

the LITTFACTOR

IMPACT REPORT

2021

Origin STORY

I was born for impact. Every brick in my foundation, every hurdle I've lept, every strength I've cultivated, has led me here: to the forefront of a fiercely-powerful, paradigm-shattering leadership movement. The formidable force of nature within me was handed down from generations of notably exceptional women. My mother, Toby Litt, was the most direct source. Born to Holocaust survivors, she carried a wisdom and warmth that captivated even the sternest soul. She was all things entrepreneur, therapist, writer, speaker, artist. Her energy palpably changed any room - the first to smile, to listen, to show up - a force at any table, the head of every board, a leader in all conceivable ways. She personified impact.

Imagine the impossibility, the unfairness of such a force being diagnosed with terminal cancer at a vibrant 47 years old. Given six months left to live, most would feel the hopeless weight of the world. Not Toby. Instead, she approached cancer as she approached life - with deep introspection and transformation. For almost four years, and against all medical odds, she not only lived - but thrived. She embarked on a mission of deepest mind-body healing, and transformed a time of ultimate fear and uncertainty into her greatest period of creation and connection, using her powers to heal herself and others.



I was 24 years old when I lost her - barely an adult when my deepest pillar of strength crumbled before my eyes. Soon after, I found myself at the lowest point in my life. I was a young, unemployed single mother with an eight-month-old baby, crying on the floor of my garage. Asking myself, "How the hell did I get here? Whose life is this?" It was time to question everything, stop ignoring the red flags, and step into my higher self.

As I sat gasping on the floor, I heard whispers of this next level self - a voice part my mother's, part my own: *"Get up. You can continue to be a victim and lie to yourself, or you can create a meaningful life for yourself and your daughter."* That day, I made a commitment. I would only listen to this higher self. I would take responsibility for creating a supremely empowered life.

I entered the workforce and flew to the top of each organization I joined. Top recruiter, top producer, promotions, awards. Even without a formal college education, the corporate ladder never felt like too hard a climb - I had an uncanny ability to connect with others; a mind designed for creative solutions; a spirit of unshakable confidence and growth. I eventually became Vice President of Talent Management and Acquisition at a healthcare company. I was making six figures, calling the shots, living a "successful life" - but somewhere inside, I still felt empty.





Again, the whispers of my higher self called. She continually reminded me of my limitless capacity and insatiable desire to make a real impact on this world - I was, after all, Toby's daughter. After years of fear and contemplation, I was ready to step into my power, ready to continue her legacy of deepest reflection, transformation, and impact.

I entered coaching school - finding it was exactly where I belonged. I was a fish to water. Every strength I had, every experience I endured, every whisper I heard, culminated in this gift of deeply changing lives. I launched The Litt Factor in 2017, and it has been a rocket ship to the outermost bounds of human existence. I serve thousands

of people all over the globe. I have programs actively running that transform lives daily. I have written a best-selling book, spoken on the grandest of stages, and been filmed by major media outlets. I host large-scale events that sell out as soon as they're offered. To exponentially expand the capacity of my impact, I now certify others in my Mind Magic® framework that has become a devout way of life for so many grateful, thriving entrepreneurs and leaders. These Certified Mind Magic® Practitioners are now out in the world creating their own impact alongside mine.

My work in this world is expanding at a rate I never thought possible. The Litt Factor is an undeniable entity in healing, mindset, and energy. We are helping others embody their fullest expression, embrace their non-negotiable, inherent worth, become untouchable, and manifest their wildest dreams into their present, physical realities. We are cultivating spiritually-aligned, tangibly-happy, holistically-successful leaders. Of all my achievements, nothing is more electric than watching another human being recognize their own power. My goal is to enlighten and electrify the world to live in this elevated form of existence; to raise the consciousness and energetic frequency of our world, allowing us to create generational change.

Reflecting upon The Litt Factor's first five years of operations, this impact report is intended to document the milestones reached, lives touched, and future envisioned for this innovative, extraordinary organization.

I invite you to join me on this journey and become the next level of yourself.

Regards,
Tracy Litt
Founder of the Litt Factor



Vision / ABOUT

VISION

Founded in 2017 by Tracy Litt, The Litt Factor is a global personal growth and potential company. The Litt Factor helps high-achieving female leaders and entrepreneurs harness their personal power, leverage it to become their highest level selves, and achieve inner congruence with their deepest visions of fulfillment and success. **From this place of ultimate alignment, they actualize limitless happiness, wealth, and impact.** Offerings include high-level personal coaching, corporate training, speaking, rapid transformational hypnotherapy, online interactive growth courses, group coaching programs, live events, and practitioner certification. The Litt Factor work is proven and highly sought after for its unique and powerful methods of transformation. These methods marry metacognition and spirituality, neuroscience and quantum law, healing and energetics, to support its clients in generating extraordinary results - again, and again, and again...



MEDIA FEATURES & RECOGNITIONS

The Litt Factor has been featured in major media outlets such as Forbes, Thrive Global, CBS, Entrepreneur, The Zoe Report, Inc.com, and Fast Company. Tracy has written on a multitude of engaging topics, including transformation, self-worth, expander parenting™, fear, holistic success, science and spirituality, and more.

Visit thelittfactor.com/mediafeatures and thelittfactor.com/blog to enjoy these featured articles.

In June 2020, Tracy was awarded the **2020 Social Good Entrepreneur Women in Business Award**. She has delivered an Amazon best-selling book, *Worthy Human: Because You Are the Problem and the Solution*, and game-changing **TEDx Talk, “Dear Fear, It’s Not You, It’s Me.”**

In 2022, Tracy was honored in **Success Magazine’s Success 125**, as one of the top global leaders in personal growth and development.



The Lift Factor OFFERINGS

THE ELEVATION EXPERIENCE

The Elevation Experience is a 7-day micro-course unlocking the 7 Superpowers of extraordinary women leaders.

The Power of Calm & Safety

The Power of Radical Personal Responsibility

The Power of Compassion

The Power of Thinking on Purpose

The Power of Emotion

The Power of Levity

The Power of The Unknown

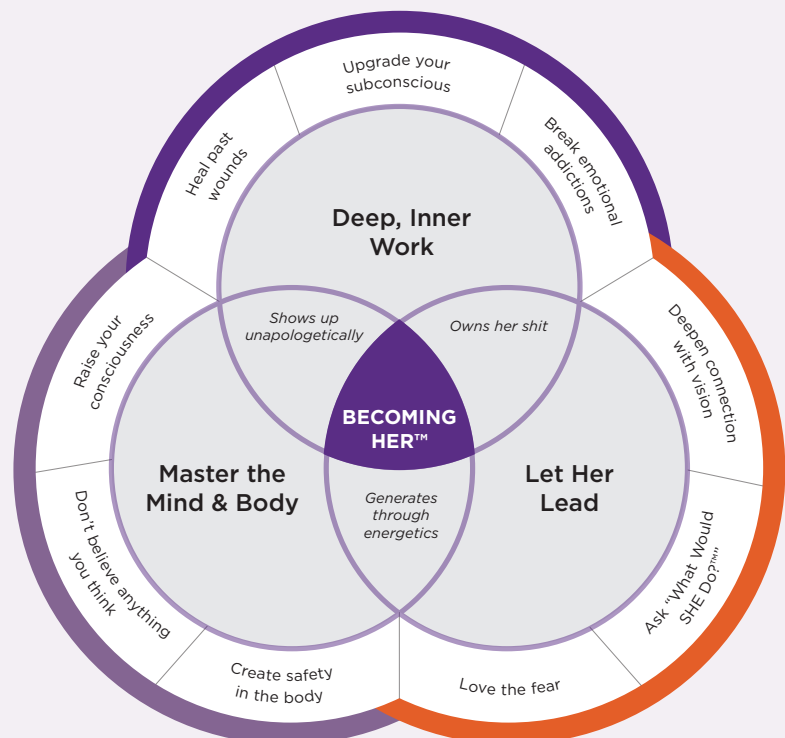
The Elevation Experience is designed to help attendees access and practice the seven superpowers that will elevate them to the next level of themselves, their leadership, and their impact. It features meaningful sessions, exercises, and reflections; an open, unconditionally supportive, non-judgmental, fun, high energy space for sharing, vulnerability, and growth; a private community of female leaders who are committed to their next level evolution; and a personal channel to Tracy. Clients who want to delve deeper into their highest selves often choose to continue on to Mind Magic® (below).

MIND MAGIC®

Mind Magic® is The Litt Factor's signature program, intellectual property, and proven framework of sustainable transformation and expansion. This six-month program offers a container where highly-conscious, high-achieving women leaders and entrepreneurs come together to do the inner work necessary to embody the next level versions of themselves. The curriculum and experience combine the complex, high-level concepts of neuroscience, quantum law, metacognition, spirituality, and neuroplasticity, distilled to a tangible, actionable format for success. Mind Magic® includes access to a community of unparalleled, like-minded Mind Magicians (past and present) who raise each other up and provide unconditional guidance, love, and support.

MIND MAGIC® FRAMEWORK

THE NEXT LEVEL OF YOUR SUCCESS
REQUIRES THE NEXT LEVEL OF YOU



CERTIFIED MASTER MIND MAGIC PRACTITIONER PROGRAM (CMMMP)

This certification program is offered to those seeking ultimate mastery and license to use Mind Magic®, the Litt Factor's comprehensive, proven method to support healing, growth, expansion, and transformational impact. **CMMMP** is a six-month training program to prepare and certify coaches, leaders, healers, and service providers in the powerful practice of Mind Magic®, which can be utilized to meaningfully suit their own endeavors.

Through this certification, practitioners expand the depth and breadth of their transformational knowledge bases, skill sets, and offerings, dramatically upleveling their confidence to meaningfully serve their clients. This instantaneously allows for greater impact and revenue potential. **Mind Magic® is the “how” behind the personal growth hype.**

Once certified, the CMMMP is permitted and licensed to use all the assets of the program, in addition to done-for-you workshops and The Litt Factor's Business Magic™ program for business building support. CMMMP is the gold standard for certifications in the personal growth industry. Its framework is designed to share a clear, replicable pathway to long-term, sustainable results, and is customizable to any audience.

POWERHOUSE

Powerhouse is a three-day immersive, in-person retreat hosted by Tracy at an extraordinary resort and spa. It focuses on healing, expansive growth, and up-leveling, while surrounded by a sisterhood of supportive, visionary women. Powerhouse gives female leaders a deeply transformational and safe space away from their day-to-day life to gain new perspectives, connections, and make unbelievable breakthroughs in a warm, welcoming community of fellow leaders.



CORPORATE / SPEAKING ENGAGEMENTS

Tracy offers **speaking and keynote presentations** at events ranging from company retreats to large conferences. These talks are designed to make audiences grow and connect with themselves and their inner power and can be tailored to any audience or vision. Tracy's corporate clients include: Prudential, McDonald's, Siegfried, Capital One, Ryder, NearPod, and Florida state middle and high schools.

TRACY'S SIGNATURE TALKS

"Dear Fear, It's Not You, It's Me"

"The Next Level of Your Success Requires the Next Level of You"

"A Culture of Consciousness"

"Leading & Living During Uncertain Times"

"The Superpower of Emotion"





1:1

Tracy serves a handful of high-level clients one-on-one through VIP Days & Private Coaching Experiences, where the topic and content are individually suited to the client's desires and goals, while combining the philosophies of Tracy's work and modalities. One-on-one engagements can also include Rapid Transformational Therapy, a hybrid therapy that includes principles of hypnotherapy, cognitive behavioral therapy, psychotherapy, and neuro-linguistic programming therapy.

Timeline

DECEMBER 2021

Inaugural class of 23 Certified Master Mind® Magic Practitioners complete the certification process and immediately start expanding their impact and revenue

MAY 2020

Certified Master Mind Magic® Practitioner Program is launched

FEBRUARY 2020

Tracy delivers her game-changing TEDx talk, *"Dear Fear, It's Not You, It's Me"*

MARCH 2018

Launch of Mind Magic®, The Litt Factor's signature program

SEPTEMBER 2016

The Litt Factor is founded

FEBRUARY 2022

Tracy Litt is named in the Success 125, highlighting the 125 top global human growth and potential leaders

JUNE 2020

Tracy wins 2020 Social Good Entrepreneur Women in Business Award

MARCH 2020

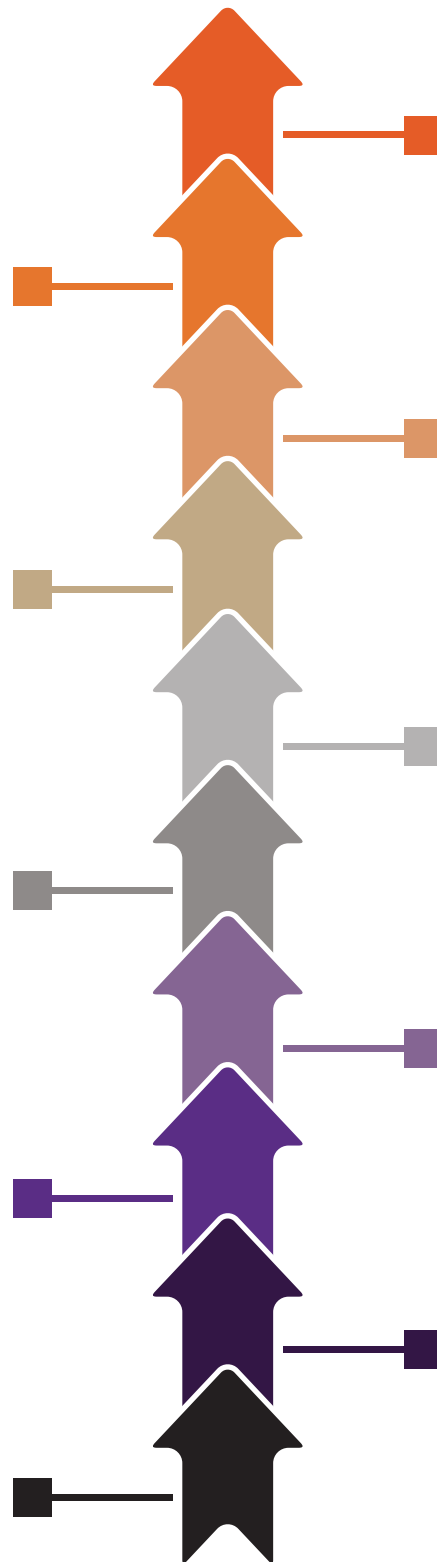
The Elevation Experience is launched

JULY 2019

Tracy's book, *"Worthy Human: Because You Are the Problem and the Solution"* is published

DECEMBER 2017

Tracy begins leading corporate trainings and keynotes



Why & HOW

WHY WOMEN?

The amount of business and wealth generated by women entrepreneurs and women-owned businesses continues to grow exponentially. Now more than ever, the climate for female leaders is strong and encouraging for women to jump into entrepreneurship and cultivate their own success. In the global corporate setting, women are also rising as executives and leaders, seeking greater support in personal and professional growth along their journeys.



WOMEN IN BUSINESS: RISING & SUCCEEDING

- *More than 11.6 million firms are owned by women, or more than 40% of all U.S. businesses, employing nearly 9 million people, and generating \$1.7 trillion in sales as of 2017.*
- *The number of net new women-owned businesses in the U.S. in 2018-2019 is 1,817, or 154% higher compared to the same statistic from 2002-2007.*
- *Women of color are responsible for 89% of newly created businesses in 2019.*
- *Women-owned firms (51% or more) account for 39% of all privately held firms and contribute 8% of employment and 4.2% of revenues.*
- *One in five firms with a revenue of \$1M or more is woman-owned.*
- *62% of women business owners are between 40 and 59 years old.*
- *In 1980, there were no women in the top executive ranks of the Fortune 100 companies; by 2001, 11 percent of those corporate leaders were women.*
- *The share of companies with female CEOs increased more than sixfold.*

Challenges for women – especially working women – have only increased during the COVID-19 pandemic. In September 2020, given the challenges of balancing work, children and homeschooling, **four times** as many women voluntarily left the workforce than men. Stay-at-home orders have had a significant effect on unpaid care and work-life balance. The Brookings Institute estimates that working mothers **spend** 50% more time each day caring for children than working fathers. 90% of women small business owners **say** that the COVID-19 pandemic has added stress to their business lives and created “disproportionate challenges” this year. Tracy considers this an even greater call to action as she seeks to support and empower women to thrive during these particularly trying times.

Finally, Tracy’s personal experiences inspire her daily mission to help women step into their power. **Gaining equity for women is about empowering women to break out of the patterns of patriarchal conditioning, use their voice, and show up differently.** That’s the only way to break patterns of historic inequality. Tracy is one of three sisters, and she has three daughters. Breaking these historical patterns is deeply personal for her.





“I wake up every day and want to show my daughters what’s possible and how to make something out of nothing. Through this work, I see my daughters and nieces recognize their own limitlessness, think beyond the ways their friends think, and push beyond what they thought was possible. The Litt Factor is all about making generational change, and I see that firsthand in the impacts it has on the young women in my collective.”

—Tracy

The Litt Factor’s proven methods can work for any person, regardless of gender or background. Its current focus is women – but eventually, The Litt Factor will expand to serve all.

WHY LEADERS AND ENTREPRENEURS?

Leaders and entrepreneurs have exponential impact given their top-down touches on employees, clients, and vast ecosystems of other leaders and entrepreneurs. Entrepreneurs are in a unique position to innovate and demonstrate a way of leading differently, not bound by restrictive workplace cultures or typical corporate practices. Entrepreneurship is also considered a **key** source of economic development, innovation, and growth, and many **trends** in work culture that began in startups trickle out to the greater corporate environment, for better or for worse. Many leaders follow the dominant paradigm to succeed: hyper-focusing on hustle, productivity, pushing yourself harder and harder, and fighting your way to the top. The world of executives and entrepreneurs is male-dominated, not just in numbers, but in culture. **The Litt Factor intends to shift this leadership paradigm towards a holistic, mindset-focused approach** – achieving better results for business success compared to the norm and, at the same time, unlocking healing and personal growth for the individual. Unprecedented success and unprecedented joy are not mutually exclusive! In fact, they love one another.



THE HOW: OUR APPROACH TO CHANGING THE WORLD

Supporting each individual visionary woman in their personal growth journey of healing, growth, expansion (It is through each individual's growth journey that we rise as a collective)

Consistently providing free and paid content that delivers results everytime you engage with it.

Creating and delivering inner work that is simple and digestible, inspiring clients to be excited about the practices and actually show up to do the work that provides them the new evidence they need to realize their power and continue their transformation.

Upholding our company values of compassion, transparency, continuous improvement, and unparalleled client service.

Leveraging the intersections of what it takes to become the next level of self: Deep Inner Healing - Mastering the Mind & Body - Letting HER (future self) lead.

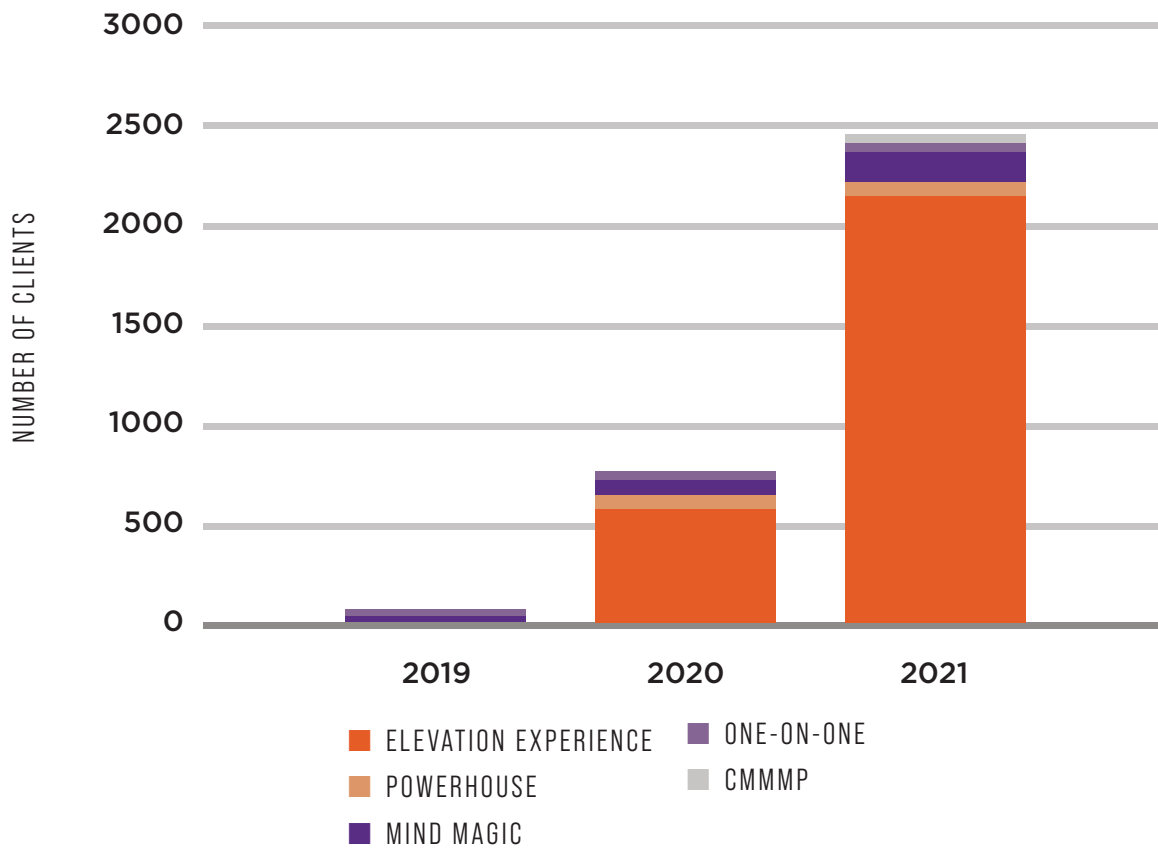
Contributing to and continued learning of new research and data in the science of human growth, consciousness, and transformational space.





BY THE NUMBERS

2019-2021 PROGRAM & CLIENT GROWTH



- Clients served across the globe in seven countries.
- Over 3,000 clients with documented improvement in personal results, growth, and development
- 2,000+ members in virtual communities of women supporting women
- 43 corporate engagements, between 50 and 1000+ attendees each

WHAT MAKES TRACY'S APPROACH DIFFERENT?

Making the Intangible Tangible

The Litt Factor works in the complex, scientific, and spiritual disciplines of metacognition, neuroscience, quantum law, trauma-informed healing, and energetics. But the success of The Litt Factor's programs in actually generating results comes from Tracy's unique ability - as both a natural-born teacher and someone who went through the process of transformation herself - to turn philosophical, high-level, complex concepts into an easily digestible, actionable practice. **She has a knack for making things make sense.** Her unconventional approaches and direct applications of inner work are continually proven to generate astounding results.

Tracy's experience studying neuroscience, spirituality, and various innovative therapies allows her to connect with how the human mind, body, and spirit collaborate. She articulates difficult-to-capture feelings of stagnation, fear, and anxiety; communicates the biological and physical reasons why minds and bodies put you in these same patterns; and delivers immediate actions you can grab onto and begin practicing immediately.

The work of personal growth is often daunting and inaccessible. Many practitioners in the personal development industry share information without application. The Mind Magic® methodology is the answer to this challenge, providing step-by-step meaningful tools and practices that actually create lasting change.



“One of my superpowers is taking big, enigmatic concepts and distilling them down in a way that is so sensible and easy to digest that it encourages you to actually do the work.”



—Tracy

“I’VE BEEN THROUGH A LOT of personal development coaching through the years, but I never worked with a coach who could tell me how to do it. There was never anything concrete, no one saying ‘Do this, then do this.’ Most coaches would give you all these principles and say, ‘It’s easy, just let go!’ Tracy, on the other hand, really lays it out for you - there really is no way to fail if you do the work.”

—Marissa DeRosa Campbell

“TRACY’S IMPACT ON OUR TEAMS WAS IMMEDIATE and long-lasting. Her style is direct, fun, and loving. We have all since gone on to implement the practices she taught us, and are seeing gains in our leaders, and our outcomes. Book her!”

—Calonna Rhody, Regional Director, McDonald’s



“The Mind Magic® program is **COMPLETELY ACCESSIBLE** for everybody. The videos are short enough that you can watch them before making dinner with the kids. The homework is simple but meaningful. The Facebook group is great - not just for the community, but for access to Tracy.”

—Jen Rafferty

RADICAL RELATABILITY

“TRACY’S SECRET SAUCE is that she has already done the work herself. The relatability factor is instant - you know that she has been in the fetal position on the floor, breaking down about her life, and now she’s not - she’s successful, thriving, and continuing to expand herself.”

—Amanda Bolzau

“IN TEACHING US HOW to have an emotional release, Tracy started screaming bloody murder, then started crying, then started laughing. I couldn’t help but thinking, ‘Is she crazy?!’ But this was her showing us the way, demonstrating that it’s okay to release emotions, and creating safety and freedom for others to do the same.”

—Liz Svatek



“TRACY LITT WAS BORN WITH a name that perfectly describes her as a speaker... she lights up a room. Her energy, honesty, strength and coaching skills are so clearly on display as she leads a room of people through shifting their beliefs and honing in on what makes them ready for the next level. Barefoot and shimmying through the room, our attendee’s gave rave reviews of Tracy, and we are excited to have her back for more events!”

— *Emily Benson, CEO of Stylish & Successful, Best-Selling Author*

“TRACY’S MAGNETIC PERSONALITY and ability to relate to women going through the work at every stage of the process gives her clients the confidence that they are not alone. They are supported. They can break through the roadblocks they are facing. She shows women that everyone has similar struggles, obstacles, and dreams - at a fundamental level, many women are struggling with issues of worthiness, value, fear, and past traumas. As someone who faced all these issues, realized she was the creator of her own reality, and dramatically and sustainably changed her own life, **Tracy is a living example that anything is possible.** And she shows you exactly how to achieve the very greatest possibilities.”

— *Cheryl Thompson*



CREATING UNPARALLELED COMMUNITIES



Joining one of The Litt Factor's programs gives women access to a massive sisterhood of like-minded women who support each other. Each woman in the community is so solid in themselves that they lift each other up instead of tearing each other down - they celebrate each other without comparison or jealousy.

Tracy has a superpower of cultivating incredible, sacred communities. She is loving and compassionate, while holding high standards for what is not tolerated in the community. The Litt Factor communities are there to share in the joys, wins, and celebrations - but also to provide support and advice when life gets out of alignment, and



“THE INCREDIBLE COMMUNITY that Tracy has built was also something that I was not expecting. These are women who are incredible leaders, CEOs of their own companies - I looked at myself as a music teacher and wasn't sure if I belonged. But I soon learned that everyone has the same struggles, everyone has the same blocks, obstacles, and dreams. Everything became more available and accessible to her because I realized that I wasn't any different than these women - we're all the same and grappling with these issues of worthiness, value, past wounds, and traumas that were preventing us from growing no matter what that looked like. Being able to see that was a game changer.”

—Jen Rafferty



“One of the things that makes the work wonderful is the community. We isolate ourselves too much, but humans are naturally social, tribal beings. Community is a requirement for growth – it’s a nonstarter if you’re in the growth world and you don’t have a strong community behind you. You might face something unexpected – the business flop, a scary biopsy result, a divorce – when you’re in a community, it doesn’t matter. It turns from something that could be insurmountable into something easily doable.”

—Tracy



RAISING CONSCIOUSNESS & ENERGETIC FREQUENCY

At its core, The Litt Factor aims to help visionary women heal, grow, and expand into the next level versions of themselves. The programs support women in breaking free from outdated, unhelpful paradigms, learning how to think, shift their relationship with fear, and prioritize their energetic frequencies to generate incredible results with ease and joy.



“Fundamentally, we are spiritual beings having a human experience. My work aims to give each spiritual being the keys to everything they desire in a way where they can repeat it and for themselves over and over again. The aim is not to make them dependent on any one program, but to serve them into realizing their personal power, share and provide the practices and self-connection that will allow them to self-coach for the rest of their lives. Up-level after up-level, the client will be capable of helping themselves.”

—Tracy

The Litt Factor aims to help each client become the fullest expression of themselves. The inner work ranges from identifying past traumas that impact their thinking and relationships to themselves, to finding their “meaning-makers” and reprogramming limiting beliefs, to liberating energy from emotional addictions, and finally to breaking through their self-inflicted glass ceilings so they can actualize what’s possible. This can look vastly different from person to person. **The work doesn’t just provide steps; it teaches each person a meaningful process of how to interrupt their thoughts, identify their blocks, reprogram themselves from a higher level self, and achieve different outcomes.** They will continue this iterative process over and over any time a new fear, risk, or moment of growth comes up. In doing so, they are constantly elevating to a higher level of consciousness, alignment, and energetic frequency in an ever-strengthening loop of evolution and success.



UNIQUE IMPACTS ON WOMEN

The Litt Factor is focused on empowering women leaders and entrepreneurs – the idea of working with and for women resonates deeply with Tracy, as one of three sisters, the daughter of a strong woman who also coached other women, and the mother of three daughters.

The work of Mind Magic® is not only for women – it can work for any person, any situation, and any background. But many of The Litt Factor’s clients have resonated with the idea that the work helps break out of the many limitations that women are raised and conditioned to believe, especially in the world of business.



“It’s about asking yourself: ‘How are you showing up? Are you contorting yourself? Are you not using your voice? Are you caring too much what people think?’ If we don’t enlighten and empower women to behave differently and start to break out of the patterns of patriarchal conditioning, we’ll never gain equity.”

—Tracy

“A LOT OF WOMEN ARE TRAINED to brush off compliments. I used to be self-deprecating and use that as a tool to put everyone else at ease – but it was always at my own expense. Now, I’m accepting that I am successful and responsible for my growth. I can praise myself and have it be okay.”

—Donna Star

“TRACY NOT ONLY INSPIRED the women of our organization but left very meaningful advice to take away and apply day to day. Everyone walked away from this series feeling more confident in themselves and their ability to lead.”

—Diana Anderson, VP of Talent Management & HR Global Operations, Ryder Transport Company

The Litt Factor’s framework is also designed to address and overcome past trauma, including many unique traumas that primarily impact women, such as abusive relationships and sexual assault. Going through this work helps survivors reaffirm their worthiness, reclaim their power, and heal on the deepest, most cellular level.



“WOMEN HAVE BEEN SUPPRESSED FOR SO LONG. Our opinions don’t matter, our ideas and thoughts don’t matter. It’s been a man’s world for a very long time – but women are taking our power back and joining forces with each other to say, ‘We matter.’ We need the way women approach problems; we need that change and growth. I know what it feels like to be powerless and to be in a controlling relationship, and I learned how to say no. I want to be a voice for other women in the same situation, fight for their rights, and push them up to succeed.”

–Tasha Romanelli



RIPPLE EFFECTS

Obviously, The Litt Factor has a major direct impact on its clients, corporate and private, empowering them to be the most spiritually evolved versions of themselves and continue elevating their own impact. But developing empowered leaders and entrepreneurs has a much larger impact than just individuals: when a woman shows up better for her family, her clients, and her world, the work of Mind Magic ripples out through all of these circles.

The ripple effect of this work can manifest in many different ways, such as:

- Clients going through the work and creating better outcomes for their own clients
- Marital relationships becoming more open, communicative, sensitive, and appreciative of each other
- Entraining/raising the energy of others, simply due to proximity
- Women in The Litt Factor community investing in and hiring each other
- The generational impact of raising children - especially young women - who know how to use their voice, be empathetic, and know how to use their power.



“BECAUSE THE WORK is so intensely focused on you from the inside out, it creates this organic feeling that happens like an aura around you. Anyone who is near you feels this, even if you don’t intentionally put it out there. It’s impossible for those around you to not shift and change as a result of the changes going on inside you.”

—Amanda Bolzau

“There’s a more **GENTLE AND COMPASSIONATE WAY** you go into the world when you realize how much pain people are carrying around. The ripple effect is being a more empathetic leader and teaching both my clients and my family to be more compassionate to each other, too.”

—Liz Svatek

“INCREDIBLE. CONNECTIVE. RESONANT. Tracy was a one woman show of belief, a mission to free everyone and anyone of their fear. It more than delivered.”

—Jordan B., Palm Beach County School System



“EVEN MY KIDS HAVE BEEN CHANGED by the work I’ve done with Tracy. The other day, my daughter said to me, ‘Mommy, I think your next book should be called How to Live Your Best Life.’ I’m able to talk to them and teach them the concepts that I’m learning – my daughter likes to say, ‘I’m in charge of my thoughts.’ I wish I knew these things when I was seven; I wish I knew them when I was 27. The generational piece of all of this is going places that I never expected.”

—Jen Rafferty

“THERE WERE 500 PEOPLE at our symposium and every single person there was more engaged than ever before. Tracy didn’t just present or talk at them, it was interactive. She made it a conversation. I’ve never seen that many people not touch their phones for an hour. Tracy had a true impact on every one of us that will ripple on for years to come.”

—Jessica H., The National Association for Health Underwriters

Impact CASE STUDIES

CLICK TO READ



[CHERYL THOMPSON](#)



[JENNIFER MERCADO](#)



[RACHEL FRIEMAN](#)



[MEGHAN STEVENSON](#)



[DIANA GRESHTCHUK](#)



[JEN RAFFERTY](#)



[LIZ SVATEK](#)



[DONNA STAR](#)



[AMANDA BOLZAU](#)



[MARISSA DEROSA
CAMPBELL](#)



[TASHA ROMANELLI](#)



[SHARONDA MITCHELL](#)

Pro-bono WORK

A pillar of Tracy's mission in this world is to facilitate global growth, and empowerment in any way she can.

Tracy learned that according to the [World Bank](#), 58% of all micro-enterprise businesses in Africa are women-owned, but many lack access to programs that would increase the success and profitability of their businesses. Additionally, the [SME Finance Forum](#) states that 68% of women-led micro-enterprises in these developing countries do not have adequate access to finance, and there is a dire need for business development and capacity-building training to support upskilling, financial literacy, and leadership.

To help this cause, Tracy connected with Join the Journey, a microlending organization that provides financing and coaching to resilient women entrepreneurs in Zambia to boost their businesses and break the cycle of poverty. Tracy provides pro-bono mindset and entrepreneurship coaching to entrepreneurs who are part of its Spark program. The Litt Factor has also fully funded 48 microloans to help women make valuable improvements to their businesses.

Through funding, these entrepreneurs are able to get a more attractive storefront, buy much-needed equipment, and/or expand their inventory. Many of the entrepreneurs are single mothers or widows who are responsible for caring for several children, grandchildren, or nieces. By growing their businesses, these women can increase their own skill sets, better provide for their families, send their children to school, and teach entrepreneurship to the next generation.

CASE STUDIES: MICROLOAN RECIPIENTS

Rose Mary Channa, also known as Aunt Rose, is a microloan recipient and owner of a bakery. The Spark loan she received has helped her expand her business into selling fruits like oranges, bananas, and apples. Aunt Rose runs a household of four which includes her son, daughter, and grandson. She says her loan has also helped her go from surviving on one or two meals a day to three meals and the occasional snacks for her grandson.

Dorothy Manganja is a widowed mother living with five grandchildren. She sells sugar, popcorn, and plastic bags to her fellow sellers in the area, and the loan has helped her increase stock orders. She looks forward to future loans, which will help her increase her product offerings.

Prudence Chalwe has a market stall at the busy Chawama Bus Station. Her business line includes eggs, rice, salt, and prepared boiled eggs to eat on the go. The Spark loan has helped pay for her house rental and increase her stock orders for her products. Prudence is widowed and supports her children and nieces. When she finishes her loan repayments, she would like to get a bigger trading space with her next loan. She is grateful for this initiative as it deeply helped her when her hope had faded.



After a pro-bono talk Tracy delivered at Vanderbilt University for Entrepreneurship & Innovation, Tracy was approached to be on the mentor board for The Wond'ry at Vanderbilt University. The Wond'ry is Vanderbilt University's Center for Entrepreneurship, Innovation & Design. **Starting Fall 2022, Tracy will be a mentor, meeting with Vanderbilt innovators to provide guidance in her areas of expertise.**



“The ability to help an innovator realize their power, and cultivate unwavering self-belief, allows their creations to actualize in the physical world, empowering the business/solution to have the profound impact that the innovator intended to make.”

—Tracy

The Litt Factor looks forward to continuing to support organizations like Join the Journey, Vanderbilt University and expand its impactful pro-bono work as the organization grows.

On the HORIZON

In the next 1 - 4 years, The Litt Factor aims to have exponential reach, impact, and revenue. Included in this vision is:

- Deepening our DEI to ensure we are serving and creating a safe space for women, anyone who identifies as a woman, gender expansive, women with marginalized identities, LGBTQ+, women of color, women who have disabilities
- Serving thousands of clients directly inside Mind Magic® making it the #1 transformational, personal growth container for women leaders & entrepreneurs.
- Having hundreds certified as CMMMPs, making their impact with the proven framework in diverse audiences and communities globally
- Introducing and teaching Mind Magic curriculum in K-12 academic environments
- Providing more meaningful philanthropic and pro-bono services
- Deepening our reach into corporations to elevate their cultures of consciousness and self-leadership
- Offering new programming and elevated content as we continue to learn, and as the research on human growth and potential continues expand

The stories in this report are just a few of the thousands of life-altering transformations that The Litt Factor's clients have experienced. As The Litt Factor's programs continue to grow and extend their reach, more and more people will be awakened, enlightened, empowered, and transformed.



I was put upon this earth to make a massive impact; to leave a legacy; to create deep generational change; to help elevate the collective consciousness. This is the mission of my heart, mind, and spirit every single day.

I want my work in this world to echo for generations - to outlive me - and permeate the greater future of deeply happy, enlightened souls. It's beautiful and scary. I hope you'll join me on this extraordinary, exhilarating journey of The Litt Factor.

Treat yourself well,
Tracy

**Ready to dive in and take yourself to the
next level with The Litt Factor?**

**CLICK HERE TO START YOUR JOURNEY
WITH A FREE GIFT: WHAT WOULD SHE DO?™
AUDIO EMBODIMENT TRAINING**