



FIND YOUR 'IT'

Aurora writer helps others find passion through structured workbook

By Marissa Amoni
FOR THE BEACON-NEWS

Live your passion. Make a difference. Chris Beebe knows you can because she talks the talk and walks the walk. In "Finding IT," her book out this October, Beebe helps others to find what "IT" is and assists them in achieving it.



Beebe

"I believe that a lot of people are called to do something. The book helps you pull out what is calling you," said Beebe, who turns 50 next month.

"The book walks people through those invisible blocks that prevent them from being their authentic selves."

Beebe, of Aurora, runs a marketing firm, the Visionary Agency, where she often taps into her clients' passions when coaching them to be the most effective at what they do.

"I get you to take action," she said. And when you are doing what you are passionate about, you step into a leadership role and people want to follow you, she said.

"Finding IT" is a five-week study and every day is an exercise that helps to break down invisible blocks and allows you to take your passion for a test drive. The book is very structured, Beebe said, with daily meditation, guided visualizations and journaling techniques.

Beebe takes readers step by step to find what "it" is and then moves on to the marketing tools that allow "it" to happen.

IF YOU READ IT

What: "Finding IT"
Author: Chris Beebe, of Aurora
Publisher: Self-published
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Info: www.thevisionaryagency.com

She talks about the importance of finding the right team members and target audience and then making it all real. In week five, it's time to try on a new reality and get into action.

"In some ways, 'Finding IT' is a culmination of different books," said Beebe, who took inspiration from "Think and Grow Rich" by Napoleon Hill and other books that promote success.

Beebe's own success happened gradually over more than 30 years of motivating others through public speaking, at first through the nonprofit sector and then in her marketing career. She realized that she was a natural and found her "it." Beebe now helps others tell their "it" story through her blog at www.thevisionaryblog.com.

"I'm helping people who are out there making a difference (share their story) because they are stepping out and leading," Beebe said.

Beebe thinks that "Finding IT" will resonate with baby boomer women, but she hopes to help lots of people find "that fire in their belly."

"It is not just a one-time thing; it is an evolution," she said.

Beebe is offering a five-week tele-course on finding "IT," starting Wednesday. Find out more at www.thevisionaryblog.com/finding-it-the-course.