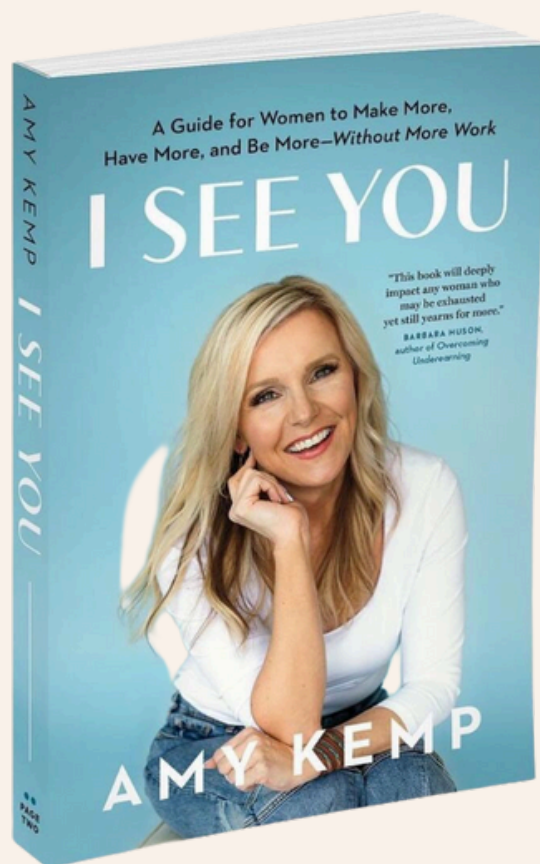


I SEE YOU

A Guide for Women to Make More, Have More, and Be More—Without More Work



"I See You will deeply impact any woman who may be exhausted yet still yearns for more. Amy Kemp deftly teaches readers that by thinking differently, they can create a tremendous amount of success and wealth without struggle or strain. This book is truly a game changer."

—Barbara Huson

Author of *Overcoming Underearning* and *Rewire for Wealth*

amykemp.com

INSIDE THE BOOK

For over twenty years, I have worked closely with brilliant, ambitious and talented women who have already achieved an impressive level of success, climbing to the top ranks of their companies or industries. At some point in their journeys, I've watched each woman reach a level where she can't work any longer or harder, but she still wants to increase her income, impact and influence. **Stuck and frustrated, she runs smack dab into the core message of this book: You can't outwork your thought habits.** (If it was possible, trust me, these women would have already done it!) The tactics and strategies that created growth and got her where she is no longer move her forward like they used to. Most importantly, she doesn't need to overhaul everything, but she must replace some habits of thinking that are no longer serving her.

What exactly is a thought habit? We talk about habits a lot, but the term "thought habit" isn't one most people use on a daily basis. Imagine being able to unzip the top of your head and watch the deep grooves in which our thoughts travel over and over in our brains. With each successive trip, a groove deepens and smooths. These subconscious paths are our thought habits. We don't consciously know they exist, but they impact every action we take. **To move forward, we must stop blindly falling into old, comfortable pathways and create new habits of thinking. That is what you will find in the pages of this book — a step by step guide to replacing those thought habits that no longer serve you with new ones that do.**

LEARN HOW TO

This book will help you create more beneficial thought habits in the following areas:

- Giving appropriate amounts of your time and talents
- Creating clear boundaries in all of your relationships, especially with your work
- Prioritizing guilt-free play and embracing rhythms in your schedule
- Identifying and assigning accurate value to your areas of natural genius
- Healing a dysfunctional relationship with money
- Surrendering to structure in areas of intense resistance and struggle

"I See You grounds professional guidance in a deep understanding of what it feels like to be in our big, beautiful, and sometimes messy and stressful lives. Amy Kemp delivers just the right balance of advice and encouragement, helping us to not only love the life we are in, but to accomplish our wildest dreams."

—**Pamela Slim**
Author of *Body of Work* and *The Widest Net*

AMY KEMP

—
A Gentle Leadership Journey Guide

—
A Brilliant Business Strategist

—
A Thought Habit Expert

—
An Empathetic Teacher

—
A Clear & Compelling Writer

—
A Creator of Safe Spaces



Amy Kemp is the owner & CEO of Amy Kemp, Inc. In her work within this growing company, Amy helps leaders and business professionals understand how deeply thought habits impact every part of their work and lives.

As a certified Habit Finder coach, Amy has led over 300 female business leaders through a four-month small group engagement called Encounter that is designed to replace unhealthy thought habits with more healthy ones. She has also worked through the Habit Finder curriculum with hundreds of leaders in one-on-one settings and with leadership teams at small and large companies. In addition, Amy teaches two engaging online courses each year in the fall and spring that are designed to challenge and expand her clients' understanding of themselves and to offer an easy entry point to her work for those who are curious and seeking. Some of the most popular topics in her library of offerings are "Money Is a Mirror" and "A Boundary Is Not a Wall."

Finally, with the launch of *I See You: A Guide for Women to Make More, Have More, and Be More—Without More Work* on February 29, 2024, Amy offers an opportunity for everyone to learn and engage with her and the principles that guide her coaching in the pages of her first book.

IN CONVERSATION WITH AMY

Q Why did you write this book?

I wanted to create a front door to the work I do in my business that allows women to step inside and look around a bit. Not everyone has engaged in the kind of personal development work I do, and it can feel intimidating. So, I created an affordable resource that is accessible to everyone and offer a taste of my coaching without a huge financial or time commitment.

Q How do you see the principles in your book applying to women's leadership?

The woman I wrote this book for doesn't need another canned "5-Step Process to Get More Done in the Day." She gets a lot done every day already because she is brilliant and capable. What she really needs is to feel seen and understood. All women, but especially women who lead, will leave this book feeling empowered, clear about what is next, and validated.

Q What are your favorite topics to discuss?

I love talking about money and all that it has to teach us.

I love talking about unpaid labor and how much it impacts the lives of women.

I love talking about guilt-free play and how scheduling it into your life creates the best outcomes.

And...I love talking about boundaries, not only with people but boundaries with our work and our goals.

Q What is your favorite quote and why?

"IMPERFECT PROGRESS IS BETTER THAN PERFECT PROCRASTINATION."

Perfection is my enemy and an unattainable goal, and my attempts at it do nothing but paralyze my progress. I am getting better at creating something, getting feedback, and then revising or trying again. Perfect doesn't serve anyone.

Q What is your favorite book and why?

Secrets of Six-Figure Women by Barbara Stanny-Huson is the book the fundamentally changed my life when I read it. I started to understand money in new ways and how I was keeping myself from earning more of it.

Underearning is a choice, and this book allowed me to choose abundance instead.

BOOK BUNDLES & OFFERS

If you lead a club, participate in one or know someone who does and you want to use the book for your group, we have a special "Book Club Guide" that Amy made JUST FOR YOU!

All you need to do is [email us](#) with your group's receipts (minimum of six books) and we will send it right over, along with some other special resources!

The guide includes discussion tools, some of Amy's favorite recipes to take to parties and even my favorite candle to help you set the stage for your gathering! You will love it!

- Exclusive I See You bookmark collection
- A guided I See You companion journal
- I See You Book Club Guide

FOR LARGE EVENTS

Hosting an event of 150+ attendees? Amy is happy to offer all of the resources above, plus special bulk ordering pricing and incentives.

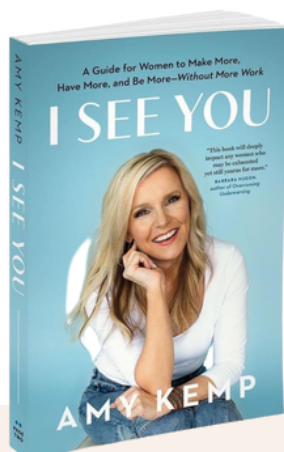
[Email us](#) to learn more.

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AMY KEMP

INVITE AMY TO SPEAK

Amy Kemp is a woman just like you—for a long time, she didn't describe herself as a "leader" because the word felt so official and intimidating, but she has always been someone who just seems to get things done, and who people instinctively turn to for direction.

She is also a "see-er" of women who lead. Like the painter whose eye is trained and extra-sensitive to the nuances of color and technique, her eye is trained and extra sensitive to the complexities and challenges of leadership, especially for women.

She sees you, and she is here to help you, and your team or audience, get back on the path of progress.

Some Topics Amy Talks About



Surrender To Structure

I've spent the past two decades using structure and systems to build successful businesses and teaching others to do the same. What I've discovered is that structure is anything but inflexible and painful. When leaders surrender to structure, most actually discover that it is the path to freedom.



Money Is A Mirror

Money is one of the most powerful mirrors, and it has much to teach us if we simply pay attention. It's time to redefine your relationship with money.



A Boundary Is Not A Wall

Defining and nurturing healthy, life-giving relationships with appropriate boundaries can help you grow your business, career and network.

Amy's Ideal Audiences

- Groups of professional women
- Sales teams or people who work on commission
- Female business owners
- Female leaders

"After hearing Amy speak, I returned to my office and made some very concrete, business-changing changes. I am proud to say that I am working fewer hours, enjoying my work more AND I am having my best year in sales ever. I never thought that was possible!"

—Carrie T, Sales Manager