

COURTNEY DEFEO



Courtney is an expert in the field of people and brand development, and began her career as an intern with Ketchum Public Relations, based in Atlanta, working her way into the role of Senior Account Executive. She has partnered extensively with well-recognized national brands providing branding, media relations, event marketing and research consultation and direction. She was employed with Chick-fil-A for 6 years as a member of the company's full-time marketing staff, with dual responsibilities in serving as both an innovator in display/in-store POP advertising and brand marketing curriculum, training and education.

Since her departure from the corporate sector, Courtney has worked as a homemaker, mom and started her own business. Lil Light O' Mine was launched in 2011 with a mission to empower moms and change little lives through innovation in the home. In addition to online resources and a community of relatable moms, Lil Light O' Mine introduced ABC Scripture Cards to the marketplace – the first scripture memory cards of its kind – designed to merge a teachable tool that also decorates. This product was featured on The View and is now sold in hundreds of stores across the US including LifeWay. This product is manufactured by Magnolia Lane Collection as a part of their Light 'Em Up Gifts Line which just recently introduced Conversation Cups and Virtue Cards to the market.

In 2014, Courtney launched her first book, *In This House, We Will Giggle*, by Waterbrook Multnomah. Her hope for this project is to influence families to bring faith to life in a fun way. To hear more laughter and less lectures. By equipping them with 12 virtues and 12 family fun activities, parents will have a practical resource to apply the desire they share – to raise kids that make a difference in their community.

The following is a list of Courtney's speaking topics:



Most parents are stressed, yet yearning, to have a home filled with joy and peace. How do we flip the switch from teaching through lectures vs. teaching through laughter? Courtney shares biblical knowledge and insight from families to inspire and motivate. She casts a vision for a house full of joy and makes it practical. The goal is that our kids experience serving, loving and giving – in a way that it isn't a chore. Following God is an adventure and it's contagious.



This 30-minute action packed session makes big ideas seem doable. Courtney loves to bring practical ideas to motivated moms. She covers six of the biblical virtues from *In This House, We Will Giggle* and brings those to life through props. She shares 30 ideas that to help parents make

virtues, love and laughter a daily part of their family life. Handout is provided as a giveaway so parents aren't scribbling to keep up.

OPT. **3.** LET YOUR LIGHT
SHINE

Courtney shares from life experience how God can use anyone to shine His light. How do we determine our next steps? Our calling? How do we practically shine a light in our communities? How do we keep the focus on God's glory vs. shining a light on ourselves? Courtney using inspiring stories and fun illustrations to bring Matthew 5:16 to the heart of intentional parents. This is a great message for a diverse audience. The application can be personal but also transfer into parenting little lights that shine.

OPT. **4.** LIGHT 'EM UP:
SHOWING YOUR KIDS HOW TO
CHANGE A COMMUNITY

Courtney believes our kids can change the world, and she has seen it happening. Thousands of people joined her for a movement called "Light 'Em Up" which is simply families lighting up communities through kindness. She shares why generosity is important for families to pursue together and also gives practical ways to make that happen. Our kids are more ready than we know to impact lives around them. Let Courtney share how they can do it.

OPT 5. FINDING PURPOSE IN MOTHERHOOD

Courtney remembers the day she quit her job, and it felt like she lost a limb. Mothers everywhere relate to the identity crisis that comes with having children. How do you find purpose in your role as a mom – whether you work out of the home or not? How do you stop the cycle of staying busy and learn contentment? How can you give your times, gifts and talents to God? How do you have the courage to obey what He asks you to do? How do you balance ministry and motherhood in a way that honors God? Courtney will share her story from a marketing team to diaper changer to sitting on The View with her first product.

OPT 6. HOW TO CREATE MEANINGFUL PRODUCTS THAT LAST

The world does not need more stuff. However, they do need encouragement and love and products with purpose. Courtney didn't set out to have a brand or a line of products. She set out to use innovation to change little lives and empower moms. Courtney shares the story of ABC Scripture Cards and Conversation Cups in a way that will motivate others to bring meaning and mission into their businesses.

SPEAKER FEES

Local, one-hour talk (no overnight)	\$800 + travel
One-hour talk + one night stay and hotel	\$1,500 + travel
Two one-hour talks + one night stay and hotel	\$2,000 + travel
Three one-hour talks + one night stay and hotel	\$2,500 + travel
Four one-hour talks + two night stay and hotel	\$4,000 + travel

For further information or booking, please contact Courtney:

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SAMPLE MESSAGE: <https://vimeo.com/141664035>

YouTube Link to Trailer Video: <https://www.youtube.com/watch?v=efCnuYM3y0c>