



DR. NATASHA NORRIS

Keynote Speaker • Author • Media & Marketing Business Strategist

“Visibility is cute. Conversion pays the bills.”

MEDIA KIT · 2026

The Biographies

SHORT · MEDIUM · LONG



SHORT BIO — FOR EVENT PROGRAMS & INTRODUCTIONS

Dr. Natasha Norris is an elite business strategist, author, and keynote speaker who bridges the gap between high-level tactical planning and high-ticket revenue conversion. Drawing on her 26-year career in military intelligence and mission planning, she helps corporate leaders and entrepreneurs eliminate operational chaos, build unbreakable leadership structures, and drive measurable business growth.

MEDIUM BIO — FOR EVENT WEBSITES & STAGE INTRODUCTIONS

A powerhouse force at the intersection of operational excellence and revenue strategy, Dr. Natasha translates battlefield-tested precision into the boardroom. Renowned for her signature philosophy, “Visibility is cute. Conversion pays the bills,” she delivers hard-hitting, actionable frameworks across leadership development, systemic scaling, and high-ticket conversion.

LONG BIO — FOR MEDIA KITS, PRESS PACKETS & DEEP-DIVE PROFILES

Dr. Natasha Norris is a master strategist who has spent her life designing, securing, and executing high-stakes missions. Upon transitioning to the private sector, she founded her elite advisory practice on three pillars: absolute operational clarity, systemic alignment, and high-ticket conversion — teaching organizations to stop “building busy” and start “building better.”

A dynamic, highly sought-after speaker, Dr. Natasha commands stages with a presence that combines military authority, corporate sophistication, and heart-centered empowerment. She is a prolific author, media host, and the driving force behind The Visibility Lab, remaining deeply committed to faith-based and purpose-driven leadership.

Her proprietary teaching frameworks — including The PRESS Method™ for media placement and The VISIBLE Framework™ for positioning — are built to be implemented the same week they are taught, not filed away.

Signature Keynote Topics

EIGHT FLAGSHIP PRESENTATIONS

01. Visibility Is Cute. Conversion Pays the Bills.

Transforming visibility into measurable revenue through strategic positioning, media, and messaging. Entrepreneurs don't need more exposure; they need the right visibility strategy. This keynote teaches audiences how to position their expertise, attract the right opportunities, and build a brand that converts attention into clients, partnerships, and long-term revenue.

02. The Best Business Doesn't Always Win.

The business with the right visibility strategy does. Exceptional businesses fail every day, not because they're not good enough, but because they're invisible to the people who matter most. This presentation equips leaders with the framework to differentiate themselves, become the obvious choice in their industry, and leverage strategic media to accelerate growth.

03. Become the Authority Before You Become the Celebrity.

Credibility creates opportunities long before popularity ever will. Audiences learn how to establish thought leadership, build trust, leverage media, and create an authority brand that attracts speaking engagements, partnerships, and premium clients.

04. Build a Business That Doesn't Depend on You.

Too many entrepreneurs own a job instead of a scalable business. This presentation focuses on creating systems, strategic partnerships, operational excellence, and sustainable growth so business owners can increase revenue without increasing overwhelm.

05. When God Rewrites the Mission.

Life doesn't always unfold according to our plans, but purpose doesn't disappear when the path changes. Drawing from military service, entrepreneurship, personal adversity, and unwavering faith, this keynote inspires audiences to embrace unexpected transitions, trust God's direction, and discover that their greatest impact often begins where their original plans ended.

06. The VISIBLE Framework™: Seven Moves From Invisible to In Demand.

Most marketing advice starts at execution and skips the seven decisions that make execution work. This keynote walks an audience through the full framework: Vision, Identity and Messaging, Strategic Positioning, Intentional Placement, Brand Authority, Lead Generation and Leverage, and Execution That Converts, the same system Dr. Natasha teaches in her seven-day challenge. Attendees leave knowing which of the seven is actually broken in their business, and what to fix first.

07. Burnout Is Not a Business Model.

Self-care for busy business women. Women build businesses by spending themselves, then wonder why growth costs so much. Drawing on her book Gratitude and the philosophy behind Skincare by CMG, Dr. Natasha makes the case that self-care is not a reward for finishing; it is infrastructure. Audiences leave with a practical daily ritual, permission to stop earning their rest, and an honest look at what exhaustion is quietly costing their revenue.

08. Still Carrying It.

Overcoming the fear of facing childhood trauma. Many high-performing women are running businesses while carrying something they have never said out loud, and the fear of looking at it directly keeps them managing the

symptoms instead of the source. Speaking from lived experience rather than a clinician's chair, Dr. Natasha addresses the fear itself: why we avoid the work, what avoidance costs in leadership and in relationships, and what becomes possible on the other side of naming it. Delivered with care, with professional support resources made available to the room.

The Signature Frameworks

THE VISIBLE FRAMEWORK™ — STRATEGY

Seven moves that take a business from invisible to in demand. Taught as a keynote, as a seven-day challenge, and as the Strategic Visibility & Conversion Playbook.

	The Move	The Decision It Forces
V	Vision	What am I actually building, and what does it fund?
I	Identity & Messaging	Who am I to the person I want to reach?
S	Strategic Positioning	Why me instead of the other option?
I	Intentional Placement	Where does my audience already pay attention?
B	Brand Authority	What proves I can do what I say?
L	Lead Generation & Leverage	How does attention become a pipeline?
E	Execution That Converts	What actually gets done, and what gets dropped?

Signature Masterclass

PRESS WORTHY™ — AVAILABLE AS A 20, 45, OR 90-MINUTE SESSION

A working session, not a lecture. Audiences leave with an Expert Sentence, a media-readiness audit, a five-line pitch template, and a timing calendar that tells them how far ahead to pitch any outlet. Built on The PRESS Method™.

	The Move	What It Answers
P	Position	What am I the expert on?
R	Ready	What must exist before I pitch?
E	Entry Points	Where do I pitch when nobody knows me?
S	Send	How do I pitch — and when?
S	Sustain	How does a feature turn into revenue?

The Norris Advantage

WHY EVENT ORGANIZERS TRUST DR. NATASHA

- **26 Years of Mission-Critical Leadership:** Over two decades planning actual missions in high-stakes military environments.
- **The Intersection of Intellect & Action:** An honorary doctorate in humanitarianism, earned for global impact work, blends deep behavioral insight with raw tactical execution.
- **Unmatched Media Polish:** A seasoned TV host and media strategist who holds a room from first second to final applause.
- **No Fluff, All Traction:** Concrete frameworks attendees can implement the very next morning.



AUDIENCE TAKEAWAYS

Every audience leaves with implementable tools, not notes. Deliverables are selected to match the talk and the room:

- **The Mission Briefing Template™** — a one-page quarterly plan built on the military five-paragraph operations order. Situation, Mission, Execution, Sustainment, Command — with branch plans and an after action review.
- **The Press Worthy Pitch Kit™** — five fill-in pitch templates, a 25-name media list tracker, a timing calendar, and follow-up scripts.
- **The Visibility to Revenue Scorecard** — a 10-minute scored diagnostic across seven areas, with interpretation bands and a recommended first move.
- **The VISIBLE Framework™ Playbook** — the seven-move implementation guide behind the framework and the seven-day challenge.

RECOGNITION

Trailblazer Award Recipient 2026

Best Emerging Media & Visibility Agency 2025 — The Media Collective.

Best Luxury Natural Skincare Brand — Skincare by CMG.

Featured as a strategist across 2,500+ national and regional network placements.

Business & Philanthropic Ventures

BEYOND THE STAGE

The Media Collective — *Founder & CEO*

A boutique personal branding and visibility strategy firm helping executives, entrepreneurs, and organizations turn public platform into measurable business growth. Home of The Visibility Lab, the Iconic Visibility Vault, and The PRESS Method™.

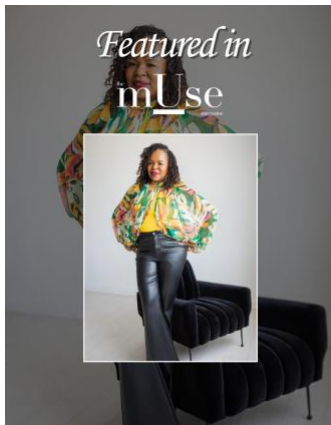
Skincare by CMG — *Founder*

A skincare brand named in honor of Dr. Natasha's grandmother, rooted in the connection between self-care, self-love, and everyday ritual — the subject of her book, *Gratitude*. Luxury plant-based, cruelty-free formulas; every purchase supports non-profits serving homeless veterans.

Foundation of Warmth for Heroes and Wisdom — *Executive Director*

A nonprofit organization providing essentials and support to homeless veterans and elderly individuals in need.

Television, Media & Press Presence



Dr. Natasha Norris is a highly polished media asset. Having hosted television programs and media segments, and featured as a strategist across 2,500+ national and regional networks, she brings media-savviness to every event. She is available for pre-event television interviews, local radio tours, and on-site media junkets to help drive attendance and build anticipation.

The Many Facets of Dr. Natasha Norris

FIVE AUTHORITY PERSONAS



THE VETERAN

Strength, discipline, resilience.



THE CEO

High-ticket, elite business.



THE STRATEGIST

Execution, action, problem solving.



THE TV HOST

Charismatic communicator.



THE DOCTOR

Intellect, research, credibility.

What Clients Are Saying

“Natasha provided the strategic insight I needed to refine White Turtle Beauty's brand positioning. She quickly identified what was holding us back and delivered a clear, actionable framework that removed confusion and strengthened both conversion and credibility. I walked away with the clarity and direction I had been looking for.”

— **M. Piotrowski, Founder, White Turtle Beauty**

“The plan you and your team created for my website didn't just come together beautifully — it produced a client on day one, and in life insurance, that says everything. What I thought would be overwhelming and complicated, you broke down into something simple, clear, and actually exciting. You didn't just help my business grow; you boosted my confidence in a way I didn't expect.”

— **Andrea Mulder, Licensed Life Insurance Agent**

“Voyage Dallas reached out and sent the interview link! Thank you again. I needed this last part of 2025 to be filled with blessings and miracles.”

— **Kenya Kennedy, Founder, Kyndll Candle Co.**

“A huge shout out to my sis Natasha Norris — this is the power of connection. Surrounding yourself with amazing women who see you, believe in you, and champion your brand is priceless.”

— **R. Kelton, Bold Journey**

Link to a video testimonial provided by Charmian Stephens, Founder – The Ultimate Entrepreneur & The Ultimate Entrepreneurship Seminar: <https://drive.google.com/file/d/1BO3Elrfo-eORItkM5zBMjyLe9YEH9EbU/view?usp=sharing>

Client & Partner Recognition



WHITE TURTLE BEAUTY



Secure Dr. Natasha Norris for Your Stage

Due to a demanding global travel and media schedule, Dr. Natasha's speaking engagements are strictly limited. Secure your date as early as possible.

BOOKING & INQUIRIES

Email: natashaspeaks@natashanorris.com

Websites: www.natashanorris.com · www.sbcmg.com

Instagram: [@DrNatashaNorris_hc](https://www.instagram.com/DrNatashaNorris_hc) Facebook: DrNatasha Norris

A QUICK NOTE ON TECH REQUIREMENTS

- **Audio:** Premium wireless headset microphone (Countryman or lapel).
- **Visual:** High-definition projector and screen, 16:9 format, for high-impact slides.
- **Stage:** Clean presentation space: Dr. Natasha utilizes the full stage to connect with the audience.