



Tracy Butz presents

Be the Architect for Your Life

Design Your Life to Fit You, *just like...The Perfect Pair of Jeans*

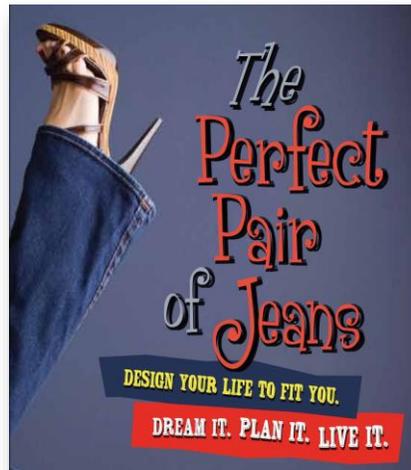
THE SPEAKER

Tracy Butz is an engaging, powerful and poignant speaker who captivates and inspires audiences. She brings more than 20 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Shopko, Plexus and Subway, just to name a few. Tracy speaks to and influences the lives of many through her keynote messages, interactive and learning-focused workshops, books, DVDs and numerous other products.

As a coveted Certified Speaking Professional™ (CSP), Tracy holds the highest honor in the speaking profession, held by only 12 percent of speakers worldwide. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

THE AUTHOR

Tracy loves to immerse readers with compelling content, powerful stories and vivid examples, as evidenced by her four captivating books— *HOLY COW!*, *Tame the Turbulence*, *The Perfect Pair of Jeans*, and *Conscious Choices*. In addition to writing books, Tracy frequently shares her insight through her blog, popular social media platforms, various industry journals, and has even been featured as a monthly magazine columnist.



THE MESSAGE

In a world that expects so much of us, where we are often times blind to who we are and what we really need, how can we design our lives to feel happy, engaged, and fulfilled? Start by believing in yourself and in your passions, understanding how you envision your life. Next, create a plan that is aligned with your dreams, focusing on accomplishing those goals that are of greatest value to you. Lastly, choose to live your life to the

fullest, with countless moments that are meaningful, extraordinary and memorable. Don't allow others to sketch your plan or let life happen to you by default. Design your life to fit *you*.

Three Key Points:

1. Visualize the life you want to live. Dream it.
2. Design the life you desire. Plan it.
3. Enjoy the life you've created. Live it.

TAKEAWAY MESSAGE:

Choose to live your life on purpose and in your way. Don't let others sketch your plan or let life happen to you by default. Be the architect for *your* life. Design it to fit you, just like...*the perfect pair of jeans* we all desire.