

tera nelson

STORY STRATEGIST | MESSAGING EXPERT | SPEAKER

Helping entrepreneurs become
irresistible to their ideal clients





STOP FEELING LIKE A BEST-KEPT SECRET

No entrepreneur should struggle to be seen in the marketplace, because each and every one has a gift that the world needs. The problem is, the online space is so noisy and oversaturated that consumers have a hard time knowing who to choose.

Most business owners don't know what steps they need to take or even understand why they aren't naturally as successful as they should be. Tera Nelson, story strategist and messaging expert, teaches entrepreneurs exactly how to get clarity on their business message, market themselves through visual and verbal story and go from unseen to irresistible in the eyes of their ideal clients.



signature talk

HOW TO GO FROM
UNSEEN TO IRRESISTIBLE
TO YOUR DREAM CLIENTS

People unhappy in their jobs feel trapped. They like the security of the paycheck, but they dread everything it takes to get it. In her signature presentation, Diane teaches that understanding your strengths allows you to release limiting beliefs. Landing dream jobs, getting promotions, starting a thriving new business are all possible with Diane's Career Advantage Formula. It's the fastest way to get a career you love.

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“ I believe that no entrepreneur should struggle to be seen in their marketplace because each and every one has a gift that the world needs.

- TERA NELSON



ABOUT *tera nelson*

Tera Nelson is the creator of Unseen to Irresistible and is an expert in visual brand messaging, story strategy and she serves as a catalyst for growth. For 12 years she has taught entrepreneurs, individuals and companies how to authentically tell their story. She has worked with top companies such as Adobe and Amazon. She now serves as a Messaging Expert and Story Strategist identifying the core issues that hold people back from achieving their dream job. As a keynote speaker, Tera teaches entrepreneurs, thought leaders and business owners how to get clarity on their entrepreneurial purpose, capture it in authentic story and build a manageable and profitable platform so they can become irresistible to their ideal clients.

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PRAISE FOR *tera*

“ *I was struggling to put all of the pieces of my business together into a single cohesive brand. Tera showed me how to do exactly that. It's the first time I have felt like I was on the right path since expanding my company.*

— **Sonya Sullins, Course Creator + Wellness Coach**

“ *Not only did I find someone who could speak into my personal brand, but I also found someone to be my champion. She captured my message in a way that no one else ever has and “got me.” I highly recommend her to anyone looking to grow.*

— **Alejandra Gonzalez, Financial Planner + Real Estate Investor**

“ *Tera has a way of reaching out and finding the gold in others. After hearing her speak, I left with unprecedented clarity on my message and the steps I needed to take to get to the next level in my business.*

— **Risa Ryger, Business Owner + Speaker**



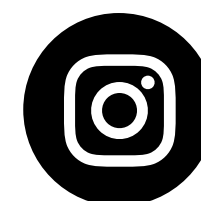
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