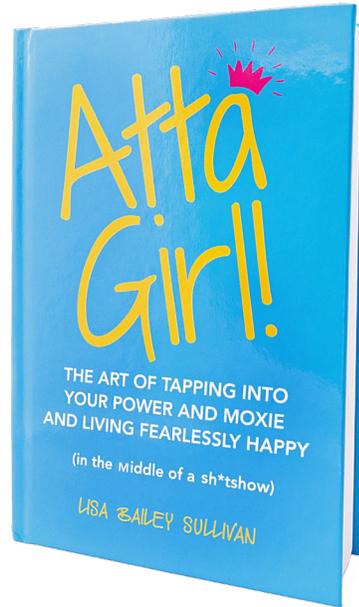


About *Lisa* Bailey Sullivan

Lisa is a wife, mom, recovering marketing exec, happiness activist and the C3PO (chief compassion, courage, and positivity officer) of her crazy-happy life. Most of all, she's someone who wants to lighten up the world and help others become more positive and optimistic and realize their full potential.

She is also the founder of Camp Atta Girl!™, a campy and empowering retreat that helps women everywhere discover or rediscover their voice, power, self-love, and joy.

Presenting
an Easy-to-Use & Fun
Woman's Guide
to Tapping Into
Her Power and Moxie
And Living
Fearlessly Happy
Through Any and All
Challenges!



About *Atta Girl!*

The Art of Tapping into Your Power and Moxie
and Living Fearlessly Happy *(in the middle of a sh*tshow)*

Women often go through challenges that can leave them feeling scared and anxious. They've lost both their power and voice and need a map back to themselves.

Atta Girl! combines deeply personal anecdotes from Camp Atta Girl! founder Lisa Bailey Sullivan with practical activities that take you back to a more authentic life filled with joy and purpose.

Once scared and stressed following a life-changing moment, Lisa shares the step-by-step practices that helped her tap into her power and moxie and overcome her fear.

For More Information, Interviews,
and to Obtain a Review Copy:

VISIT: attagirlbook.com
EMAIL: lisa@happinesselement.com
CALL: 512.944.8697



Drawing from the latest in positive psychology and more than two decades of marketing leadership experience, Lisa offers simple, tested actions that help reduce stress and anxiety and cultivate a lasting sense of wellbeing at work and in life.

Her unique book includes easy-to-use happiness tools along with tongue-in-cheek "alerts" that call your attention to things you should avoid. As a wife, mother of two, aspiring small business owner and more, Lisa knows how difficult things can be when the unexpected happens. Her honest advice is filled with heart and humor to help you through tough times with laughter and a big "Atta Girl!" for all you do in life.

Available on Amazon,
Barnes & Noble & Balboa Press
ISBN-13: 978-1982243210
ISBN-13: 978-1982243234

Interview Lisa

Ask Lisa to Write an Article

Review the Book

Bring Lisa to Your Next Gathering

Give Your Women Audiences an
"atta girl!"

Atta Girl!...

- Is a step-by-step guide to tapping into your power and moxie, especially when challenges arise.
- Offers more than 25 tools and "Happy Acts" for creating change, along with cheeky "alerts" highlighting important information
- Takes you through the 4 arts: tapping into happiness; tapping into power; tapping into moxie; and living fearlessly happy
- Focuses on positive psychology and the research behind happiness, along with lessons Lisa's learned throughout her life. It draws from the inspirational material Lisa teaches women at her Camp Atta Girl! retreats
- Is written with honesty, humor and heart with anecdotes, inspirational quotes and whimsical graphics tying it all together.

In Atta Girl!, You'll...

- Learn how It's never too late to be who you want to be. You are NOT too old!
- Discover how to live and thrive despite challenges that come up
- Tap into your power and learn to use your voice, two things women often lose during a lifetime of working and doing things for others instead of themselves
- Discover how to get rid of labels that others (and sometimes you) place on you
- Learn the power of words and how using them can create the life you want
- Stop once and for all caring what others think about you
- Finally become and love your true and wonderful self

Atta Girl! is For...

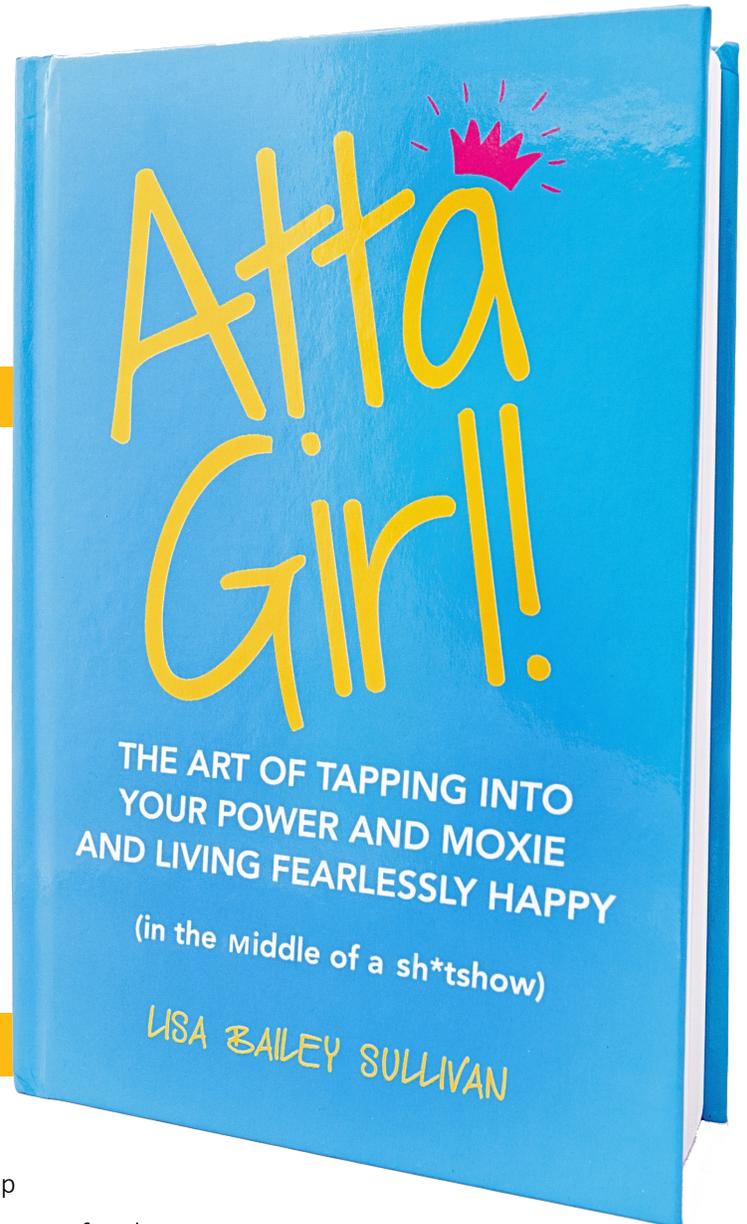
- Women over 45 who are going through transitions or dealing with any sh*tshows in their lives such as a work stress, layoffs, illnesses, divorces, relational challenges, family drama, or any life-changing moments that steal their smiles and joy.
- Every woman — no matter what age — who's ever felt exhausted, scared, worried and wondered what she can do to rediscover that spunky, playful girl she used to be and how she can overcome obstacles to her living a happier life

For More Information, Interviews, and to Obtain Review Copy:

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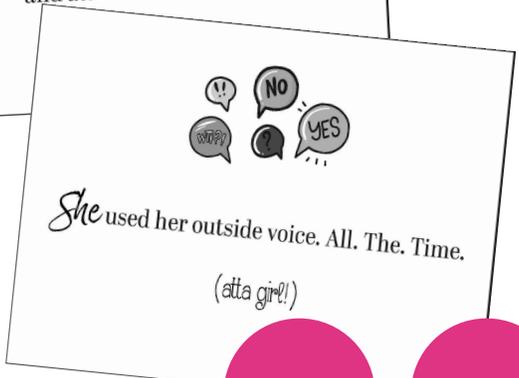
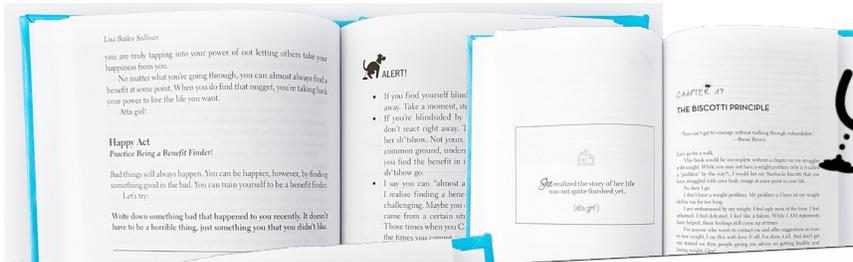


Atta Girl!
is for every woman who's ever felt exhausted, scared, worried, or just wants to be reminded of that spunky, playful girl that's inside her... still.

“Lisa has woven together research, ideas, sayings to live by, adorable cartoons, and wise instructions, all adding up to a road map for a glorious life”

~ Megha Nancy Buttenheim,
Dancer, Author, Founder of Let
Your Yoga Dance

Atta Girl!

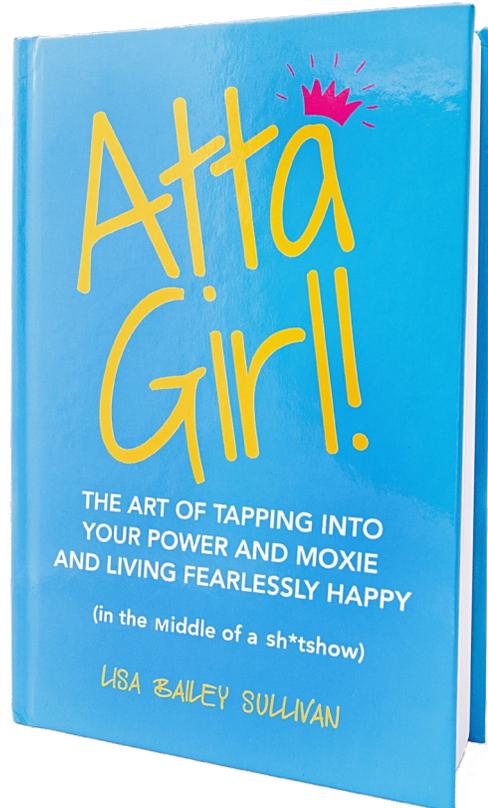


From Personal Anecdotes and Whimsical Graphics to “Happy Acts” and Cheeky “Alerts” ...
Atta Girl! Is a Fun Romp Through a Carefully Curated Ensemble of Science and Woo-Woo!



“You are brave. You are strong. You are worthy. It’s time to embrace your power and your voice. It’s time to be magnificently you and rule your own life. It’s time to place that crown proudly on your head. Atta girl!”

Lisa Bailey Sullivan



Lisa Bailey Sullivan

Author • Speaker • Trainer • Happiness Activist • Life Enthusiast



Lisa Bailey Sullivan is a wife, mom, recovering corporate marketing exec, and the C3PO (Chief Compassion, Courage & Positivity Officer) of her mostly crazy-happy life. As a happiness activist, she's motivated to create positive change in the world. She's particularly passionate about helping women unapologetically play big and have fun, embrace their true selves, and do what they're being called to do — no more delays!

Drawing from the science of positive psychology, her more than two decades of marketing leadership experience, and a little woo-woo, Lisa offers simple, tested actions that can help reduce stress and anxiety and cultivate a lasting sense of wellbeing, at work and in life.

Lisa is a proud graduate of the Happiness Studies Academy. She is certified in both positive psychology and Let Your Yoga Dance®, a beautiful practice of yoga dance and movement. Lisa is also the founder of Camp Atta Girl!™, a campy and empowering retreat that helps women everywhere discover or rediscover their voice, power, self-love, and joy.

- Twenty Years as Marketing Exec for National and International Companies
- Certified in Positive Psychology Through the Wholebeing Institute
- Graduate of the Happiness Studies Academy, Certified Happiness Facilitator, and Certified in Happiness from Harvard's Tal Ben-Shahar
- Trained in Google's Search Inside Yourself Leadership Training
- Certified Let Your Yoga Dance Teacher
- Certified Teacher in Mike Dooley's Infinite Possibilities



“Lisa’s authenticity, knowledge of positive psychology and zest — her humor, love, and compassion — is infectious.”
~ Ellen G.

“Lisa has a magic way of connecting with people!”
~ Beth S.

“Thanks to Lisa, I have the tools to help me be a stronger person, learn to love myself first.”
~ Peggy W.

“She ignited the passion, energy and joy. This not only helped me, but gave me the tools to share ‘this gift’ with others.”
~ Carole F.

Lisa Bailey Sullivan

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happinesselement & campattagirl



@18lisa



lisa_bailey_sullivan



lisasullivan18

Bring Lisa to Your Next Gathering

POSITIVITY
PURPOSE
RESILIENCE
INSPIRATION
HAPPINESS

Lisa and this book will help women:

- Rediscover their voices and power with heart and humor
- Move through their fears and come out on the other side happier and with a purpose
- Discover researched tools that will help them create a happier and more fulfilling life, at work and at home
- Do what their heart is calling them to do
- Finally become and love their true and wonderful selves

“Inspirational, thought-provoking, time-well spent. I will be processing these gifts for a long time-will receive benefits for the rest of my life”
~ Barbie W.

Just some of the Keynotes and Workshops She Offers

- Rediscover Your Moxie!
Learn the true road map to rediscovering your fearless, spunky and amazing self! Overcome all roadblocks that get in the way of you becoming the best you.
- Let Your Happy Out! (atta girl!)
Find your power, voice, self-Love and joy through the science of happiness, music and movement.
- This Place is Nuts! Finding Your Happiness at Work!
It's not the place that's nuts, it's how you handle the normal stresses of work that's a little nuts.
- Finding Your Superpowers!
Tap into your inner passion and strengths and learn how focusing on your top inner strengths can make you happier and more successful.

4 Reasons to Have Lisa Speak at Your Next Event or Hold a Workshop at Your Organization...

1. Real

She has an authenticity and realness that inspires change. She's been there. She's been through what they've been through. She understands.

2. Experiential

She's not going to just "talk" at your audience, she'll interact with them. She'll make everyone in your audience feel like they can accomplish anything and give them a few "atta girls!" for all they do each and every day.

3. Tools & Take Aways

She'll tailor her message to meet any topic or challenge facing your audience. Your audience will be energized, motivated, and empowered with tools they can put to use immediately! Her message can even be tailored for women AND men. (atta boy!)

4. The "Happier" Factor

Her message is happiness-filled: high energy delivery, engaging presentation, science-backed and simple life-changing messages. It's not about being happy all the time, but being happier than before.

“I came back on Monday and started using one of the tools in our practice. The energy of the entire office went up after just one day!”

~ Pam D.

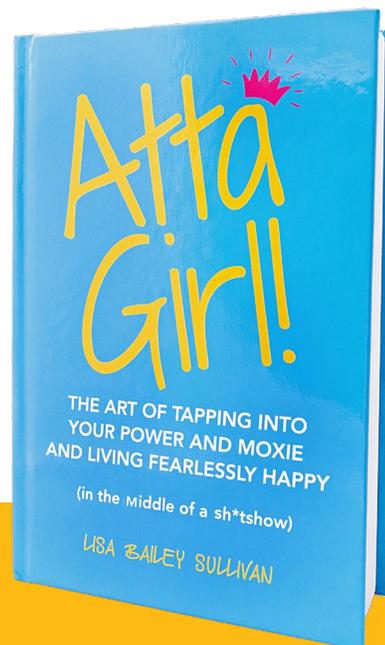


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Atta Girl! Book Draws on the Inspirational Material Taught at Camp Atta Girl! Retreats!

Camp Atta Girl!

Where Women Play Big

Camp Atta Girl! is an retreat for women who are tired of playing small. It's a day filled with self-discovery, happiness, music, movement and fun! Women rediscover their power, voice, strength, courage and laughter and receive tools to survive (and succeed) in the work world "wilderness" and beyond!

Campers connect with other like-minded women who are going through the same challenges and stresses, all while learning techniques to increase their happiness, ways to create their best lives and tools to tap into their lifes' purpose...all while celebrating each other and having a blast!

“A fantastic mix of science and woo. I have struggled in my own work to find this balance. Seeing you, hearing you in action has opened up the door for my own woo to be a little more present.”
~ Sarah M.

Our Camp Atta Girl! one-day retreat is held 2-3 times a year, in different cities, with its homebase in Dripping Springs, Texas, just outside Austin.

Camp Atta Girl! Reignite is our overnight campy and fun retreat. Overnight Camps are held once a year.

Find Your Support

Discover tools for feeling grounded and safe — the foundation for letting your light and happiness shine bright.

Gain Your Balance

Steady yourself by tapping into love for self and others. Replace perfectionism with peace and purpose.

Unleash Your Warrior

Access your inner power and strength. Get ready to take on the world as the wonder woman you truly are.



Express Yourself

Turn up the joy and laugh like you just don't care. Meet your wild, crazy, wonderful self, and claim her place in

this world of possibilities.



Play big.
(atta girl!)

EMAIL: lisa@happinesselement.com
CALL: 512.944.8697

campattagirl.com



A Few Possible Interview Questions For Lisa

Author of...

*Atta Girl! The Art of Tapping into Your Power and Moxie
(in the middle of a sh*tshow)*

How did the book come to be? Why a book?

Who is Lisa Bailey Sullivan? What are your qualifications for writing this book?

What is positive psychology and the science of happiness?

What is the main theme of your book?

What are the differences between women and men when it comes to fear?

What do you mean by “sh*tshow”?

What are the “alerts” in your book?

What is the Biscotti Principle?

What is Camp Atta Girl!?

What is Let Your Yoga Dance?

What’s the significance of the crown on the cover?

What do you mean by “moxie?”

What is the main thing you want women to walk away with after reading Atta Girl!?

