



SOCIAL MEDIA & PERSONAL BRANDING SPEAKER

ALYSSA OLERUD

FOUNDER, FEARLYSS MEDIA

AUTHOR · FLOW FRAMEWORK

PODCAST HOST

Alyssa Olerud is a personal brand strategist, speaker, and founder of Fearlyss Media. Before launching her agency, she led a nationwide corporate social selling program that helped sales reps increase revenue by 28% on average. She is the author of *The Fearlyss FLOW Framework*, a step-by-step system that helps business owners and sales professionals build personal brands that attract opportunities, establish authority, and drive revenue. She believes everyone has a story worth telling, and she helps them find the courage to tell it.

100S

SPEAKING ENGAGEMENTS

28%

AVG. REVENUE INCREASE

3+

YEARS IN BUSINESS

1

SIGNATURE FRAMEWORK

SIGNATURE KEYNOTE

MOTIVATIONAL KEYNOTE

STOP HIDING BEHIND YOUR TITLE

45–60 Minutes + Q&A | Keynotes · Conferences · Women's Events · Corporate

If someone asked you to describe yourself in three adjectives, not your job title, not your credentials, what would you say? In this story-driven keynote, Alyssa takes audiences through her own journey of shrinking into invisibility to building a brand on her own terms. Your personal brand is already being built. The only question is whether you're the one building it.

AUDIENCE WALKS AWAY WITH:

- ✓ The understanding that personal brand is built by default. It's just a question of who's doing the building.
- ✓ The confidence to stop shrinking and show up as the fullest version of themselves
- ✓ An introduction to the FLOW Framework for bridging who you are with what you sell

WORKSHOPS

INTERACTIVE WORKSHOP

BUILD YOUR BRAND WITH THE FLOW FRAMEWORK

45–90 Minutes + Q&A | Entrepreneurship · Women's Events · Sales Teams · Corporate

Most business owners know they should be on social media. Most just don't know what to say. The FLOW Framework solves that. It's

MOST REQUESTED TOPICS

- Social Media Strategy for Business Growth
- Building Your Personal Brand (the FLOW Framework)
- LinkedIn Profile Optimization
- Instagram Strategy & Audience Growth
- Easy, Consistent Content Creation
- Social Media for Sales Teams

IDEAL FOR

Corporate Keynotes

Sales Team Trainings

Women's Summits

Entrepreneurship Conferences

Panels

WHAT OTHERS ARE SAYING

"We began working with Fearlyss Media in 2024 to help elevate our social media presence in North America. Alyssa presented effective methods to build and manage a digital territory to our entire North American sales team. The engagement was excellent

a four-pillar content system (Foundation, Lifestyle, Offer, and Wisdom) that maps every post to a purpose. Attendees leave with a personal brand strategy, a repeatable content system, and the confidence to post consistently without staring at a blank screen.

INTERACTIVE WORKSHOP (ADVANCED)

WHAT YOUR CONTENT IS REVEALING ABOUT YOUR BUSINESS

60-75 Minutes + Q&A | Entrepreneurship · Sales Teams · Women's Events

Most business owners think their content problem is a creativity problem. It's not. It's a clarity problem. In this hands-on workshop, Alyssa introduces the FLOW Framework: four pillars (Foundation, Lifestyle, Offer, and Wisdom) that every business activity and every piece of content naturally falls into. When you map your calendar against those four areas, a pattern appears: most people are over-investing in one pillar and completely avoiding another. That avoidance is what's stalling their growth. Attendees audit their own last 7 days of activity in real time and leave with a concrete plan to get back into alignment.

AUDIENCE WALKS AWAY WITH:

- ✓ A completed FLOW audit of their calendar and content (done live)
- ✓ Clarity on which pillar they're avoiding, and what it's costing them
- ✓ The insight that content doesn't need more strategy. It needs alignment.

and the session received consistent high marks from all those in attendance."

— Brian Sommerhauser
VP Sales & Marketing, KaVo Dental Technologies

"Alyssa is an amazing sales partner that helped Sales Reps learn how to grow their business through social media marketing and overall sales awareness. She is a true leader. Her knowledge of how to connect with accounts and buyers is unmatched."

— Robert Krukovitz
VP Sales Operations, Benco Dental

"A good balance of presenting material, talking, asking questions, and audience interaction."

— Training Attendee, Adapting & Evolving: Creating Your Digital Territory

MEDIA & RECOGNITION

2026 AWARD
Embodied Power Award — Auralis Magazine



FEATURED IN
Auralis Magazine

FEATURED IN
Voyage Magazine

SHORT BIO FOR MARKETING MATERIALS

Alyssa Olerud, founder of Fearlyss Media and author of *The Fearlyss FLOW Framework*, believes everyone has a story worth telling. She helps entrepreneurs and professionals build personal brands on social media that connect with real people and convert into real sales. Her work sits at the intersection of strategy, storytelling, and the courage it takes to put yourself out there.

BOOK ALYSSA FOR YOUR NEXT EVENT

Available for keynotes, panels, workshops, and corporate trainings. Pre-event consultation included.

alyssa@fearlyssmedia.com

www.fearlyssmedia.com

[@alyssaolerud](https://www.instagram.com/alyssaolerud)