

My Dance With Sir Richard Branson

By DeberahBringelson

A few years ago, the mayor of San Francisco called me. **Richard Branson**, the billionaire creator of all things Virgin was starting a new U.S.- based airline and was searching for a headquarters location. There were 5 cities in consideration, San Francisco was one of them. The Mayor asked if I would lead the effort to convince Branson that Silicon Valley was the right location for his new baby.

I was completely clueless about how I would accomplish that, what it would involve, how I would even start. I wasn't smart enough to say no, so, of course, I said yes.

What I didn't know at the time was that the deck was not only stacked against me and that Branson was the hardest no I'd ever encountered. I learned from his team after the deal was closed, Branson had already decided that he would not locate his new airline in California. Period. No. Hard No! I found this out 2 months after the deal was done. He only had California in the mix to use as leverage to get more incentives from the cities he actually wanted dates with.

Fierce Competition

What I did learn is that every other city had a full team of big-name, heavy hitters helping them. They also had huge budgets and lots of tax incentives for icing on their cake. The city that would ultimately become our greatest competition, Boston, was spearheaded by Senator Ted Kennedy, Governor Mitt Romney, along with other high-ranking city and state officials with their official (big) budgets...and the Boston Red Sox! The Bay Area had "me". And, **my budget? \$0.**

Already in the game for over a month, Boston was courting Branson with gifts of live lobsters outfitted with tiny Virgin U.S.A. luggage tags, luxury Red Sox seats, and meetings with a Senator from one of the most prominent political families in the country. I was a month behind, had no money, and fortunately didn't know that we had already struck out.... before I even got up to bat.

You see, at the time, California was recalling our Governor. In an effort to sway the election, the California business community was running full-page ads in the NY Times about how California was the worst state in the entire universe to do business. The ads talked about high taxes, unfavorable business climate, and over-regulation. Where was Branson's temporary headquarters? You guessed it. New York. Branson was treated to regular California bashing with his morning coffee.

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Continued from page 1

So, what did we do? We figured out what Branson and his team wanted and needed ...before they did.

The first thing we did was learn what it meant to be Virgin. And we “became” Virgins. They were edgy, we were edgy, they were risk takers, we became risk takers. They were fun, we were fun.

What did that mean? We dressed the part. I had one ideal client, one prospect; Sir Richard Branson. Something that I’ve learned in 30 years of studying the secrets of manifestation, metaphysics and quantum physics - If you want to be rich, then be it. Be the essence of it, dress the part, talk the talk, walk the walk. So, I became the essence of what it meant to be Virgin.

If I had stopped to think about it, the problems that we faced were insurmountable. They had already decided against us. Our competition had paid staff, I had volunteers. They had big budgets. I had \$0. They had trained economic development teams whose entire purpose was to lure business. Silicon Valley was turning businesses away because of too much economic growth.

How did we win?

While every other city was using their “canned, off the shelf” plans, we were creative. Our pitch was 100% custom. It wasn’t fluff. It was strategic. It had to be!

“Trusted Advisor” to the Virgins

I became Richard Branson’s Trusted Advisor. I learned the pains that every entrepreneur encounters when starting a new business. I had researched the specific pains of starting a new airline. I discovered the pains that Virgin specifically might encounter. The difficulties that a non-U.S. citizen (Branson) would have starting a U.S. Airline were almost insurmountable. Every imaginable potential problem was identified. Each was countered with the benefit or many benefits of being in Silicon Valley; both tangible and intangible.

Branson was thoroughly educated about the pitfalls and solutions of starting his new Virgin America Airline, including an analysis for each city in competition of: housing and transportation issues, workers comp, training facilities, even where his new team could learn acting skills to entertain Virgin guests.

The result of all this education and advising? California and San Francisco won the competition and closed a deal worth more than \$300 Million in annual revenues!

By Deberah Bringelson



"I MADE MORE MONEY IN 1 SALE THAN IN ALL OF LAST YEAR! THIS STUFF WORKS!"

Within 36 hours, Sieglinde made the largest sale of her life.

Verified



We 10X'd Our Revenue within 6 Months!

- ✓ Leads – 10X higher each month than they were in a full quarter previously
- ✓ I've got more time with my family
- ✓ Made back 10X program cost - in first month alone!

John P Festa, CEO
Excell Education Enterprises

Verified



Ryan

- ✓ Started a **NEW** brick and mortar business – during a pandemic!
- ✓ Doubled prices
- ✓ Increased sales 30%
- ✓ 36% to 95% revenue growth every month
- ✓ Rents a **private island in Belize**, with a private chef.

Verified



EVERYONE NEEDS THIS!

"One CEO was pre-revenue (\$0) and closed a deal worth \$67 Million BEFORE Deberah's 5-week training was over!"

Amanda Holmes, CEO
Chet Holmes International

Verified

BEFORE:

"I couldn't believe this crazy, business woman from the U.S. was talking about energy, chakras and using the power of the Universe to make sales!"



AFTER:

"Deberah, **Tony Robbins** was right about you! You are amazing. You saved the company! **3,546% growth in 12 months is unheard of.** What you did was incredible. You took a failing company and made it profitable. It was all you!"

Kabir Mulchandani, CEO
Skai Holdings
#28 – 50 Richest Indians in GCC

MY STORY – MY PATH

Hi, I'm Deberah Bringelson.

For nearly 30 years, I've been helping businesses achieve exponential growth—transforming struggling organizations into thriving, profitable powerhouses. Some call me one of the world's top Profit-Producing Authorities and Empowerment Experts. But titles don't matter—what matters is the impact.



What Does That Mean For You?

Most business consultants focus on tactics: marketing, sales, leadership, operations. Others focus on mindset, culture, and productivity. Very few connect the dots between the two. And almost none address the most powerful force of all: the unseen energy that determines success or struggle.

That's where I come in.

From Trauma To Transformation

My fascination with metaphysics began in high school. I read everything I could get my hands on, then sought out shamans, mystics, and spiritual teachers. But this wasn't just a hobby—it was survival.

I grew up in a home filled with terrifying abuse and violence. Severe trauma shaped my earliest years, and life felt unbearable. I knew I had to find another way.

Working with teachers from many spiritual and indigenous traditions, I discovered something life-changing: I didn't have to be a prisoner of my past.

As I applied what I learned, my life transformed—not just internally, but on the outside as well. Doors that once seemed locked swung open. Opportunities appeared. I went from feeling powerless to shaping my own destiny.

Eventually, others took notice.

I worked with multiple U.S. Presidents, advised international business leaders, and negotiated game-changing deals with industry titans like Virgin's Richard Branson. But none of that would have happened if I hadn't first mastered **the unseen forces that drive success**.

Quantum Physics Meets Business Growth

Decades ago, I began studying quantum physics, energy, and the hidden forces that shape our reality. What I discovered changed everything:

When you align with these principles, life and business stop feeling like an uphill battle. Instead, opportunities open, doors unlock, and results flow—effortlessly.

I started applying these principles in my own life. Then, with clients. The results? Nothing short of extraordinary.

The \$13 Million Formula Was Born

The first organization I turned around was a tiny nonprofit, barely surviving on a \$56,000 budget. When I walked in, the Board of Directors was at war—half wanted to shut it down, the other half wanted a miracle. Five years later, that nonprofit had grown to **\$13 million**.

My “Dance” With Sir Richard Branson

When the Mayor of San Francisco asked me to convince **Sir Richard Branson** to locate Virgin America’s headquarters in the Bay Area, I could have said no. But I didn’t.

I used everything I teach—strategic messaging, deep alignment, and what some jokingly call “Deberah’s Secret Sauce.”

Nine months later, Richard Branson announced San Francisco Airport as Virgin America’s home base—bringing an estimated \$300 million in annual revenue to the Silicon Valley region.

From Zero Revenue To \$602 Million In 12 Months

When I first met **Nadia Zaal, CEO of Zaya Real Estate**, her company was struggling—zero revenue, low morale, a team that wasn’t delivering. The dream felt out of reach.

But she was ready to go all in. She didn’t just implement my strategies—she embraced every layer, from leadership shifts to deep internal work. She cleared the energetic blocks that had been holding her back.

Eight months later, her company had generated \$298 million.

By month twelve? \$602 million. (3,546% over her best year)

That’s the power of alignment.

The Path To Your Next Level

Success isn’t just about hard work. It’s about working with the right energy, strategy, and mindset. But be forewarned—on the path to exponential success, there are obstacles: limiting beliefs, fear, resistance, and people who drain your energy. I’ve walked this road. I know the traps, the shortcuts, and the way forward.

If you’re ready for a business that thrives—and a life that feels just as good as your success looks—I’d love to show you the way.

Much love and light,



CASE STUDIES



110% Growth – 10 Months

13 Countries

This Client Grew Their Revenue 110% in 10 Months

CLIENT

This client is an international, multimedia corporation in a market facing significant industry challenges due to declining big media and increasing growth in market share by streaming devices combined with a growing "cut the cord" attitude in the consumer base.

CHALLENGES

- **Revenue Limited To Less Than 10% Of Potential Market:** This company was mired in the "Me We Syndrome™" of traditional marketing, rather than being aware of their ideal buyers. This limited their revenue to less than 10% of their available market.
- **Inability to create new buying relationships.** Their limited process for engaging and courting new and inactive clients, limited their pool of potential new buyers.
- **Lack of systems to manage the flow of new prospects and sort higher value prospects for more personal attention,** creating a need to spend more time, less effectively than with simple (consistently followed) systems in place. The team was overwhelmed, disinterested and stressed. They were also unaware of bottlenecks and "problem points" where sales were either not maximized or lost completely.
- **No sales processes in place. No steps to the sale with coordinated collateral designed to move prospects forward in the process and ultimately to buying.** Treatment of

potential clients was haphazard, with steps missed as they were left to individual actions and memories. They were unaware of what was or was not working, leading to inconsistent client experiences and inconsistent results.



Industry
Multi-media

Countries
13

Languages
5

Growth
10 Months
110%

Learn more at www.DeberahBringelson.com

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3,546% Growth – 12 months

This Client Grew Their Revenue From \$0 to \$602 Million

CLIENT

This client is a home developer in the United Arab Emirates. In their first year, they generated \$17 Million in sales. In year 2, for 12 months, prior to implementing Deberah Bringelson's Quantum Business Beyond The Spreadsheet Formula they generated \$0 and had just taken out a \$50 million loan in order to continue operations.



CHALLENGES

While the CEO had previously been involved in family development projects, this was her first experience running a company and completing a project on her own. A lack of focus and direction meant that the team was always scrambling to put out fires, rather than being strategic in their thinking and activities.

Leadership in the company was non-existent. Poor hiring choices meant that many team members were not a good fit for their positions, creating tremendous stress throughout all levels of the company. This combined with the lack of company leadership meant that the team was difficult to manage.

There was no strategy for growing the company beyond a desire to "make sales". Additionally, messaging was standard "look at me" marketing, focused on the company and the product's features and benefits, not the buyer.

Additionally, the CEO had blocks to money, doubts about self-worth and fears about her abilities related to her lack of experience and leadership skills.

Industry
Real Estate

Year 1
\$ 17M

Year 2 – Before
Deberah Bringelson
0

Year 3 – After
Deberah Bringelson
\$ 602M

Growth
3,546%

Learn more at www.DeberahBringelson.com

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RESULTS! WHAT OUR CORPORATE CLIENTS SAY



Are you drowning in HR nightmares and stress?

- 77% of organizations are experiencing a leadership gap.
- US companies spend \$160 B on employee training.
- Only 6% of CEOs say they have the ability to solve the leadership gap.
- 81% of workers are more engaged when managers are properly trained.

Do you have a company that works for you? Or a glorified "job"?

Is your company filled with disengaged employees, leaders who can't lead? Are you medicating with food, alcohol, or drugs? How about sleepless nights, missed dance recitals and soccer games? Has intimacy in your relationship fallen off a cliff? Are you headed for divorce?

You deserve a massively successful company AND a great, joyful life. This is how you get it.



When you put band-aids on your problems, they keep coming back.

Do you want to grow your business or invest in a lot of band-aids?

When you, your leaders and your team "experience" healing at the quantum level, that's when transformation happens. If that doesn't happen...it's just another "nice" training with no lasting impact.

Deberah has tremendous skill and a very large toolbox.

Transforming a large organization is like turning an ocean liner. It takes tremendous skill and a huge toolbox. Real growth and success are not linear. They're spherical, with many levels: company executives, team members, political agendas, clients, products, services and so much more. Only a strong leader with a grasp of each segment and every dimension can pull it off.

