



BURGE SMITH LYONS

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MEDIA KIT

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Note: This online press kit and contact form is intended for use by the media. If you are not a member of the media and are interested in finding out more about Burge Smith-Lyons and her Essence of Being® programs, Please visit her Public Web site EssenceOfBeing.com BurgeSmithLyons.com



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BURGE SMITH LYONS

Burge Smith-Lyons — The Essence of Healing and Growth

Employing all the tools for transformation

There are many gifted healers, educators, coaches, speakers and trainers in the world of personal development, but few with the diversity of expertise of Burge Smith-Lyons and her holistic Essence of Being® programs.

Burge is a leader in the world of mind-body-spirit healing and growth. Her gifted work includes helping veterans overcome post-traumatic stress disorder, ministering to teens and families with troubled relationships or empowering individuals to realize abundance in health, wealth and love. She helps companies with her leadership development programs.

With more than 36 years of experience as an educator, Burge created the Essence of Being® programs in 1993 for maximum effectiveness using a wide-range of techniques. Her trademark is helping people identify "Bubble Talk" — unconscious, negative self-talk that is making them sick, harming their relationships and limiting their prosperity.

It's a topic Burge knows from personal experience. Years ago, she was a divorced single mom with a 2-year-old, bankrupt, lost everything, home, business, and had a broken down car that she had to crawl out of the window. Today she has millions in assets, happily married for 19 years with a son who graduated from NYU & is travelling the world singing and acting and doing what he loves for money. Her compelling true-life, rags-to-riches story has equipped her as a trusted teacher to thousands of people around the world seeking to transform their own lives for the better.

To help people young and old identify their Bubble Talk, Burge uses "Super Learning" involving the whole brain and tapping into their whole being — spiritually, emotionally, mentally and physically. Developed in the late 1960s by Bulgarian psychiatrist Georgi Lozanov, Super Learning works by activating the left and right brain back and forth, allowing participants to absorb faster, learn more and retain it through higher attention.

Super Learning is just one of many tools in the Essence of Being® tool kit. Participants in workshops, seminars and camps also learn through games, role-playing, and processes and experiences. These include fire-walks, team building, breath work, and other techniques expertly employed by Burge and her staff.

All of these techniques aim toward a common goal: to help participants overcome old habits, patterns and attitudes blocking them from health, happiness and prosperity. Graduates of Essence of Being® courses from around the world testify to the effectiveness of these programs.

"They leave opened up and with tools that work in the 'real world' to move forward in their business or personal lives," Burge says.

Burge runs her programs with a staff of expert facilitators that includes her husband, Bradley H. Lyons. He has more than 25 years of experience working as a corporate facilitator, consultant and coach and as a group leader/facilitator working with at-risk youth. The programs are based in Atlanta, with hubs Miami, Ft. Lauderdale, Asheville, N.C., Boston and Rhode Island, Toronto, Canada, Kuala Lumpur, Malaysia and soon to be in Australia and China.

Download Burge's [Speaker One Sheet](#).

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She has developed courageous leadership programs that have helped The Toro Company, Georgia-Pacific, Target, (look online for list). She is a certified DISC trainer in the field of behavior profiles. She has been a motivational speaker for hundreds of events worldwide. She has shared the stages with Loral Langemeier, Kevin Harrington of Shark Tank, Robert Kiyosaki (Rich Dad, Poor Dad), Sharon Lechter (Think & Grow Rich for Women). She is a member of Women's Speakers Bureau, International Women's Leadership Association, Women's Prosperity Network, WeWorld, & has a TV show with Women's Information Network. She is on the advisory board of The Women Network. She is an international bestselling author of "Conversations That Make a Difference: Shift Your Beliefs to Get What You Want."

Click [here](#) to see a video about the Essence of Being® programs.

To find out more, visit the public Web site at

<http://www.essenceofbeing.com>. www.Burgesmithlyons.com



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Testimonials

Essence of Being®

"It's undeniable. It's indescribable. It's Essence of Being®- just do it! This workshop transformed my outlook on life. It's that good!"

- LeGrande Green, four-time Emmy winning producer with the Oprah Winfrey Show, president of Spirit MediaWorks

"Two years ago... I was awash with shame, guilt, and self-pity – none of which belonged to me. You helped me **release** that which no longer served me [and] helped me to be **free again**."

- Ian, Atlanta, Lockheed Engineer

"The Essence of Being® workshop is a powerful spiritual breakthrough vehicle that opened me to a deeper sense of passion and self-expression. It was in this training that I experienced a gentle transformation like the brush from an Angel's wings."

- Rev. Kevin Ross (Rev. Kev), author, minister, and peak performance coach, Kevinrossspeaks.com

"Up until now, I had thought I was going to have to 'go it alone,' but being with all of you convinced me that there are definitely others out there of like minds (and spirits) and that my partner is alive and well and looking for me too! I attracted my now husband and am happily married."

- Karen M., Hilton Head, Grant Writer

"After attending EOB I'm aware that I've been so focused on the outcome, on the goal, on the immediate task that I've been missing the joy in the journey. The message I received loud and clear was, "Trust and Embrace the Dance." And that is my new way of living. Today, I am paying attention to *now*. Today I do my best to live in the moment, to really be present with the people in my life and with myself. The results have been extraordinary. My husband suddenly seems more loving and attentive. I am enjoying my family and friends more than ever. I feel connected with people. I know it's not them that magically changed. It's me. And it comes from my experience at EOB. Without that experience, I wouldn't have had this breakthrough. EOB is not just a workshop. It is a transformational *experience* that helped me see what I couldn't see on my own and connected me with a community who support me in continuing that transformation."

-Trish Carr, Women's Prosperity Network

"As a Transformational Life Coach myself I am not easily impressed. Burge and the Essence of Being® workshop blew me away. I had thought I had done all the work, but this course helped me peel yet another layer off allowing me to touch into the most vulnerable places with fearlessness and grace. Essence of Being® is the most creative, unique, and life-changing workshop I have ever taken. I have, and will continue to, recommend this to everyone I know and work with."

-Jennifer Grace, Hay House Author and Radio Show Host

"I'm flying! Getting around is so much easier when you're not dragging around a bunch of guilt that wasn't yours to begin with. The release of dropping that load is indescribable."

-Bob K., Retired Military, Atlanta



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"If you want to make a major life shift, this workshop provides the tools."

-David M., Computer Instructor, Atlanta

"I learned to use my voice and speak my truth and I got promoted in my company and my team became the most revenue producing this year!"

-Vivian K., Kuala Lumpur, Malaysia

"I've been to many self-development workshops through the years and was blown away by the brilliance of the Essence of Being® workshop with Burge Smith-Lyons. What made this workshop so different from others was the masterful experience we were taken through, allowing us to experience each aspect of our essence and providing powerful tools for moving through our own, and often unknown, resistance. Thank you Burge and the entire team that came together to support the transformation and freedom I've experienced."

- Nancy Matthews

Speaker, Author & Founder of Women's Prosperity Network

Click [here](#) to see more testimonials.



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Kids Power Kamp Testimonials

"I know I am unique and I can make friends easily."

-Dustin age 12

"My 13 year old daughter said it was the first time in her life she felt comfortable being herself."

-Janie Lasik, Atlanta, Ga.

"I was able to talk to my mom for the first time and speak my truth. It was the first time I made her cry just by talking to her and telling her how much I appreciated her."

-Jared age 16

"Kids Power Camp changed a lot for me. It changed the way I view life. All my fears were overcome and I learned how to talk to people in a patient calm way. I learned that everything is for a purpose and that I was made for a purpose. Life is worth living and we all deserve the best friends ever. I felt I could be myself for the first time ever."

-Amanda age 13

Click [here](#) to see more testimonials.



BURGE SMITH LYONS



Short Bio: Byline:

Burge Smith-Lyons is president and CEO of Essence of Being®, Inc. For more than 36 years, she has been involved with the healing, learning and educational environment and has facilitated workshops for personal growth and corporate seminars since 1980 in the area of self-development, communication techniques, relationships, abundance, team building, and leadership development. She specializes in helping people identify their "BubbleTalk" — subconscious negative self-talk that blocks them from achieving what they want in life.

Her holistic mind-body-spirit approach includes experiential learning styles and Super Learning, accelerated learning techniques that activate both the left and right brain.

Burge is an international bestselling author, motivational speaker and trainer, DISC Certified Instructor, relationship and communications expert. She is chairman and founder of The Healing Forest Foundation, Inc., a non-profit organization that focuses on experiential learning and the shifting of outdated belief systems for children and adults. She has created the Essence Series of workshops, seminars, and programs and has taught

thousands of graduates from around the world and hubs in Atlanta, Miami, Ft. Lauderdale, Asheville, Boston, Rhode Island, Toronto, Canada, Kuala Lumpur, Malaysia, for over 23 years. She is expanding into India and China

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BURGE SMITH LYONS



FULL BIO:

Burge Smith-Lyons is president and CEO of Essence of Being®, Inc. For more than 36 years, she has been involved with the healing, learning and educational environment. Burge has facilitated workshops for personal growth and corporate seminars since 1980. She has led private and public venues in self-development, communication techniques, relationships, abundance, team building, and leadership development. She specializes in helping people identify their "Bubble Talk" — subconscious negative self-talk that blocks them from achieving what they want in life.

Burge is distinguished by the many modalities of learning she uses for personal growth and leadership in her programs. Her holistic mind-body-spirit approach includes experiential learning styles and Super Learning, accelerated learning techniques that activate both the left and right brain.

Burge is an international bestselling author, motivational speaker and trainer, DISC Certified Instructor, relationship and communications expert. She is chairman and founder of The Healing Forest Foundation, Inc. It is a non-profit organization that focuses on experiential learning and the shifting of outdated belief systems for children and adults. Burge is a certified hypnotherapist, transformational coach, and ordained minister.

She has also consulted and trained within the corporate environment in companies such as Georgia-Pacific, Toro Company, Target Stores, Xcellenet, Medical Doctor's Association, Enlightened Business Network, Thomas Publishing, and Women's Prosperity Network in the fields of customer service, sales, human resources communication, team building and leadership development.

She has shared hundreds of stages including: with Kevin Harrington (Shark Tank), Sharon Lechter (Rich Dad, Poor Dad, Think and Grow Rich for Women), and Loral Langemeier. She is a member of The Womens Speakers Bureau, International Women's Leadership Assoc. and written with Wake Up Women and has a streaming TV show on The WIN (Women's Information Network). She is on the advisory board of The Women Network.

She is chairman and founder of The Healing Forest Foundation, Inc. It is a non-profit organization that focuses on experiential learning and the shifting of outdated belief systems that contribute to physical, mental, and emotional challenges children in the area of communication & self-esteem. The foundation produces one-week residential "Kidz Power Kamps" for children ages 6-17 as well as 2 day trainings for kids & parents. She has brought interactive programs and self-esteem workshops to the Atlanta City Schools, Prodigy Learning Centers, and Alternative High Schools in Asheville, N.C., Kuala Lumpur, Malaysia.

Burge has developed "BubbleTalk" technology and created DVD's and CD's to help people stay on their path of development. She also developed the Essence Series of personal growth courses: Essence of Being®, Essence of Abundance®, Essence of Relationships®, Essence of Sales & Essence of Communication, Essence of Leadership. These are 2 1/2 to three-day classes focused on experiential learning & shifting belief systems. She also developed a three-day graduate workshop called

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Passionate Manifestation and the five-day Advanced Graduate Workshop Mastery available to graduates of the Essence Series.

She has created the Essence Series of workshops, seminars, and programs and has taught thousands of graduates from around the world and hubs in Atlanta, Miami, Ft. Lauderdale, Asheville, Boston, Rhode Island, Toronto, Canada, Kuala Lumpur, Malaysia for over 23 years. She is expanding into India and China.

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Articles by Burge Smith-Lyons

- Tis the Season
- Visioning Your Dreams
- Can Your Kids Be Themselves At School
- Enlightenment
- You Make a Difference
- Breathe Through Your Fear
- Oracle 20-20
- Think Holistic
- Aquarius
- Authentic Lifestyles
- Conscious Living



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Burge Smith-Lyons's Media Coverage

NBC

Today in Georgia

Blog Talk Radio

Goddess Heart Network

Universal Energy Radio

Chai Chat Miracle Manifestation Mondays

Life After Death

Empowerment Radio

Getting Unstuck

Hay House Radio

Directing Your Destiny

Women's Prosperity Network

Prosperity & Emotional Healing

WOW Wednesday

Being the Authentic You

Unity.fm US

Kevin Ross Unity FM Designing Life

Voice America 7th Wave Network

Inner Speak Soul Adventures

Ms. Claus podcasts 90 countries from Australia

Inner Connection Summit with One True Self

Fabulous Fifties Summit

Women In Business World Summit

Etv Host for The Women's Information Network

The Essence of Your Being

Global Institute for Travel Entrepreneurs

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Zing Network

Pamela Davis Investigates
How to Manifest Your Desires

Zen Cruise

“BubbleTalk” for Money
Essence of Being®
How to Manifest

Cheryl Resnick Show

Chering My Smile

Rick Figley

Melody Brooke

Life Beyond Trauma

Soulful Living

Spirit Talk Miami

Inner Connections Summit

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Selected Speaking Engagements

Emergent Soul Conference
30 Voices Women Network Project
We World (Women Entrepreneurs)
Women In Business World Summit
Bank of America
California Women's Conference
Money and You, Tulum, Mexico
Enlightened Business Network
MidLife Corporate Dreamers
Women's Prosperity Network
Global Institute for Travel Entrepreneurs
Body Awareness Studios
1 Billion Rising Network
World Parliament Spiritual Conference



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Suggested Interview Questions

- What is "BubbleTalk"?
- How can it harm your marriage? Your business? Your self-esteem?
- How do you identify your "BubbleTalk" about money, relationships and well-being, and how do you overcome it?
- How do you help people recognize it and then change it?
- What is Super Learning and how exactly does it utilize left and right brain?
- What are the benefits of Super Learning?
- How do you use Super Learning techniques in your programs?
- What is the Healing Forest Foundation and what does the name mean?
- How do the foundation and the summer camp programs you offer help children coping with mental, physical and emotional challenges?
- Why do the parents come to the camp?
- How many kids attend? How are kids identified for scholarships?
- What defines high-conflict divorce? How does the association help families going through divorce?
- How does your volunteer work with these groups relate to what you do with Essence of Being®
- Essence of Being® offers entry-level courses in abundance, relationships, health, sales and communication as well as graduate workshops. How do you use experiential learning, games and other Super Learning methods to help people shift their beliefs in all these areas?
- You speak of "going below the line" when you talk about responsibility. What do you mean?
- What are the core bubbles you speak of in "BubbleTalk"?
- How does law of attraction and law of appreciation relate to "BubbleTalk"?

Download Burge Smith-Lyons's [Speaker One Sheet](#)



BURGE SMITH LYONS

News & Story Ideas

“BubbleTalk”

Burge discusses how conscious and subconscious self-talk can block people from meeting their aspirations, and how they can identify and release these limitations.

Business “BubbleTalk”

Speaking from experiences teaching her Essence of Abundance, Essence of Courageous Leadership – Essence of Communication, Burge tells how inner talk of employers and employees effects the workplace and the bottom lines of companies.

Relationship “BubbleTalk”

Burge discusses how overcoming limiting and negative self-talk can help strengthen and renew relationships, including your relationship with yourself.

Super Learning

Burge explains these techniques, developed by Bulgarian psychiatrist Georgi Lozanov, giving examples of exercises that stimulate both left and right brain to allow faster learning that is more complete.

Post-Traumatic Stress Disorder

Burge discusses how her company, Essence of Being[®], Inc., works with veterans and other survivors to help free them from effects of PTSD by disengaging deeply-entrenched fight-or-flight responses, enabling them to reintegrate into society.

Healing Troubled Kids

As chairman and founder of The Healing Forest Foundation, Inc., Burge tells how the non-profit group helps children cope with physical, mental, and emotional challenges.

Overcoming Divorce

Burge serves as a board member on the National Parents Rights Association, which works with parents and children going through high conflict divorce cases. She discusses the tips and techniques to help families and children going through divorce to heal.

Rags-to-Riches

Burge discusses her personal experience of being a divorced, single mom, bankrupt and how she overcame setbacks to become a millionaire businesswoman who has been happily married more than 19 years.



BURGE SMITH LYONS

Entrepreneurial success

Her businesses include Essence of Being®, Inc., which consults, produces, and facilitates corporate trainings for team building, leadership & communication; and Fresh Start Capital, Inc., a real estate investing and management firm. She has also consulted for large corporations such as Georgia-Pacific, Target Stores, Toro Co., Xcellenet, Medical Doctor's Association and Thomas Publishing in customer service, sales, human resources, leadership, team building, and communication. Burge tells what has made her businesses successful.