How Women Elevate Their Authority Through PR and Media Visibility with Barbara Brooks - Episode 438

In this Episode:

- Why women who already have deep experience and wisdom are realizing that visibility is not about self-promotion, but about allowing their work and leadership to be seen at the level it deserves
- How PR and media visibility help women elevate their authority, expand recognition, and become trusted voices in their industries and communities
- What it really takes to build authority in a new season of leadership, including owning your expertise, refining your message, and fully embodying the value you bring
- How women can identify powerful story opportunities, cultural conversations, and visibility moments that align with the work they are here to lead
- Practical insights for pitching media, preparing for interviews, building relationships with journalists, and showing up confidently on camera and on stage
- Why relationships continue to be one of the most important foundations of visibility, influence, and long-term prosperity
- How women over 40 are stepping into one of the most powerful seasons of leadership, influence, and visibility in their lives
- What begins to shift when women stop waiting for permission, say yes to themselves, and allow their voice and leadership to fully take up space

Notable Quotes:

“You have to own it. You have to know that you are the authority.

“The people who became known weren’t the ones doing the most. They were the ones who had a clear point of view and knew how to carry it consistently.”

Pearls of Wisdom:

1. Get up, dress up, and show up.
2. It's either now or never.
3. A year from today, you may wish you had started today.

Resources:

Barbara Brooks is the founder of SecondActWomen and a leading voice on the business case for experience in today's multigenerational workforce. She speaks on generational performance, the Return on Experience, and how organizations unlock innovation and retention when they leverage lived knowledge across teams.

Known for her bold energy and grounded, data-informed delivery, Barbara helps audiences reframe age as a strategic advantage rather than a soft culture issue. She equips leaders and professionals with practical frameworks to strengthen collaboration, increase visibility, and translate experience into measurable impact.

Her work has been featured by Forbes, Fast Company, CBS Colorado, PBS Next Avenue, and NBC 9News. She believes experience compounds, visibility matters, and value does not expire.

About the Host:

Kami Guildner believes women's voices matter. She is a connector. A storyteller. A business coach for high vibe women entrepreneurs helping them #RaiseUP their Voice, Vision and Visibility for Impact and Business Growth.

Kami helps her clients build businesses they love with more time prosperity and more wealth prosperity. She weaves soulful-inspiration into mindful business strategies, and this Soul+Strategy™ approach to business helps her clients succeed in business and worldly impact.

Her clients scale and grow their businesses with a more feminine, abundant approach. Her community of entrepreneurs is creating a new paradigm of entrepreneurship, helping each other raise up in a ripple effect of impact. Her clients have gone on to reach extraordinary heights as consultants, coaches and leaders – achieving exponential revenue growth, landing on big stages, starting software companies, launching new professional organizations, transforming corporate cultures and transforming lives. They are influential and they are changemakers.

Kami is the founder of the Extraordinary Women Ignite Conference and host of the award-winning Extraordinary Women Radio™. She is the best-selling author of Firedancer: Your Spiral Journey to a Life of Passion and Purpose and was named to the 2020 Twenty-Five Most Powerful Women in Business List by the Colorado Women's Chamber of Commerce.

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