



Esperanza has Soul!

Plenty to . . .

Bring Heart & Soul into Practice in Business and Life

She delivers her message in such a way as to . . .

- ✓ **Grab and Keep the Attention of Your Audiences**
- ✓ **Deliver 'Cut to the Core' Value, and**
- ✓ **Make Your Life Easier as a Meeting Planner with a Speaker So 'In Tune' with you and Your Audience's Wants and Needs!**

Where do you find such a rare speaker?

If you seriously want to create an impact with your audiences with a speaker whose story and depth they won't soon forget. . . then the next 5 minutes reading this letter will be the most important thing you do for your event planning all year.

Dear Meeting Planner:

If you're like most meeting planners, you're under a lot of pressure to create a successful event with every detail to be executed to perfection . . . including selecting the 'perfect' speaker . . . or your event will flop!

How much stress have you experienced in the past in your search to find the perfect match of a speaker? A speaker who REALLY connects with your audience, has a relevant and profound message AND way of delivery, is easy to work with, and creates a memorable presentation and event? When that happens, **you become the 'hero' for the success of your event.**

**When Your Audience Has "Heard It All"
From Speaker after Speaker, Workshop after Workshop. . .
Give Them a Refreshing Difference
With a Speaker Who Dares to. . .
Cut Straight to the Heart and Soul
Unlike You've Ever Known Before**

Hi, I'm Nancy Jones of the S.O.U.L. Institute.

What I'm about to tell you may change how you look at speakers again! I'm very excited to share with you more about Esperanza and why you'll want her on your stage.

“Give Your Audiences What They Desire Most But Won't Admit to You—‘How To Make My Life Work!’”

Bottom line, that's all they want. They attend your event because they are searching for more answers. . . No matter how sophisticated, technical, or diverse your audience, maybe some will admit to it. . . but many live under a veil of business and social norms that says, 'life should be this way or that. . .' It's almost a 'front' or a face that is portrayed to the world. My observation is that most speakers speak to that 'front,' not the person on the inside who's really searching. THAT's the person that must be addressed in order to deliver some answers. . . *for making life work!*

“I was able to see life-long patterns that have held me back for so long, in so many ways – and most importantly, I could see how to trust myself enough to change those patterns and make new, more empowered choices...”

Mari Smith

Social Media Keynote Speaker,
Consultant and Trainer

THAT'S what I mean when I describe Esperanza as a speaker who 'dares to cut straight to the heart and soul.' Very few speakers do. You must really see her in action to understand what I truly mean. Very few people have ever seen this occur and we often receive comments of this nature.

“Be Your Own Guru” Distinguishes Esperanza from the Rest

In fact, many search for 'gurus' outside of themselves, when all along they have the innate ability to do what any guru can do. How powerful to learn tools to access those abilities!

I had taken so many self-improvement programs ... then S.O.U.L. Institute helped me understand and change the things that blocked me from love and abundance in my life... S.O.U.L. Institute has helped me create a very blessed life!

Don Hobbs

Marketing Expert and Consultant

Universal truths are universal truths . . . the same for everyone. The 'organic' difference between Esperanza and others is that her teachings bring these universal truths to daily life, inside, within . . . practicum.

In fact, time and time again, we hear comments from audience members that have gone to some of our greatest and well-known spiritual teachers. They share that, although they had life changing experiences and learning, they had difficulty in applying what they learned into their daily life. We teach in S.O.U.L. how to

breathe the teachings into daily life. We teach how to change the way you live so you can implement the teachings and REALLY create all the abundance you want.

'The Color Purple' Meets 'Angels in the Outfield'

So who is Esperanza? And why should you care?

First, let me start with her story. One of my favorite ways of explaining her life that people relate to is through some popular movies. I hope you've seen 'The Color Purple' and 'Angels in the Outfield.' If you haven't yet, I hope you will. Then you'll relate instantly.

As an infant, the courts snatched Esperanza away from her mother. She survived a childhood of growing up in a seemingly endless series of foster homes and institutions, most often in very poor and abusive environments. Despite all that, she triumphed. (The Color Purple)

Her way out was to be so driven . . . driven enough to excel in the business, legal and political world. Her accumulation of credentials didn't provide the answers for her life. It still wasn't enough to bring peace to her soul. Her degrees in psychology, law, and psycho-therapy. . . her success as a civil litigator, and her vision of becoming the first Hispanic Congresswomen in the United States. . . did not prepare her for a whole new world that she was, up until then, 'blind' to.



Angels in the Courtroom

Now, imagine you are in a courtroom. You're watching Esperanza, a very successful litigator, try a case that will determine the fate of a multi-million dollar business, and the lives of those who own and run it. You know that this woman, so skillful at arguing, can CRUSH the empire in question, because 'that's her job.' But on this one day, you see her pause. . . and you watch many expressions go across her face. . .

Sort of like the movie 'Angels in the Outfield' (which also depicts the life of foster children feeling lonely, worthless, lost and forgotten). . . Esperanza began seeing 'angels' in the courtroom! They began to give her immediate resolution . . . answers . . . to the dilemma on trial. Totally 'out of left field' for Esperanza! From then on, it would happen time and time again. She would see 'angels,' then **resolve all her cases one right after another in weeks, versus months or years.** She brought resolution *peacefully*.

Esperanza knew that there had to be much more to making life work, not just in the courtroom or what she learned thus far. What was this whole new world of 'angels in the courtroom' beginning to show her? She left her hard-earned career and success. . . for a spiritual quest.



She obtained another degree, this time in metaphysics. And through a very long sabbatical that included deep meditation, she emerged with what is now known as the Systems of Universal Law (S.O.U.L.) Institute teachings. S.O.U.L. has been teaching Unconditional Love and

Individual Freedom to youth, adults, singles, couples, parents, groups, businesses, and corporations throughout the world. For more than 15 years, Esperanza has been sharing these S.O.U.L. teachings in her own, very unique style. . .



‘Judge Judy’ Meets ‘Mother Teresa’ And ‘Liz Taylor’ Meets ‘Goldie Hawn’

Esperanza is quite unique – an angel, attorney, psychotherapist, a playful ‘best friend,’ and a ‘huge persona’ . . . all in one! “She’s got a very special quality about her,” many say.

She’s got the directness, clarity and spunk of a ‘Judge Judy’! The high level spiritual connection with God, and living Unconditional Love and Freedom like a ‘Mother Teresa.’ The persona, sense of self and class of a ‘Liz Taylor.’ The down to earth, shockingly youthful and playful nature of a ‘Goldie Hawn’!

I don’t know how else I can describe her. . . except to say she’s **a Unique, Spirited Package called ‘Esperanza!’**

You really must meet her and introduce her to your audiences!

“She Cuts to the Core IMMEDIATELY. . . Esperanza’s Message and Timing are Uncanny!”

With topics such as *Key to Your Soul*, *Mastering Your Life*, *How to Love the People You Hate*, *Stop Loneliness Now*, and *All Feelings Are Energy!*, Esperanza addresses “**Real Issues with Real Solutions.**” That’s how she establishes such a deep connection.

Peruse the information and video we provided for you in this package. We believe you will be intrigued and excited.

“Your Audiences Will FEEL the difference”

Not Just a Speaker—“A Unique Experience” For Your Audiences

I promise you this, for you and your audience members, “Your lives will never be the same again after Esperanza is ‘done with you!’” She will share tools that will help your audiences learn how to connect more deeply with themselves and trust their hearts in this very different way. They can then access all that is within them and know. . . *How to Make Life Work!* **That’s how you’ll create a truly memorable event.**

Custom-Built for You

Esperanza is available to speak from a 30- to 90-minute keynote to a full day, as much as 3 to 4 consecutive days as a seminar or workshop. The more time you book with Esperanza, the more tools and depth. . . and *results* your audience will receive.

Esperanza and the S.O.U.L. Institute will customize a program to fit your group's wants and needs.

You and your audiences will want Esperanza back to speak, over and over again.

Call us to schedule Esperanza for your next event NOW! **Call (760) 743-7788.**

Yours, in Soulful Living!

Nancy Jones

P.S. Esperanza is the 'real deal.' If you don't believe us, have an in-depth conversation with her. You'll 'see' for yourself her wisdom and what I tried to describe above. You can use your imagination to translate your one-on-one conversation into an impactful presentation and playful, yet value-adding 'sparring' with your audience!



Contact us at S.O.U.L. Institute NOW!

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Availability: Available nationwide by arrangement.