

# PRESS KIT



**BETSYJORDAN**  
philanthropist. activist. creator.

## CONTACT

Trish Thomas

+1 720.224.4923

[press@betsyjordan.com](mailto:press@betsyjordan.com)

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





I am Betsy Jordan, a philanthropist, activist and creator who is on a mission to transform the world through kindness, empowering others to live lives of passion, purpose and freedom.

My beliefs are that rapid transformation is possible from anywhere at any point in our lives, and 100% is possible 100% of the time. This optimism, resilience and confidence has been pivotal in becoming the person I am today.

As a best-selling author, Executive Producer, and elite experiential and transformational coach, my reach has encompassed politics, film, large-scale philanthropy, spiritual study, entrepreneurship, and more. [BullsEye Coach](#), a premier licensed coaching methodology that up-levels coaches in a proven system to deliver rapid client results, is another endeavor of which I am immensely proud.

All the initiatives I undertake are designed to power human enlightenment and transform lives, so that individuals can in turn improve their own lives and make a positive impact on the world around them. Today, perhaps more than ever, people need fresh perspective, new modes of thinking, and better tools for living to break out of the despair, anxiety, polarization and aggression that are becoming hallmarks of modern society.

Throughout my life, an endless quest to love and accept myself and others has been my chief aim... To live authentically, craft an impactful legacy, and create guides, programs and tools that help others do the same. Over the years, I have had the honor of influencing and advising top political and business consultants, tech founders, healthcare executives, financiers, health coaches, filmmakers, and even yogis and real estate developers around the world.

New opportunities excite me, as does the chance to share my knowledge, partner with like-minded collaborators and offer thought leadership and insight. I am available to speak at events, develop written or live guest contributions, provide background and insight as a subject matter expert, or make appearances across a wide range of media channels from television and film to podcasts and radio shows.

Explore my work and open your mind to the possibilities.

With love and gratitude,

Betsy



# ABOUT BETSY JORDAN

**PERSONAL** Lives in Washington D.C. Originally from North Carolina. Previous career experience was marketing, customer relations, event planning and real estate. Now a best selling author, speaker, coach, philanthropist and filmmaker.

**MISSION** Empowering lives of passion, purpose and freedom through kindness.

**EDUCATION** BS in Business Administration from the [University of North Carolina at Chapel Hill](#) and PhD in Experiential Training through Direct Impact and the Legacy Center

**COACHING EXPERTISE** One of the first Mind/Body Educators in the US, certified by Deepak Chopra and David Simon through the [Chopra Institute](#); Senior (ASC) Accreditation with the [IAPC&M](#); ASC through the International Institute of Coaching and Mentoring (IIC&M); Founder of [BullsEye Coach](#), a premier licensed coaching methodology that up-levels coaches in a proven system to deliver rapid client results.

**BOOKS** Prolific author with multiple book releases including:

- BullsEye!: The Seven Tactics to Hit the Bull's-Eye in Your Business (1st and 2nd Edition)
- BullsEye!: The Seven Tactics To Hit Your Bull's Eye (Film Industry Professional's Edition)
- Print and Audio Books for BullsEye! and each of the Seven Tactics: See!, Act!, Connect!, Experience!, Launch!, Power Up! and Expand!
- Coach! The Seven Keys for the Beginning Coach (Oneness, Inter-dimension, Movement, Paradox, Exchange, Personal Power and Yin-Yang with individual print and audio books)
- Seven Absolute Keys to Create Anything you Want

**FILM** Active in the film industry as:

- Actor, Producer and Writer;
- Member of the North Carolina Film Council for 12 years as an appointee of the Governor;
- Producer of [Power Track](#), a two time International Film Festival winner;
- Producer of [The Devil's Stomping Ground](#), World Premier November 2022.

**GIVING & CAUSES** Wide ranging interests, philanthropic endeavors and activism, including:

- Candidate for North Carolina House District 20 in 2014;
- Founding Donor: [Betsy L. Jordan Artificial Intelligence Cancer Research Fund](#).

## CONTACT

Trish Thomas  
+1 720.224.4923  
[press@betsyjordan.com](mailto:press@betsyjordan.com)



## FULL BIO

Betsy Jordan is a philanthropist, activist and creator who has helped elevate CEOs, entrepreneurs, politicians, artists, and public figures around the globe. A best-selling author, Executive Producer, and highly-regarded experiential and transformational coach since 2001, she is the founder of [BullsEye Coach](#), a premier licensed methodology that up-levels coaches in a proven system to deliver rapid client results.

Betsy earned her coaching stripes when she was awarded senior (ASC) status accreditation with the [IAPC&M](#), giving her the distinction of operating in the top 1% of the coaching profession worldwide. In 1992, she became one of the first designated Mind Body Educators through the [Chopra Institute](#), and draws upon foundational principles blending spiritual awakening with pattern interruption, turbo-charged self-discovery, visioning, and activation to drive rapid transformation for diverse clients across all arenas of their lives.

Betsy began her career as a rising star in marketing and customer relations within the banking and real estate industries. Later, she stepped into the role of entrepreneur as a co-founder of Jordan McColl & Associates, a meeting and events company. She also founded The Creative Connection, Inc., a full service marketing company. Active in the film industry, she produced Power Track, a two time International Film Festival winner and a prime real-life illustration of the seven tactics taught through her BullsEye Coaching program.

A prolific author, Betsy enjoys crafting not only books but also opinion pieces, and engaging in thought leadership. She is an avid traveler and enjoys meeting beautiful souls who understand and further her mission to transform the world through kindness.

Over the years, Betsy has influenced top political and business consultants, tech founders, healthcare executives, financiers, health coaches, filmmakers, and even yogis and real estate developers internationally. Through books, speeches, writings, causes and programs, Betsy encourages people to love and accept themselves and others, live authentically, and live lives of passion, purpose and freedom.



"BETSY IS AN INSPIRED LEADER WITH ENERGY AND PASSION TO SHARE HER  
MANY GIFTS AND TALENTS."

Denise Cline  
Attorney-at-Law & Founder, Denise Smith Cline PLLC

## WHAT THE WORLD HAS TO SAY

"I hired Betsy for executive coaching, and it was one of the best decisions I've made in a while. She revitalized key aspects of my career with her thoughtful and disciplined methodology. She is so intelligent and empathetic, yet she'll tell you when you're full of sh\*t when you need to hear it. I highly recommend her to turbo-charge your life."

**Chip Venters**  
**CEO, Equal Access Carriers**

"North Carolina's film industry was well served through Betsy's insight, hard work and commitment. Betsy championed projects that promoted the industry and was able to focus on the key issues that made a difference in how North Carolina competed against other states. She's a great ally."

**Monty Hagler**  
**President & CEO, RLF Communications; Worldcom North America Region Chair & Group Board Member**

"Betsy is bright and highly intuitive. Her assistance with me at a critical point in my life's journey was instrumental in helping me in many areas, both professional and personal. Anyone hiring her will be rewarded many times over."

**Joe Christian**  
**Money Coach, Author & Keynote Speaker**

"Betsy Jordan has a keen insight into helping people achieve their life goals. She has an uncanny knack for breaking down barriers that may be creating obstacles for people that they cannot see for themselves. Spending time with Betsy is like drinking from a cold fountain on an incredibly hot day - you always want to come back for more!"

**Anna Watson Blair**  
**Infusion Therapy Nurse, UNC-Hospitals**

"Betsy brings a great energy and enthusiasm to her work. Creative, concise and fun."

**Joe D'Alessandro**  
**Managing Partner, Bell Tower Media Group LLC**





# MEDIA ASSETS



**HEADSHOTS:** View and download on [Google Drive](#)

**RECENT PRESS:**

Inspiring Women Today [Podcast](#)

UNC Lineberger Comprehensive Cancer Center [Article](#)

**FILMOGRAPHY:** [IMDb](#)

Producer of [Power Track](#), a two time International Film Festival winner

Producer of [The Devil's Stomping Ground](#), World Premier November 2022

**WEBSITES:**

[BetsyJordan.com](#)

[BullsEyeCoach.com](#)

**BOOKS:**

**SOCIAL MEDIA CHANNELS:**





BETSY'S APPROACH TO LIFE, HER ENDEAVORS AS A PHILANTHROPIST AND CREATIVE FORCE, AND HER COACHING METHODOLOGY, BLEND SOULFUL AWAKENING WITH PATTERN INTERRUPTION, TURBO-CHARGED SELF-DISCOVERY, VISIONING, AND EXPERIENTIAL ACTIVATION.

#### BETSY IS AVAILABLE FOR:

- Keynote addresses and event presentations;
- Guest podcast and webinar appearances;
- Content contributions to blogs, websites, events, and more;
- Digital and traditional media appearances;
- Custom training courses, retreats and seminars;
- Media interviews and subject matter expert contributions.

#### CONTACT

Trish Thomas  
+1 720.224.4923  
[press@betsyjordan.com](mailto:press@betsyjordan.com)