



ERIN KING

KNOWN AS “THE ENERGY EXPERT,” ERIN KING IS A THREE-TIME ENTREPRENEUR, BESTSELLING AUTHOR, RESEARCHER, GLOBAL KEYNOTE SPEAKER, AND CO-FOUNDER OF THE ENERGY INSTITUTE WHO HELPS LEADERS TURN THEIR PERSONAL HUMAN ENERGY INTO THEIR GREATEST COMPETITIVE ADVANTAGE IN THE AGE OF AI.

IMPORTANT LINKS

CLICK the links below for:

[Preview Video](#)
[Speaker Website](#)

AREAS OF IMPACT

Leadership
Sales
Peak Performance
Women's Conferences

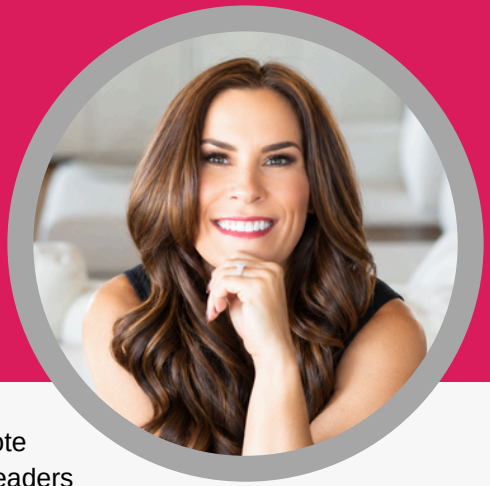
BOOK ERIN

Please contact
Tracy Cotton
310-902-5568
Tracy@MichelleJoyce.com
www.MichelleJoyce.com



MICHELLE JOYCE
— SPEAKERS —

MEET ERIN



Erin King is a three-time entrepreneur, bestselling author, researcher, and keynote speaker known as "The Energy Expert" for Peak Performance. Her work helps leaders and teams understand how to access, protect, and direct their strongest energy so they can perform at a higher level without sacrificing their health and happiness.

Erin's fascination with human performance grew out of over two decades of entrepreneurship. At 25, she launched her first media company from her kitchen table, working for clients like Whole Foods and Black and Decker. She later raised seven figures of venture capital to create a pioneering subscription-based women's healthcare delivery service before founding Socialite Agency, which grew into the world's largest social media agency specializing in live events. Her team worked with global brands, associations, and conferences (Named PCMA Convene's "Best Social Media Agency" 2014), and cultural events including the Academy Awards, where her team partnered with ABC/Disney Television to win an Emmy Award for best live event production.

After selling Socialite Agency in 2021, Erin found herself confronting a question that would ultimately redirect her career: Why are so many ambitious people able to become high-performing or high-enjoying – but struggle to consistently be both?

To find out, Erin spent 18 months working alongside PhD researchers on a study involving more than 10,000 people across the United States, examining the patterns, decisions, behaviors, and habits associated with both high energy and high life satisfaction.

Those findings became the foundation of The Energy Exam® and her bestselling book, The Energy Edge: Next-Level Leadership in the Age of AI. Her research and ideas have been featured in Harvard Business Review and Psychology Today, and her entrepreneurial journey in Forbes.

Today, organizations including Google, Adobe, VISA, Hilton, the United States Navy, MassMutual, MERCK, Hitachi, Keller Williams, Corcoran Group and hundreds of others trust Erin to help their people create a human performance advantage in an increasingly AI-powered world.

SUCCESS Magazine named Erin a Top 10 Must-See Motivational Speaker, and Global Gurus named her one of the World's Top 30 Motivational Speakers. She is also a Certified Speaking Professional®, an earned designation recognizing excellence in the professional speaking industry.

At the heart of every Erin King keynote is one powerful belief: Your energy is your edge.

**FOR BOOKING INFORMATION
PLEASE CONTACT TRACY COTTON**

✉ Tracy@MichelleJoyce.com

☎ 310-902-5568



TESTIMONIALS



"She takes you up and down emotionally, and at the end, you know you must make a change. Our global sales force loved her."

- ROSE JONES, BUSINESS RESILIENCE ANALYST, GOOGLE

"Erin's keynote was unforgettable. She connected deeply with our team and delivered powerful, actionable strategies that left a lasting impact."

- PRIYANKA SREEKANTH, SENIOR MARKETING MANAGER, ADOBE

"Erin is one of the rare few that leave you feeling both entertained and enlightened. One of my favorite speakers to see live."

- KATIE MURPHY, DIRECTOR OF WORLDWIDE SALES, HILTON WORLDWIDE

"Erin King brings that rare combination of energy, humor, and smarts — in a sea of noise, she's one of the few who can actually hold my attention from start to finish."

- GARY MURAKAMI, VP GLOBAL SALES & INDUSTRY RELATIONS, TENEO HOSPITALITY GROUP



**FOR BOOKING INFORMATION
PLEASE CONTACT TRACY COTTON**

✉ Tracy@MichelleJoyce.com

☎ 310-902-5568



POPULAR PROGRAMS

All of Erin's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.





BIG SALES ENERGY

**Attract Attention. Increase Influence.
Sell Smarter in an AI World.**

(Pg 1)

Best For: Sales Kickoffs | National Sales Meetings | Dealer Meetings | Franchise Events | Revenue Teams | Network Marketing Organizations

Your buyers have never had more information — or less patience for another salesperson telling them what they already know.

AI can research the prospect. Write the outreach.

Build the presentation. Generate the follow-up. Answer product questions.

And surface another dozen competitors before you've finished your first conversation. Your competitors have access to the same technology.

So when information is no longer the differentiator:

What makes a buyer choose you?

In **Big Sales Energy**, Erin King reveals how top-performing sellers use their uniquely human advantage to attract attention, create trust, increase influence, and move more conversations toward yes.

Drawing from her proprietary research into human energy and more than two decades of building businesses around attention, influence, and persuasion, Erin shows sales professionals why buyers don't simply respond to the words in your pitch.

For booking information, please contact Tracy Cotton:

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com

BIG SALES ENERGY

Attract Attention. Increase Influence. Sell Smarter in an AI World.

(Pg 2)

They respond to the energy underneath it.

Audiences learn how to bring confidence without pressure, presence without performance, and influence without manipulation.

They'll explore what changes when they become more adaptable in the moments when the script stops working, the buyer hesitates, the deal shifts, or an unexpected objection enters the room.

Because AI may make salespeople more efficient.

But efficiency alone doesn't build trust.

It doesn't create chemistry. It doesn't read the room.

And it doesn't make someone want to say yes to you.

In an AI-powered marketplace:

Your pitch can be copied.

Your energy can't.

AUDIENCES LEAVE READY TO:

- Capture and hold buyer attention in an increasingly noisy marketplace.
- Build buyer trust and connection faster.
- Bring greater confidence and conviction into sales conversations.
- Read the room and adapt their approach in real time.
- Increase influence without increasing pressure.
- Move more opportunities out of "maybe" and toward yes.

Attention. Influence. Yes.



For booking information, please contact Tracy Cotton:

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com

THE ENERGY EDGE

Next-Level Leadership in the Age of AI (Pg 1)

Best For: Leadership Summits | Executive Meetings | Annual Conferences | Management Events | Company-Wide General Sessions

Your leaders don't need more information.

They have more information available to them than any generation of leaders in history.

What they need is the distinctly human ability to turn all that intelligence into **influence, momentum, and performance.**

AI can analyze the numbers, generate options, accelerate execution, and tell us what has worked before.

But technology cannot take responsibility for the uniquely human leadership moments that determine whether people trust the direction, buy into the vision, adapt when circumstances change, and perform at their best.

In **The Energy Edge**, bestselling author and peak-performance expert Erin King reveals why energy has evolved from a leadership “nice-to-have” into a performance “need-to-have” in the age of AI.

Drawing from her 18-month, PhD-led research study of more than 10,000 people, Erin unpacks why intelligent, capable leaders can still struggle to create buy-in and sustain momentum — and why what looks like exhaustion, resistance, or disengagement may actually be signaling something very different.



For booking information, please contact Tracy Cotton:

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com



THE ENERGY EDGE

Next-Level Leadership in the Age of AI (Pg 2)

Through her proprietary research, behavioral psychology, an immediately usable leadership framework, and laugh-out-loud storytelling, Erin introduces audiences to three categories of leadership decisions technology cannot own for them:

JUDGMENT CALLS

When everything looks right on paper, but experience tells you something deserves a second look.

PACE CALLS

When leadership requires knowing whether it's time to accelerate or strategically pull back before the next push forward.

VALUES TRADEOFFS

When there is no perfectly optimized answer and the decision ultimately requires a human leader to determine what matters most.

Leaders discover how to recognize the hidden patterns affecting their energy, strengthen the human capabilities their people need most from them, and bring more conviction, adaptability, and influence into the moments that matter.

Because in an AI-powered workplace, information is only the beginning.

The edge belongs to leaders whose energy earns trust, creates buy-in, and elevates everyone around them.

AUDIENCES LEAVE READY TO:

- Strengthen the energy-rich leadership capabilities technology cannot master for them.
- Increase influence and create stronger team buy-in.
- Bring greater conviction and presence to high-stakes leadership moments.
- Adapt faster as circumstances change.
- Protect and direct their best energy toward what matters most.
- Create the kind of contagious energy that elevates performance across a team

For booking information, please contact Tracy Cotton:

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com

THE ENERGY EDGE

Clarity, Confidence, and the Audacity to Go Bigger

(Pg 1)

Best For: Women's Leadership Events | Women Entrepreneurs | Women's Conferences | Employee Resource Groups | Women's Sales Organizations

Successful women aren't short on capability. They're surrounded by opportunities.

Expectations.

Advice.

Opinions.

Options.

And now AI can generate another hundred possibilities before breakfast.

But more input doesn't necessarily create more momentum.

Sometimes it creates more second-guessing.

In **The Energy Edge: Clarity, Confidence, and the Audacity to Go Bigger**, Erin gives ambitious women a research-backed approach to accessing and directing the energy required to lead, build, grow, and take bigger professional swings.

Drawing from her study of more than 10,000 participants — and her own journey building three companies, raising seven figures of capital, selling a business, and navigating the hidden cost of relentless achievement — Erin explores the patterns that can keep extraordinarily capable women circling choices they're more than qualified to make.



For booking information, please contact Tracy Cotton:

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com

THE ENERGY EDGE

Clarity, Confidence, and the Audacity to Go Bigger

(Pg 2)

Through proprietary research, behavioral psychology, practical tools, and Erin's signature laugh-out-loud storytelling, audiences learn how to bring greater confidence and conviction into the professional moments that matter most.

They'll explore what it means to trust their own judgment, protect their best energy, stop outsourcing decisions that only they can make, and go bigger without requiring certainty first.

Because going bigger rarely requires becoming more capable.

It requires having the audacity to bet on the capability you already have.

AUDIENCES LEAVE READY TO:

- Bring greater confidence to high-stakes professional decisions.
- Protect their energy for the opportunities that matter most.
- Trust their own experience and expertise.
- Stop waiting for perfect certainty before taking meaningful action.
- Take bigger professional swings with greater conviction.
- Lead, build, and grow with more energy.



For booking information, please contact Tracy Cotton:

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com