



Lisa Benson

LET'S CONNECT!

Business Coach, Combat Veteran, Marketing Strategist
DeBella DeBall Designs
hello @debelladeball.com

INTERVIEW TOPICS:

- Why Marketing Courses Don't Get You Clients (And What Actually Does)
- Invisible to International in 3 Weeks: The Exact System
- The Brutal Truth: Why "Passion" Doesn't Pay Bills
- Stop Posting More: What Military Strategy Teaches About Standing Out
- The Scaling Secret Silicon Valley Coaches Won't Tell You
- Leading Under Fire: How Combat Prepared Me for Business Better Than Any MBA

FEATURES & ACCOLADES:

- 3-7 new clients per month (not 6-12 months)
- 25-30% sales conversion vs. industry 10%
- Students: 110% booked to passive income
- Case Study: Invisible to International in 3 weeks
- Tactical, implementation-focused strategies



BUSINESS COACH & MARKETING STRATEGIST

Your audience is tired of the same recycled marketing advice. They're posting daily, trying every strategy, and still not booking clients. They're starting to wonder if they're the problem.

Lisa Benson knows exactly why. Most coaches are stuck in a cycle: post, watch, tweak, cross fingers, repeat. She breaks that cycle by bringing tactical precision from her combat veteran background to entrepreneurship chaos, so your listeners walk away with systems that actually fill calendars.

Her signature program, **Operation Six-Figure System**, gives coaches the framework to bring in 3-7 clients per month through clarity and positioning, not viral posts. Through **The Unmissable Method™**, she teaches visibility that turns into DMs, booked calls, and closed sales. Real revenue, not vanity metrics.

What makes Lisa a great guest: She says what others won't. Passion doesn't pay bills. Most marketing advice is broken. You don't need to post daily to hit six figures. Her controversial takes spark debate and drive engagement, so your listeners get actionable frameworks they can implement immediately.

She's been where your audience is: transitioning from structure to entrepreneurship with no roadmap. That experience shapes her tactical, no-BS approach. Her coaching focuses on messaging that converts, offers that sell, and systems that scale, so coaches can stop Googling "how to get clients" at 11 PM.

Lisa brings the same energy to your show that she brings to her clients: tactical, controversial, and actionable. She's living proof that success requires strategy, not sacrifice, and she'll promote your episode to her engaged community of coaches and entrepreneurs.



Ready to book Lisa?

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