

# DEYA SMITH TAYLOR

Amazon #1 Best-Selling Author, Nationally-Syndicated Producer, Media Personality, Superpower Strategist & Certified Life Coach



## ABOUT

Deya Smith-Taylor, aka Deya Direct is an Author, Producer, Media Personality and Certified Life Coach in Social & Emotional Intelligence. As the Executive Producer of the SuperpowHer Podcast & the Creator of The Super Self-Care Power Summit, she champions self-care and emotional wellness.

Most recently she launched her non-profit the Super Self-Care Project designed to empower women in transition with tools to enhance self-care and overall wellness via content, events, and services.

646K

YOUTUBE VIEWS



11K

UNIQUE DOWNLOADS



18K

IG FOLLOWERS



## OUR AUDIENCE

**Gender:** 77% Female, 23% Male

**Age:** 60%-35-44, 25% -45-54, 15% -25-34

**Race/Ethnicity:** 60% African-American

20% Latina, 15% White, 5% Other

**Median Income:** \$60k

**Education:** 70% Bachelor Degree

15% Advanced Degrees

*Deya***DIRECT!**

Deya is also the former Senior Content Producer for the nationally syndicated Tom Joyner Morning Show, which reached 8 million listeners daily for almost 10 years. Deya remains committed to creating life-changing content.

As a former Miss Black USA, Deya is a celebrated and sought-after speaker and mentor, however, she is no stranger to pushing through and overcoming drama and trauma. Her personal motto is "Make Your Pain Pay You Back, if it happened to you, then make it also happen for you!"

Deya has written three books; most recently Soft is the New Power: Embracing Your Feminine Edge to Win in Love & Life.

## WHAT PEOPLE ARE SAYING

### SOFT IS THE NEW POWER



ESSENTIAL READING TO WIN IN LOVE AND LIFE

"Deya is on to something BIG! The book is going to transform lives and relationships. And redefine the meaning of 'girl power!' I highly recommend it for all the ladies who want to win in love, life and career."

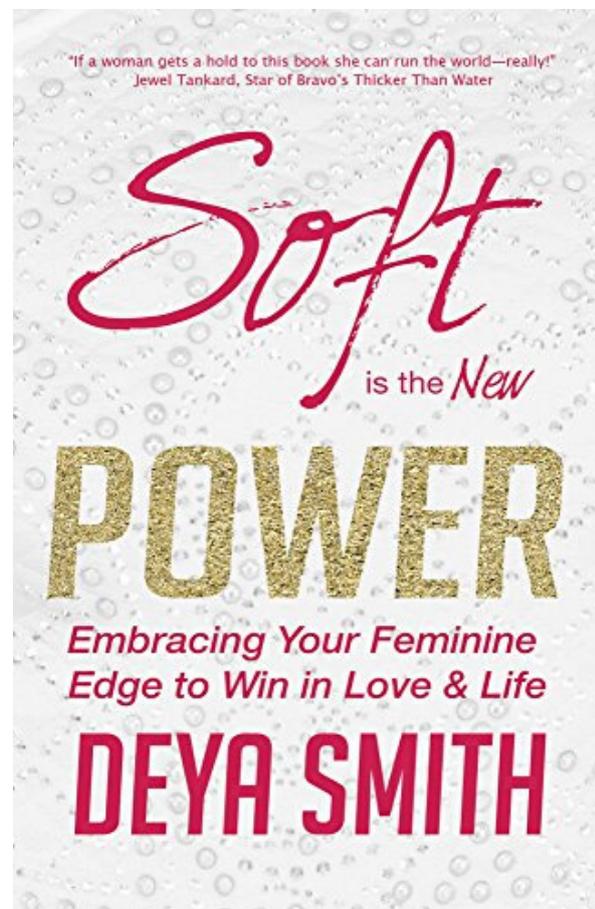
**KAREN**



"SOFT IS THE NEW POWER" IS WRITTEN AS A HANDBOOK FOR WOMEN ON HOW TO EMBRACE THEIR FEMININITY AND STRENGTH.

"As a man reading the book, I was inspired and educated. Not only is it an excellent guide for women but I was able to garner valuable information to help me be more responsive and in-tune with all the significant female figures in my life. I have bought copies, as required reading, for my 17 and 18 year old daughters and have recommended "Soft is the New Power" for friends and co-workers female and male alike."

**KENNETH L. JAMES**



## *Speaking Engagements*

### *Superpower Tools to Love Again (Series)*

Designed with you in mind to strategically jump-start your heart and mind, as you apply new approaches to dating, love, marriage and relationship success.

### *How to Realign, Reignite & Rebrand Your Life*

Having gone through traumatic life changes personally, professionally and spiritually several times; Deya shares tested tools on redefining your priorities, reinventing yourself and staying relevant in order to win in life and in love in your new reality.

### *The Art of Becoming a Man Whisperer*

What if everything you thought you understood about communicating with men was wrong? Would you be willing to re-calibrate your thinking to possess the love and life you desire? Smith shares five power tools to position yourself as the woman that every man wants and needs..

### *The Power of Podcasting*

As a veteran radio producer who's transitioned into podcasting and quickly secured sponsorship, Deya shares the key elements needed to start a successful podcast and how it can benefit both your brand and your bottom line.

### *Self-Care is a Superpower*

Self-care is more than facials and meditation, it's the inward work of healthy choices emotionally, physically and spiritually; it's also relationship boundaries and the willingness to ask for help when you need it. This program helps you connect with more wellness at work, joy, peace of mind, and productivity so that you, in turn, will add more positively to everyone you encounter.

*Super*  
**SELF-CARE**  
Power Summit



The Super Self-Care Power Summit, powered by Super Self-Care Project 501c3, is a signature empowerment event where women come to enhance emotional wellness, relationships with one another, and with men in celebration of self-care.

The mission of the Super Self-Care organization is to help women heal, overcome and elevate their lives via content, coaching, and services.

**Summit Highlights include:**

Panels on Love, Health, Wellness & Healing

20+ Speakers and Medical Experts

Live SuperpowHer Podcast

SuperpowHER Photobooth

Vendors, Gift Bags for EVERYONE in attendance, DJ, Food, & Fun

The SuperpowHer Podcast is like a Powerhouse "Testimonial Series" with real-life tools that women can use! A lively, yet safe space where Best-Selling Author, Superpower Life & Love Strategist Deya Direct gets real with Celebrities, Power Players and her Super-friends about how they overcame the fire of life, and leveraged their Superpower to Learn, Live, Love and Laugh again!

11K

UNIQUE DOWNLOADS



**SuperpowHer Podcast**



Felicia Leatherwood  
Celebrity Stylist & Natural Hair Whisperer

**THE HOLLYWOOD HAIR WHISPERER**

▶ Making Natural Hair Red Carpet Ready

FB LIVE: November 2nd @ 3pm CST



**SuperpowHer Podcast**



DeDe McGuire  
The KING of Radio

**Queen Becomes King**

▶ LEVERAGING your POWER to Win

Listen to full episode: On iTunes



w/ Life Coach  
Deya Direct



Pat Smith  
Author, Entrepreneur & Philanthropist

SuperpowHer Podcast: Season 2  
**The Beauty of Transparency**



**MINDSET OF A MOGUL**  
Meet Mahisha Dellinger



with Mahisha Dellinger

EPISODE: 18



**WHEN IT'S TIME TO MOVE UP OR OUT**  
How Keisha Lance Bottoms went from failure to being Mayor of Atlanta



with Keisha Lance Bottoms





## AVAILABLE FOR:

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*Media Appearances as a  
Relationship Coach*

*Self-Care Expert*

*Life Coach & Reinvention  
Expert*

*Speaking Engagements*

*Personal and Group Coaching*

*Brand Strategy &  
Communications Training*

*"I believe in leveraging every  
personal and professional  
experience by learning your  
lessons and making your pain  
pay you back!"*

*"Whether you recognize it or not, you already have a brand,  
and for better or worse the perception is having an impact on  
how people respond to you personally and/or in your business.  
How do you make your brand stand out from the crowd? It  
begins by identifying the super power DNA of your brand.*

*This course is for the person and brand that needs to  
be revitalized, who's ready to rediscover and share their value  
to the world!"*

**DEYA DIRECT! SUPERPOWER  
STRATEGIST & LIFE COACH**

**FOR EVENT SPONSORSHIP,  
SOCIAL MEDIA OR PODCAST RATES  
EMAIL: [INFO@DEYADIRECT.NET](mailto:INFO@DEYADIRECT.NET)**

PAST MEDIA  
FEATURES &  
PARTNERSHIPS

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*The Superpower to  
Reignite Your Life  
& Brand*

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info@deyadirect.net



www.deyadirect.net



682.302.5030



@superpower @deyadirect

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