



Kristal Frazier

KEYNOTE SPEAKER | SPEAKING COACH
CREATOR OF THE ASSERTIVE ASK®

EMPOWERING FEARLESS SPEAKERS, AND ELEVATING STUDENTS, NONPROFITS, AND LEADERS TO RAISE MILLIONS

Affectionately known as the Queen of Conversation, Kristal Frazier has facilitated speeches and presentations across North America, Europe and Africa, teaching thousands of students, small business owners, nonprofit executives and a host of other professionals how to collectively raise \$200 million from funders and individual donors over the past decade.

As a public speaking coach for organizations, entrepreneurs, college students and nonprofit professionals, I share my talent and expertise through my signature training programs based on proven, time-tested, outside-the-box strategies you won't see taught by anyone else.



MEET KRISTAL
Scan with your phone camera!

Kristal has facilitated audiences across North America, Europe and Africa, including:



KEYNOTE

Assertive **ASK**®

You have a potential donor who wants to learn more about your organization. How do you prepare for the meeting? You may be wondering what to say and how to say it. Don't panic! If you have ever reached this point and struggled with your confidence to make the ASK, Kristal will prepare you for the next BIG meeting.

LEARNING OBJECTIVES INCLUDE:

- 👉 The 5 CRITICAL steps you should take to prepare yourself for the BIG meeting
- 👉 How to build your confidence, even if you are an introvert
- 👉 Two key areas to focus your conversation
- 👉 The #1 strategy you can implement at your next ASK

“I was so grateful to have Kristal speak to my class of seminary students and congregation leaders on faith-based grant writing and reviewing. In the span of 45 minutes, Kristal covered everything from where to find grants to what reviewers are looking for to how to write a grant proposal with confidence. She offered both overarching advice and practical tips grounded in her years of industry experience. She was inspirational, realistic, and incredibly engaging! I look forward to future opportunities to use her expertise.”

- GRACE POMROY
Director of the Stewardship Leaders
Program at Luther Seminary

FOR BOOKING: KRISTALFRAZIER.COM

ADDITIONAL SPEAKING TOPICS

Professionals, students, small business owners, entrepreneurs and nonprofits trust me to turn them into fearless speakers and teach them how to raise millions in funding. And you can count on me to show you how to do the same. Find out more about my signature coaching process or how to book me for your virtual or keynote speaking needs, online webinars or virtual conferences.



Communicating clearly and effectively is vital to personal and professional success. Yet, effective communication is often hindered by an inability to say how we really feel and ask for what we really want. Assertive Ask™ Confidence in Hard Conversations is interactive and includes practice-driven techniques that will empower you to become truly confident in hard conversations.

Session Takeaways:

- Identify communication styles to use in different conversations;
- Body language and tone techniques for virtual conversations;
- Use strategies for dealing with anxiety and avoidance.



Assertive Ask® Zero Embarrassment Speaking Workshop teaches the way to fundraise with respect for donors' situations, privacies, and schedules. This workshop guides staff to use personalized scripts to guide them through fundraising in front of an audience of one or many.

Session Takeaways:

- Introduction to "The Assertive Ask® for donor acquisition"
- Strategies on how Introverts, Extroverts, or Ambiverts can use their strengths to meet and exceed their fundraising goals.
- Virtual Fundraising Scripts are covered as an accessible way to re-engage lapsed donors.

"I have hosted Kristal on my webinar series several times over the years, and she is consistently one of our most popular guests. Her advice and guidance is always relevant, insightful and accessible to nonprofit audiences. I would not hesitate for a moment to book her for your next conference, webinar, or workshop/training!"

- STEVEN SHATTUCK

Chief Engagement Officer at Bloomerang

"I was fortunate to have Kristal be the Keynote Presenter for my Inaugural Virtual Summit for Nonprofit Changemakers in September 2020- during which she presented two incredible sessions. For anyone who engages speakers, you know that there are a variety of important factors! 1. Is the speaker communicative and accessible prior to event? 2. Is the speaker's presentation being customized to connect with your audience? 3. Are they able to connect with an audience virtually? (and tech-savvy enough to manage their presentation/screen share/audio, etc?? And of course, how do they relate to your audience?"

It is in't often that you can find someone who can check all of those boxes, but that is part of the joy of working with Kristal. She is a consummate professional and her warm personality conveys well, even over Zoom. The feedback from attendees rated Kristal's content, preparedness, and level of knowledge at a 5 out of 5 with plenty of wonderful comments and compliments."

- AMY DEVITA

President at TopNonprofits and Founder at Virtual Summit for Nonprofit Changemakers



BOOK KRISTAL TO CAPTIVATE ATTENDEES AT YOUR NEXT EVENT

FOR BOOKING: [KRISTALFRAZIER.COM](https://www.kristalfrazier.com)

FOR ASSERTIVE ASK® LICENSED PARTNER OPPORTUNITIES:
[ASSERTIVEASK.COM](https://www.assertiveask.com)

 [@KRISTALFRAZIER](https://www.linkedin.com/company/assertiveask)

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SIGNATURE TALK

For Every Flaw

We all have qualities we'd like to change about ourselves. But what if we embraced the flaws instead of wishing them away? For Every Flaw is a journey to self-acceptance. The road to success is not an easy one. Kristal relates how she took control of her life by identifying flaws and overcoming the challenges they presented.

Session Takeaways

- The nine flaws that hinder success
- The 3C Method of overcoming obstacles
- How to respond to self-doubt, anxiety, and fear



EMBRACE YOUR EXCELLENCE:

OVERCOMING IMPOSTER SYNDROME AND UNLEASHING YOUR TRUE POTENTIAL

Session Description:

Uncover practical strategies to recognize and reframe negative self-talk, celebrate your achievements, and cultivate self-assurance. Gain essential tools to conquer imposter syndrome by harnessing five key qualities using the 5E Matrix.



REMEMBERING JOY

Session Description:

This is a flexible presentation that will address 3-8 of the questions:

1. What does having joy mean to you?
2. What role does joy play in your life?
3. How can you deal with the effects of isolation when working from home?
4. How can we find joy in moments of stress?
5. How are you keeping a work-life balance during this time?
6. What role does joy play in your work-life balance?
7. Why should we help others to find their joy as well?
8. If you could tell your younger self one thing about finding joy, what would it be?