

April Adams Pertuis

STORYTELLING & VISIBILITY EXPERT |
SPEAKER | AUTHOR | COMMUNITY BUILDER



April Adams Pertuis is a Visibility and Media specialist. She is in the business of storytelling. Her philosophy is “everyone has a story” and she’s fascinated with getting to the Core of what that story is.

April’s career spans more than 30 years as a journalist, producer, writer, and positive encourager. She is an award-winning video journalist who has worked for CBS Television, HGTV, DIY Network, Food Network, and numerous private industries where she has interviewed thousands of people and crafted their story as a result.

Today, April works with people and brands to help them tell their story in a more authentic way so they can reach more customers, attract new clients, grow their audience, and ultimately tap into their true power.

One of her favorite components of storytelling is piecing the puzzle together to craft a compelling, emotional and meaningful story that touches others. No matter what the business is, what the product is, what the service is — the heart of people is always what matters! April’s passion created the LIGHTbeamers Community on Facebook to give women a private and safe space to have open & honest conversations about life, business, personal growth, and spirituality. She also launched her own podcast titled The Inside Story Podcast, where she takes listeners behind inspiring success stories of different men and women, including her own.

April has studied under mentors Marie Forleo and Gabrielle Bernstein to further her knowledge and understanding of business and spirituality, and how they co-exist in today’s modern world. She is also a deeply devoted member of her church, where she has served in many leadership roles, including being ordained as a Deacon. Her thirst for anything personal development & spiritual growth is never-ending, and her enthusiasm and positive energy is infectious.

April leads retreats, workshops, and storytelling symposiums throughout the year to take women on a storytelling journey — helping them tap into their authentic voice and learn the power of their words. Her motto is “when we share our stories, we shine our light” — and her goal is to have women share their journey more openly so it may inspire others to do the same.

When she’s not spinning her ideas into projects, April spends a good amount of time volunteering in her community because “when you do good, good comes to you”. She also spends her time chasing her two kids and dreaming of her next vacation to quiet beaches with her husband. Forever a “girl of summer”, April enjoys anything related to the summer sun — beaches, pools, hiking, lakes, rivers, backyard BBQ’s, and spending time family and friends.

Connect With April!



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