



[www.lightbeamers.com](http://www.lightbeamers.com)

*April Adams Pertuis*

SPEAKER. AUTHOR. STORYTELLER.  
UNLOCKING THE POWER OF STORIES  
TO TRANSFORM LIVES AND  
BUSINESSES

MEDIA KIT

# Meet April:

**Helping mission-driven leaders and entrepreneurs discover their inherent ability to reach people by teaching them how to share their story so they can create deeper connections and build strategic relationships.**

April Adams Pertuis is a dynamic force in the world of storytelling and visibility, empowering mission-driven female entrepreneurs and business leaders to leverage the strength of their Story to create more connection, build community, and increase deal flow.

As the visionary Founder and CEO of LIGHTbeamers, April pioneers the way for women to use their stories as a catalyst for growth. When April speaks, audiences discover the power of their own story to create more cohesive communities, build stronger relationships, and attract ideal outcomes. The key message is always “everybody has a story” and that story is a powerful beacon used to shine a light for others.



# As Seen In



RODAN+FIELDS



With over 30 years of experience in the storytelling and media industry, April's journey has evolved from the world of television journalism and production to becoming a sought after Thought Leader in Women's Empowerment.

April's impact extends beyond inspiration, as she has played a pivotal role in helping thousands of women build their brand authority through strategic podcast appearances, impactful speaking engagements, and successful book launches. Her philosophy "everybody has a story" is a guiding light, reminding us that when we share our stories, we not only connect deeper with others but also illuminate our own path to success.

# Keynote #1

“Storytelling Camp: Where will You Pitch Your Tent in 2024?”

There are typically two types of storytellers, and knowing which type you are is crucial to understanding your limitations around storytelling. In this address, April helps audiences identify which “camp” do they primarily reside. The goal is to move the audience out of one camp (wherever they are) and into the ultimate place — where storytelling becomes the focus and leads to increased connection, communication, and commerce in their business.

## Key Audience Takeaways:

- ✓ Clearly identify which Storytelling “Camp” you are in
- ✓ Realize how hanging out in one camp is limiting your ability to connect deeper with your audience/clients/team and creating a disconnect in your ability to grow as a leader.
- ✓ Action steps to take to move from one camp to another, to make storytelling more of a focus so you can create better connections with your people.



# Keynote #2

“Rise as an Empowered Storyteller: How to use Storytelling to Step out of the Shadows and Take Your Seat at the Table of Life”

In this address, April skillfully lays out how to overcome the #1 problem for most women leaders – letting parts of their story hold them back from harnessing their true power. April helps you understand the parts of your story worth sharing, and what can remain on the editing room floor. April will teach you how to craft your story using her signature Story Arc Framework. Using this approach to storytelling, you learn how to stop letting some stories have power over you, and instead harness the power of your story to show up more fully in life!

## Key Audience Takeaways:

- ✓ Identify the stories that are currently holding you back (creating a dis-empowered state)
- ✓ How to utilize a simple storytelling framework to craft your own empowered story, and use it as a guide to uplevel your position in life and start asking for what you deserve!
- ✓ Walk away feeling empowered by their story, emitting a renewed sense of worth and value to spark change in their life, and create a ripple effect for others.





## Fast Facts

- ✓ #1 Bestselling Author of 3 compilation books: *Elevate Your Voice*, *Step Into Your Brave*, and *Shine Your Light*.
- ✓ Host of top-rated (top 2 %) Podcast, *The Inside Story with April Adams Pertuis* in 4th year of weekly production.
- ✓ Cultivated and built a vibrant online global community spanning over 10 different countries and reaching thousands of women through weekly storytelling prompts and connection exercises.
- ✓ Has interviewed over 10,000 people in her career— including high-profile celebrities, athletes, and future Presidents of the United States.
- ✓ Accolades and Awards include numerous 1st place Associated Press award, Telly awards, and top-rated digital programming for brands (storytelling focused).



In the hands of April Adams Pertuis, storytelling becomes a transformative tool, creating a ripple effect of empowerment and change for women around the world.

# Words of Praise



"April was the best speaker we have ever had! Hire her!" -Melissa Davis



"She is highly relatable and engages her audience to take action!"

-Mandy Epley



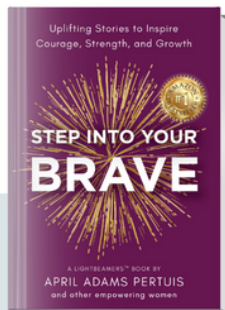
"April is gifted at connecting with her audience so that every presentation is fresh and has a business changing impact." -Tami VanHoy



# Other Media Highlights

Check out our **Bestselling Collaborative book series**, in which we helped 33 other women become #1 Bestselling Published Authors:

## #1 AMAZON BEST-SELLING BOOKS



[WWW.LIGHTBEAMERS.COM/BOOKS](http://WWW.LIGHTBEAMERS.COM/BOOKS)



# FOX NEWS FEATURE



[LISTEN TO THE INTERVIEW HERE](#)

# WOMAN'S WORLD MAGAZINE FEATURE

BOOKS

## Shine Your Light Is A Journey of Empowerment and Transformation of 13 Women

By [Karen Sheedy](#) | November 1, 2023



[READ THE ARTICLE HERE](#)



## GET IN TOUCH

April is the CEO & Founder of LIGHTbeamers.

April is based in New Braunfels, Texas and is available for Keynote Speaking, Workshops, and group Trainings in-person (globally), as well as Virtual Summits, Podcasts, and Guest Expert features.

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