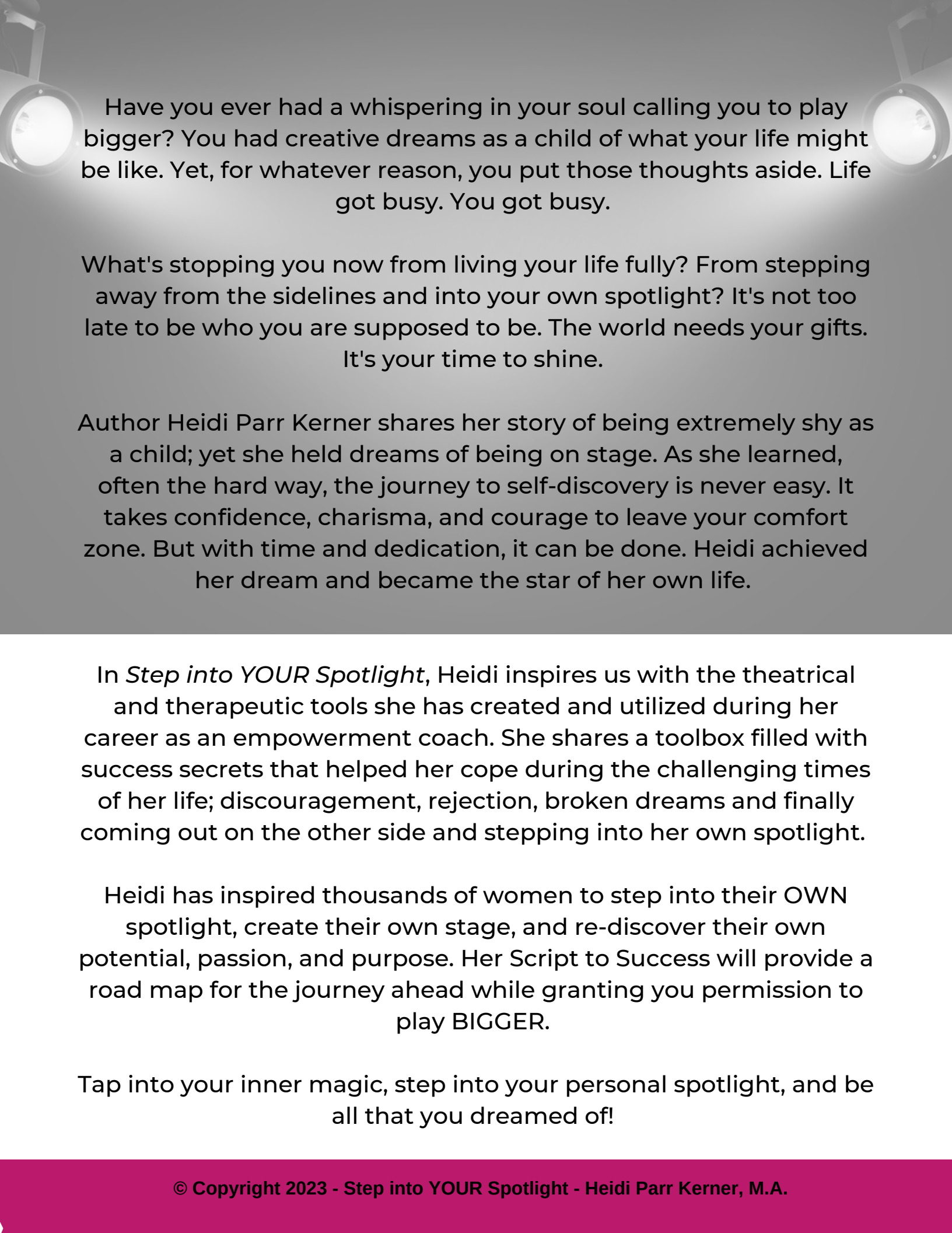


Step into YOUR Spotlight



Gain Confidence, Charisma & Courage

The background features a soft, circular spotlight effect centered on the text, with a gradient from light to dark grey. Two stylized spotlight fixtures are visible in the top corners, one on the left and one on the right, casting light towards the center.

Have you ever had a whispering in your soul calling you to play bigger? You had creative dreams as a child of what your life might be like. Yet, for whatever reason, you put those thoughts aside. Life got busy. You got busy.

What's stopping you now from living your life fully? From stepping away from the sidelines and into your own spotlight? It's not too late to be who you are supposed to be. The world needs your gifts. It's your time to shine.

Author Heidi Parr Kerner shares her story of being extremely shy as a child; yet she held dreams of being on stage. As she learned, often the hard way, the journey to self-discovery is never easy. It takes confidence, charisma, and courage to leave your comfort zone. But with time and dedication, it can be done. Heidi achieved her dream and became the star of her own life.

In *Step into YOUR Spotlight*, Heidi inspires us with the theatrical and therapeutic tools she has created and utilized during her career as an empowerment coach. She shares a toolbox filled with success secrets that helped her cope during the challenging times of her life; discouragement, rejection, broken dreams and finally coming out on the other side and stepping into her own spotlight.

Heidi has inspired thousands of women to step into their OWN spotlight, create their own stage, and re-discover their own potential, passion, and purpose. Her *Script to Success* will provide a road map for the journey ahead while granting you permission to play BIGGER.

Tap into your inner magic, step into your personal spotlight, and be all that you dreamed of!

Meet Heidi Parr Kerner, M.A.



Self-Made Businesswoman
Motivational Speaker
Frustrated Actress
The Networking Queen
Author

Heidi Parr Kerner's passion is to help women become all that they can be and to live their life with purpose and confidence.

In *Step into YOUR Spotlight*, Heidi tells her story of struggle with her own self-esteem, difficulty "owning her power," and challenge in finding a life partner.

Heidi has positioned herself as a leader in the arena of women's empowerment, business networking, motivational speaking, sales training, and transformational change.

With a master's degree in psychology, she has a coast-to-coast career that spans over 25 years and includes roles as a certified career coach, workshop facilitator, radio host, actress/producer, author, and keynote speaker.

She provides step-by-step guidance to assist others to get out of their comfort zone and to live boldly and confidently in their professional and personal lives.

On a personal note, Heidi is very involved in community theater, the arts, dancing and performing locally. She loves to travel with her husband, Phil.



Inside *Step into YOUR Spotlight* you'll discover your script for success.

How to:

Pinpoint your inspiration

Dress for success

Connect with new people

Achieve big goals

Uncover blocks that keep you stuck

Find love and keep it alive

Slow down, be present, and enjoy the spotlight

Avoid the dreaded Busy Disease

And more!

Heidi's unique tips, tools, and techniques have helped thousands of women live a more confident life. Whether you're at a business meeting or a dinner party, her advice works both in your personal and professional life so you can be the woman you've always dreamed of being!

Talk Show Topics

In the book, *Step into Your Spotlight* Heidi talks about "The 3 Sisters" she names: Confidence, Charisma, and Courage. These are characters she created to help anyone overcome obstacles in their life and to call on to "act as if" when needed. She's excited to share her sisters with your audience!

Confidence, Charisma & Courage

Which Sister do you need to spend more time with?

Confidence

- Are you challenged with speaking up for yourself, being assertive, and sharing your opinions with others?
- Do you have difficulty saying "no"? Always apologizing?
- Do you feel fearful to move out of your comfort zone? Are you worried about what others think about you?
- Does your personal image need a makeover?
- Do you have anxiety when you speak in front of an audience?

Charisma

- Have you been told that your facial expression appears as if you are angry or annoyed? A.K.A. known as (the resting "b" face).
- When you walk into a room of people you don't know do you feel awkward and "wish" or escape as soon as possible?
- Have you ever been told by others that you lack energy or enthusiasm? And this is not necessarily your intent.
- Do you struggle with small talk, building rapport and making a good first impression?
- Are you uncomfortable with eye contact and often feel intimidated by others?

Courage

- Do you tend to procrastinate when you have some projects that need completed?
- Are you concerned about letting your guard down and being vulnerable for fear others will see you as weak?
- Is it hard for you to ask for help? Feeling like you need to do everything yourself?
- Are there passions and interests you want to pursue? Yet you feel stuck and have the "why bother" syndrome?
- Do you find yourself over thinking and not taking risks that might move you forward?

If you answered YES to any of the questions about that is where you can reach out to your Sisters: **Charisma**, **Confidence**, and **Courage**. **Charisma** wants you to have more FUN. Be playful. Smile. Practice being present, open and approachable and see the results you get! **Confidence** wants you to speak UP. To hold your head high. Act as if you are confident. Practice speaking clearly. Use positive self talk. And take up space! **Courage** wants you to take action. One step at a time. Do it even if you are afraid. It's vulnerable to take risks. **Courage** will hold your hand. You are BRAVE!

Talk Show Topics

From SHY to SHINE

I'm shy, how do I shine? If you are naturally shy, are you doomed to be overlooked in your career, compared to others that appear more confident?

Heidi refers to herself as a "recovering introvert" so shy growing up her mother had to bribe her with money to say HELLO to the boy at the bus stop. However, she knew deep inside she was meant for more and thus needed to get out of her "comfort zone" with basic "social skills" to get her gifts out there into the world.

Do you have a "Resting B Face" (unhappy face) where people are always asking you what's wrong? Do you walk into a room scared, looking down and uncomfortable? Are you afraid to approach new people and say HELLO?

This segment includes:

- The number 1 mistake people make that keeps them stuck in shyness
- Five conversation starters they can utilize immediately to build rapport with others
- How to use the power of role models to help increase one's charisma
- Four body language tips for introverts to inspire confidence
- Mindset tips to stay present and to shake off your shyness!



The Busy Disease

Do you find yourself running from one event to another? Telling people (like a badge of honor) "I'm busy, I'm busy", yet is this self-inflicted? A way to stay disconnected and distracted from your goals? Heidi talks about "being busy" as a disease and how, like any form of addiction, you can overcome it. She will share 4 ways to cure the "busy disease" and take back your life!

Talk Show Topics

Mirror, Mirror on the Wall

Do you have difficulty looking at yourself in the mirror? Do you hear that critical voice inside? There is a power in looking at yourself from a non-judgmental standpoint. How does one do that? Heidi talks about how to look at yourself from a different perspective to develop self-love, self-esteem, and confidence. Learn how to look at yourself in the mirror and love it!

When You Don't Fit In

When Heidi moved "back home" to her small town after 20 years in Los Angeles, much to her chagrin and disappointment, she was met with rejection and not accepted because of her "flair" and personality. She shares her story and with others that don't feel they "belong" and what you can do to empower yourself to find your tribe!

Drugs Almost Broke my Family

Do you have a loved one who is addicted to drugs? Alcohol? Do you struggle with how to help an addict? Heidi searched a long time to find love and the "one." When she did find her husband who had previously been married, she was excited to welcome her 4 stepsons. However, very quickly in her new marriage an intruder took over. All 4 boys suffered from various forms of addiction including heroin. She talks candidly about how she had to navigate her new marriage, introduce tough love, and discusses with addicts one of 3 things will happen. They will go to jail, die, or rehab and recover. In a vulnerable few chapters in her book, Heidi discusses how she experienced all three of these episodes and in the end there is always hope!

Finding the One

Are you looking for that wonderful relationship? A loving partner? Or maybe feel you are too old, and your time has passed. Heidi found love later in life and shares in her book how she manifested her "mate" through a series of practices including: feng shui, vision boards, dancing, and journaling. She hosts seminars and has helped so many women over the age of 50 (and younger) to attract their ideal mate. Some of these tips include how to flirt, how to be in feminine mode and how to honor and respect how a man (or male energy) thinks. Finding love, or even the idea of dating even, can be scary and overwhelming. However, if finding a partner is in your "heart" be open to new ways to attract your ideal mate!



Praise for *Step into YOUR Spotlight*

"I am so glad that I had the opportunity to read *Step into your Spotlight* by Heidi Parr Kerner. She authentically takes us on her journey from being a shy young girl to leaning on her inner game tools that she refers to as Sisters and blooms into a beautiful and brilliant woman. She put her journey into action by being of service and works with other women to step into their spotlight.

I highly recommend this book."

~ **Joie Gharrity**, Brand Consultant, Podcaster, International Speaker, and Author of *Being Your Own Superstar* and *The Red Carpet Guide to Visibility and Influence*

"If your dreams don't scare you, they are not BIG enough. Heidi Parr Kerner's book *Step into YOUR Spotlight* is the perfect 'Script for Success' introducing Confidence, Charisma, and Courage into any role you may be playing... personally or professionally. It's time to be the leading lady of your own life!"

~ **Barbara Niven**, Actress, Producer, Speaker, and Bestselling Author of *111 Star Power Tips: Insider Secrets from a Hollywood Pro*

"To play bigger and create wealth and abundance in all areas of your life, you must start with a clear vision and have the confidence to 'own' what you truly want. In *Step into YOUR Spotlight*, Heidi shares how to believe in yourself and how important it is to get out of your comfort zone and ask for help.

This book is truly an invitation for women to trust their inner wisdom and be courageous in the pursuit of their dreams!"

~ **Susan Wilson Solovic**, Author of *The Girls' Guide to Power and Success* and *The Girls' Guide to Building a Million Dollar Business*

"I have seen Heidi grow into a local celebrity in her hometown Erie, helping dozens of other women find their voice. Now, she is sharing her wisdom with all of us, reminding us to wake up to what our souls are trying to tell us and giving us the tools—confidence, charisma, and courage—to achieve our goals. I would not be the award-winning filmmaker I am today without those tools. I encourage you to step into your own spotlight. This book will show you how."

~ **Luchina Fisher**, Award-Winning Director, Writer, and Producer

"This amazing book is filled with her years of experience, wisdom, and the steps to guide you to manifest more success in all areas of your life. Her inspiring stories and tips will ignite you to forge ahead to achieve your goals... and to shine your light while you're doing it!"

~ **Renée Piane**, The Love Designer, Relationship Reinvention Expert, and Author of *Get Real about LOVE*

Q & A with Heidi Parr Kerner

1. What inspired you to write Step into Your Spotlight?

As a coach for over 25 years, one major theme with the women I work with is they weren't living up to their full potential. They wanted to but didn't know how. In my group settings or one-on-one coaching, I saw miraculous changes with my clients by just introducing a few tools and tips that helped them to pursue their dreams! I wanted to share these stories in Step into Your Spotlight to inspire women to try some new ways to live so that they can honor their life purpose and make an impact. And to remind these women that it's never too late to be who you were meant to be!

2. How did you go from being such a shy girl to motivational speaker?

I refer to myself as a "recovering introvert." I was so shy growing up my mother had to bribe me to say "Hello" to the boy I waited with at the bus stop. For three years! I didn't like that part of me. I was tired of being invisible, not feeling seen or heard. I made a decision that, even though I felt uncomfortable in my own skin, I was meant for bigger things; thus, I needed to trust that inner voice.

3. Tell us about the "Sisters": Confidence, Charisma, and Courage.

As an introvert, I observed others. I studied the "popular" girls. How they dressed, walked into a room, smiled, and interacted with people. I developed these characters, the "Sisters" to help me "act as if" I had Confidence, Charisma, and Courage and called on them to help me at different times when needed. They are always "waiting in the wings" and ready to help!

4. Why do you think women are afraid of playing bigger?

I believe many women had childhood dreams of who they wanted to be. However, life got in the way. Many developed what I call "The Busy Disease," just rushing through life with normal responsibilities. Busy building families, work, community activities. However, there comes a time, usually a "wake up call," when we say, "What happened to that little girl with big dreams?"

5. What was it like coming back home to small city living after the L.A. life?

I was so excited to come back home and share with my community all that I had learned in my 20 years of living in Los Angeles. When I made my "grand entrance" at several of the local business functions, I was disheartened they were less than welcoming. It was felt I was "too much," "not needed in Erie," and certainly not accepted in the community. A painful challenge, yes. Until I reinvented myself.

Q & A with Heidi Parr Kerner

6. Share with us what you call the “script for success.”

As a therapist and with my theater experience, I developed a unique toolbox that has served me well over the years. I share these key tips within the book and how they have helped many of my clients in their personal and professional growth. Some of them include to first "take off that mask" that you are hiding behind and let yourself be seen. Have a role model that you can lean into for when you are feeling sad or scared. Ask for help, envision, and affirm your success, move your body, get in touch with your feminine self, dress the part, be on time, and do your daily disciplines!

7. You share several stories about being rejected. How did you overcome that shame you felt?

One of my biggest lessons was to learn how not to take things personally. This is a challenging mindset. And I found many of my clients suffered from this symptom as well. People project their "stuff" onto us. Once we understand this concept, the healing begins, and it helps mitigate unnecessary pain.

8. What was the most challenging part for you to write about?

Writing about how I felt rejected by my networking community when they wanted me to quit still hurts. Rejection is hard but even more so when it's public. Also, writing about how I thought my new family was going to be just like the Brady Bunch and how drugs quickly ended that fantasy meant that I needed to go back to those uncomfortable feelings to authentically share my vulnerability. And to relive the passing of my stepson, a shock that will never be healed, still brings me to tears.

9. What was your favorite moment to write about?

Living in Los Angeles with a hope and a dream. Being "chosen" out of hundreds to be cast in the TV show thirtysomething. To meet my husband at my 25th year reunion and our wonderful year long romantic courtship. My wedding day was the happiest day of my life. And to write about all of the women I've coached and to see how far they've come has brought me so much joy!

10. Who would most benefit from this book?

This book is for any woman who wants more out of her life and some new ideas to help her get there. I honor my nieces (who I coach), who have embraced the "Sisters" in the book, and they range in age from 14–23 years old. I believe anyone that feels like there is the "whispering in their soul" that there is more will find what they need in this book.

Book Heidi

Heidi is a professional business keynote speaker, trainer, and motivational coach. Heidi inspires her worldwide audiences to live their lives with more confidence and clarity so they may reach their full potential at home and work.

As a certified seminar leader, an M.A. in Psychology, and a leader in her community, Heidi has the tools to help success-driven professionals navigate the challenges they face on a daily basis.

Heidi is frequently asked to speak within a variety of industries including: corporations, Universities, hospitals, non-profits, and female entrepreneurs. Heidi customizes workshops, trainings, and keynote talks based on the needs of her audience.

Her inspirational message on confidence for women entrepreneurs makes her the perfect guest speaker! Heidi is media savvy and will be the perfect guest for your television audience, interviews for radio and podcasts, magazine articles and keynote speaker for your next women's empowerment event.

Heidi is a trained seminar leader and is very comfortable interacting with your studio in person or with an audio audience. Please feel welcome to have Heidi, "coach live" some of your viewers who might be interested in trying on some of the tangible techniques she describes in the book.



Live Coaching Examples:

Asking an audience member which "Sister" they need more of? And let's bring her on stage!

Do you have a "Resting B Face" (unhappy face) where people are always asking you what's wrong? Do you want to change it?

Do you walk into a room scared, looking down and uncomfortable? Do you want to bring on some confidence?

Are you afraid to approach new people and say HELLO? Let's practice in 3 steps!

Who's a role model you admire? How does she walk? Talk? Let's practice.

Connect with Heidi

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