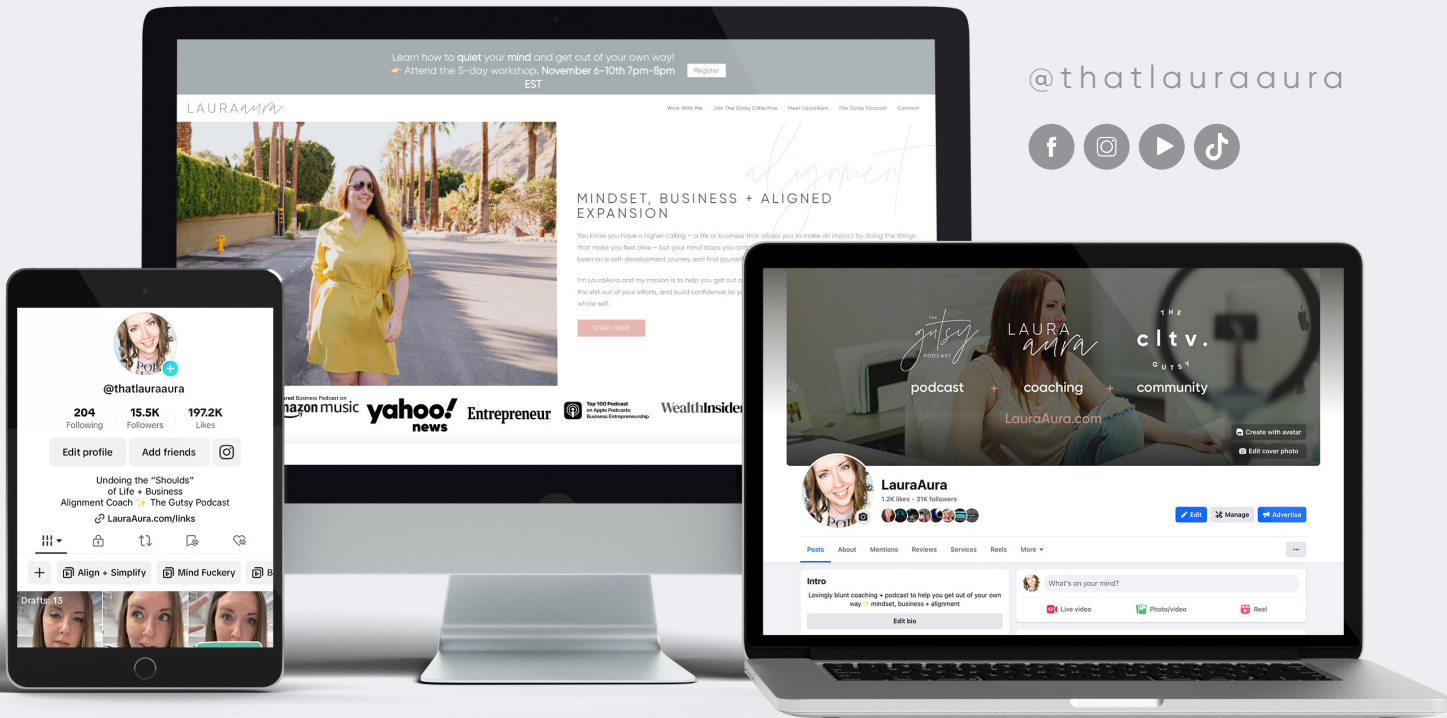
girlboss  Forbes

WealthInsider 

Featured Business Podcast on  


Entrepreneur

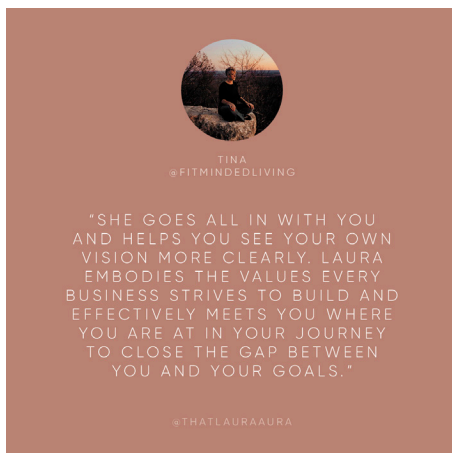
 Top 100 Podcast  
on Apple Podcasts:  
Business Entrepreneurship



@thatlauraura



OVER  
50k  
COMBINED  
SOCIAL MEDIA  
FOLLOWERS





"SHE AND HER GUESTS KEEP IT REAL AND RELATABLE, WHILE AT THE SAME TIME GIVING YOU A GOOD DOSE OF INSPIRATION AND A HELPFUL KICK IN THE PANTS WHEN YOU NEED IT!"

Ashley N Cox - Apple Podcast Review



**Top 100 Podcast**  
on Apple Podcasts:  
Business Entrepreneurship

Featured Business Podcast on  
**amazon music**



I'm all about keeping it real, raw, and ridiculous as well as living life + running a biz authentically. And Aura? Well, I've been told that's the positive energy that radiates when I'm in my zone. All it takes is one spark of an idea and I'm off into a creative world full of big energy, empathetic feels, and endless possibilities.

Every week, I deliver digestible content on The Gutsy Podcast that can be immediately implemented. Tuesday's 55-min episodes feature a guest expert discussing a common problem or question with tangible ways to start shifting your mind and actions.

On Thursdays, we take our Powerback® through 20-min bite-sized episodes, acknowledging a common challenge or belief followed by simple ways to start taking action to reclaim yourself.

My listeners are looking for ways to improve their life, mind, and business. I often hear, *"Holy shit, Laura. It's like you were in my head today!"* These are driven, hungry-for-more people who may be feeling stuck, confused, or alone in their thoughts and feelings. At the end of our episodes, listeners feel inspired to take action to overcome their setbacks so they can start living the life they feel called to.



## MOST POPULAR EPISODES:

Ep 59: The Power of Sexual Energy with Jamie Elizabeth Thompson

Ep 114: Prioritizing health while running a business with Shanna Nelson

Ep 106: How to sell with love with Finka Jerkovic

Ep 2: Top 10 Things You Should Know Before Starting a Business

Ep 66: Learning Your 3 Spaces of Intuition with Sarah Martucci



Ashley N Cox, 08/26/2021

**Relatable, inspiring, and a (helpful) kick in the pants!**

I recently came across The Gutsy Podcast and I was immediately obsessed!! I love Laura's down to earth style, which is so refreshing. She and her guests keep it real and relatable, while at the same time giving you a good dose of inspiration and a helpful kick in the pants when you need it! A must listen for any woman who owns a business and has felt the heavy burden of negative self-talk and doubt before. This podcast will show you that you're not alone — and you hold so much more power than you realize!



Christina | Confetti Creative, 08/13/2021

**A Supportive Space for Women Entrepreneurs!**

Laura is AMAZING at lifting up other women entrepreneurs on her podcast! I love that the show is a mix of business tips and self care. Mindset is SO important as an entrepreneur, and as women, we're so much more likely to put everyone else's mental health before our own. You NEED this podcast if you want your mental health, business and self confidence to thrive equally!



CVenable13, 07/14/2021

**Refreshingly honest and relevant!**

I stumbled across Laura's podcast by chance, and I'm so glad that I did! I am in the beginning stages of my business ventures, and I struggle majorly with mindset and confidence. Laura is refreshingly honest and relatable; she doesn't shy away from difficult topics or hurdles she's faced along the way. She interviews a wide variety of guests that dive deep into difficult topics and then provide actionable steps to overcome challenges. Just listen!



Mikkii50, 08/19/2023

**Gold mine!!**

I have devoured her content! LauraAura is relatable, real (nothing fake or put on here!) and gives actionable, practical steps to putting into practice the concepts that will not only enhance and up level your life and also your business. These steps are not hard and fast rules that you hear everywhere else: she encourages you to take and use what feels good for you.





## EPISODE TOPICS INCLUDE:

Mental + Physical Well-Being

Intuition + Trusting Yourself

Business Growth Strategies

## SHOW FOCUS & QUALITIES:

Humanize the thoughts and feelings we all experience, help women get out of their own way, and provide practical ways for them to begin making aligned shifts that support their desires vs. their limitations.

MY LISTENERS ARE:

- in growth mode
- open to new ideas
- intuitive + energetic
- driven + determined
- called for more in life

Listeners

INTUITIVE WOMEN WHO ARE READY TO UNDO THE EXPECTATIONS THAT WERE PUT ONTO THEM SO THEY CAN LIVE AN ALIGNED + PURPOSE-FILLED LIFE AND BUSINESS.



stats

#### Top App



Apple Podcasts

71%

#### Top Device



Apple iPhone

81%

#### Top Category



Mobile

89%

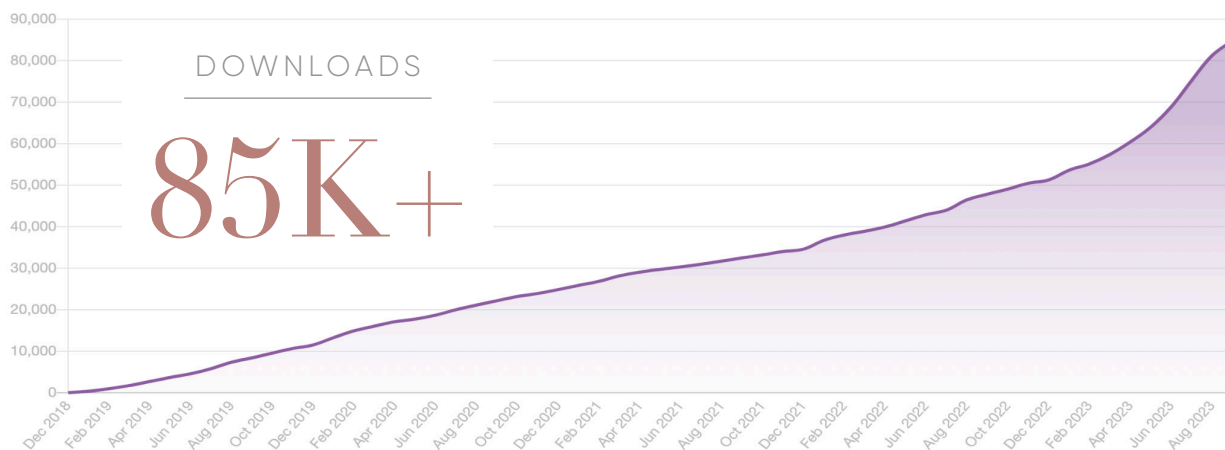
LAST 7 DAYS

LAST 30 DAYS

LAST 90 DAYS

ALL TIME

CUSTOM



THE GUTSY PODCAST BECOMES  
AN AWARD WINNING PODCAST  
FOUR MONTHS AFTER LAUNCHING

#### DOWNLOADED IN

133 COUNTRIES

3831 CITIES

exclusives



A Gutsy Exclusive: Marcus Lemonis from CNBC's The Profit



A Gutsy Exclusive: Tori Dunlap (Her First \$100K)



A Gutsy Exclusive: Jason Feifer (Editor in Chief of Entrepreneur Magazine)

03

SPEAKING

# signature TALKS

## MIND FUCKERY

*Learn how to get out of your own way so you can do the big things you keep daydreaming about.*

You have an idea or aspiration but your mind stops you from moving forward, leaving you stuck in the same cycle, not knowing how to move forward. In this LauraAura signature talk, I share how your subconscious mind likes to run the show and how you can break limiting thoughts, feelings, and habits to live a fulfilling life through my Powerback® Process.

## UNDOING THE SHOULD

The world is full of "shoulds" and it's easy to lose track of who you are and what you really want. In this talk, I teach you how to reconnect with who you are and what you really want by releasing the thoughts, feelings, and expectations of others and embracing your aligned truth.

## UNDOING YOUR BUSINESS

Reclaim the parts of yourself that you have unintentionally given away to people, circumstances, or situations so that you can create the business you actually want. I teach how to recognize misalignment in your business, the art of allowing vs. forcing, and how to get out of your head to take aligned action.



"WHAT SETS LAURA  
APART IS HER ABILITY TO  
COMBINE TOUGH LOVE WITH  
UNWAVERING SUPPORT."

**WealthInsider**



"LAURA IS  
REFRESHINGLY  
HONEST AND  
RELATABLE; SHE  
DOESN'T SHY  
AWAY FROM  
DIFFICULT TOPICS  
OR HURDLES  
SHE'S FACED  
ALONG THE WAY."

CVenable13, Apple Podcast Review

Whether on stage or on a podcast, my number one goal is to help women get out of their own way so they can learn to trust themselves again.

Sometimes it's an emotional release, other times it's a "HELL YES" enthusiasm - but I can promise you this... I vow to show up and guide your audience back to the core of who they truly are.



## TYPES OF EVENTS:

Podcasts (mindset, business, alignment)

Women's Conferences + Events

Business Conferences + Events

Workshops, Expos + Retreats

## BOOK LAURA

To book LauraAura for your next event or conference please contact the LA team at [admin@worxand.co](mailto:admin@worxand.co) or submit a form at [lauraaura.com/speaking](http://lauraaura.com/speaking)