

# LIFE + lisa

BELIEVE  
IN  
YOURSELF

## P R E S S K I T

CANCER SURVIVOR, WIDOW AND PATIENT ADVOCATE

**TEDx speaker**

Two-time author

Founder of The DON'T WAIT Project®

*television talk show host*

National media guest, including Rachael Ray,  
Oprah Radio, Oprah.com, InStyle, Parents and more

Radio talk show host

INSPIRATIONAL AND INFORMATIVE STORYTELLER





**My parents bought me my first typewriter as a Christmas gift when I was eight years old. I'd recently watched the movie *Rocky*, and inspired by the story and Sylvester Stallone's determination as its storyteller, I set a goal of becoming a writer and worked diligently at honing my craft on my new red plastic typewriter.**

**When I survived cancer at the age of 24 and my husband died eight years later from a complicated and heart-breaking illness brought on by him cleaning out an old, contaminated cabinet in our garage, I couldn't have known that the medical events in my life would lead to a career as an author, inspirational speaker and patient advocate educator. My only professional goal after becoming a widowed single mother was creating opportunities that enabled me to be home by 3 o'clock everyday when our five-year-old son got home from school.**

**Over the past 10 years, I've interviewed more than 1,000 people, and I've discovered that our values help determine our priorities and our priorities help tell our story. I call these DON'T WAIT stories, the nouns in life: the people, places, things and ideas that we give up on along the way sometimes—for whatever reason. We get too tired, too busy, too sad or even too comfortable. The DON'T WAIT Project® is a reminder to live the nouns, no matter the obstacles.**

**It's true that much of what I've experienced has been painful and tragic, but I've also experienced joy and fulfillment. I haven't built a career based on hardship, I've built a life based on the lessons these hardships have taught me. I believe that hardships are opportunities for crossroads, not impasses. And I have always been willing to lend my story if it helps someone else better tell their own.**

*—Lisa*





LISA *talks AND thinks AND writes*  
WITH HER **HEART.** —JEFFREY ZASLOW, THE LAST LECTURE



OPRAH  
RADIO®



Parents



InStyle

**TEDx**

HELLO@LISA-BRADSHAW.COM





# Bio

*Life with Lisa Bradshaw* began as a radio show in 2008. In 2011, Lisa released her second book, *Big Shoes: A Young Widowed Mother's Memoir*, and founded The DON'T WAIT Project®—a 501c3 non profit organization committed to raising community awareness about how positive life choices can impact the health and welfare of individuals, organizations and communities.

Lisa is a 24-year cancer survivor, who became her husband's caregiver eight years later. Navigating her own illness and the illness of her husband taught Lisa the lessons needed to later help save her mother's life after a misdiagnosis brought her within hours of death.

Lisa has built a career as a storyteller by seeking the balance between what she's lost throughout the medical crises in her family and what can be gained from the lessons learned—before, during and after these experiences. She's received rave reviews for

her two keynotes: *How Surviving Cancer and Navigating My Husband's Death Helped Save My Mother's Life* and *Living the Nouns in Life: What's Your DON'T WAIT Story?*

Lisa hosts a television talk show, *Life with Lisa Bradshaw*, and travels the country interviewing people who are living their own DON'T WAIT story. She also produces webinars, trainings and breakout sessions on what she has termed as Empathetic Healthcare Practices™. She is a TEDx speaker and endorsed by several leading physicians throughout the country for her work as a patient advocate.

Lisa has been a guest on national television and radio, and her story has been featured in multiple print media outlets and online, including Oprah.com, *The Rachael Ray Show*, Oprah Radio, *InStyle*, *Parents*, *Positive Impact Magazine*, *Better Homes & Gardens*, *The Good Life*, *Chicken Soup for the Soul: Power Moms* and more.





LISA HAS BEEN A PROMINENT FIXTURE IN OUR COMMUNITY

AND A *gifted storyteller*

FOR MORE THAN A DECADE, SO WHEN SHE APPROACHED ME WITH HER

*grassroots idea*

OF TOURING THE COUNTRY AND INTERVIEWING PEOPLE

ABOUT THEIR DON'T WAIT STORIES, I DIDN'T HESITATE TO FULLY

SUPPORT THIS *unique and meaningful*

**ADVENTURE.** —CHRISTINE BARROS, TOWN TOYOTA





# the tour

Founded in 2011, The DON'T WAIT Project® has told hundreds of stories and reached millions of people through its website, videos, print and social media. From local community leaders to Oscar® award-winning actors, project founder Lisa Bradshaw has interviewed people from all walks of life who have thought-provoking and life-changing stories.

The idea for the Project came when Lisa sought happiness in the midst of the hardships she'd faced in her own life after the death of her husband and while writing her second book, *Big Shoes: A Young Widowed Mother's Memoir*. As a widowed single mom by age 32 and now a 24-year cancer survivor, Bradshaw has learned firsthand about living a DON'T WAIT life.

What began as a hope and a dream for helping others discover their own fulfillment has become

a vehicle for storytelling and sharing the many ways that DON'T WAIT applies to everyday life.

In 2018 and 2019, the Project launched national tours when Lisa traveled the country with a cinematographer in two teardrop campers while conducting interviews with people who are living DON'T WAIT lives, no matter the obstacles.

The Project will launch its third U.S. tour when Bradshaw travels from St. Louis, MO, to Boston, MA, visiting 12 cities in 11 states with cinematographer Tanner Shinnick along this unique storytelling adventure.

For highlight videos from 2018 and 2019 tours, visit [www.dontwaitproject.org](http://www.dontwaitproject.org). For a list of 2020 tour cities or to schedule an interview with Lisa during her travels, visit [www.lisa-bradshaw.com](http://www.lisa-bradshaw.com) or email us at [hello@lisa-bradshaw.com](mailto:hello@lisa-bradshaw.com).





LISA *connects* WITH AUDIENCES AT A FUNDAMENTAL  
LEVEL BY SHARING HER *profound & curious*  
JOURNEY. SHE *inspires* AUDIENCES BY *sparking*  
PERSONAL REFLECTION AND CREATING SPACE FOR  
**GROWTH & INQUIRY.**

—SARA ROLF, TEDx





# contact

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WHEN YOU LIVE AN EXPERIENCE, YOU BECOME A NATIVE WHO CAN

*educate those who are still tourists*  
ON THIS DIFFICULT JOURNEY CALLED LIFE.

LISA BRADSHAW'S BOOK *can coach us all*  
TO ACHIEVE OUR POTENTIAL AND LEARN TO

*not only survive but*  
**THRIVE.**

—BERNIE SIEGEL, MD  
365 PRESCRIPTIONS FOR HEALING