



HI, I AM  
**JANICE ROBERSON**, WHAT  
A PRIVILEGE IT IS TO  
MEET YOU!

# EXPANSION IN ACTION

## ▶ POPULAR PROGRAMS:

"...A TOP NOTCH, RELEVANT WORLD-CLASS SPEAKER WHO WILL ADD DEEP VALUE TO YOUR EVENTS."--TOMMI WOLFE, 'THE STARTUP EXPERT, WWW.THESTARTUPEXPERT.COM

**BOOK JANICE NOW! 1-888-623-4633 X2**

▶ **From Core to Crowds: How to Reach Masses with Your Message**  
Often times in ministry, it can seem like an uphill battle, especially when you feel like you are chasing down followers and having to compromise your message in order to drum up interest. In this talk, Janice will share how to move your ministry's message from core to crowds, including three simple yet powerful steps to magnetize your message so that people are naturally drawn to you and your ministry.

▶ **Expand Your Brand: How to Get Recognized, Remembered, and Talked About**  
As a Christian Leader with a remarkable mission, you will want to be sure your message is memorable and impactful. Sadly, those with the most remarkable missions struggle to be recognized or even remembered amidst the garbage that permeates the airways. Meaningful brands are in danger of never being discovered. In this powerful presentation, Janice guides you step-by-step through creating a remarkable brand foundation for your ministry so that it makes a massive impact in a crowded marketplace.

▶ **Benefit from Your Blessing: Positioning Your Ministry to Earn While You Serve**  
Far too many Christian leaders are struggling to make ends meet. Outreach programs, events, and day-to-day operations have left some unduly burdened by what's designed to be a blessing. Few speakers today understand the realities facing Christian leaders: how to walk in integrity of your Divine call while yet facing and overcoming the pressures of earthly obligations. But as a corporate executive turned CEO, author of *Expand Your Reach without Emptying Your Pockets*, a how-to manual that walks Christian leaders through the practical steps of marketing their ministry without compromising their message, and mentor to Pastors and Christian leaders around the globe, Janice "gets" it. In this captivating session Janice will reveal easy, effective strategies that will help you avoid the feast and famine cycle as you build a thriving ministry.

## JANICE ROBERSON PROVIDES CUSTOMIZED PRESENTATIONS IN KEYNOTE, BREAKOUT, WORKSHOP OR WEBINAR FORMAT.

If you are looking for a passionate professional who can:

- Lead you along a proven path of progress that will eliminate your struggle to consistently attract and maintain loyal members in your ministry
- Offer a clear roadmap to reaching those who are called to serve through your God-given vision, and
- Guide you (and your team) forward as you move beyond potential to measurable progress, you've come to the right place

As a speaker, Janice has delivered powerful messages to thousands of people all over the world from Pastors, entrepreneurs, corporate professionals, ministry leaders, non-profit organizations and women's groups.

In every talk, through humor and much excitement, Janice's draws upon her experiences serving leaders, leading leaders, as well as relevant industry information to offer audiences insights on the practical next steps needed to go from dreaming to achieving that which they were called and created to fulfill. Audiences leave inspired, empowered, and equipped for their next step.

To inquire about Janice speaking at your next event, please contact Natalie Washington at [speaking@moruwa.com](mailto:speaking@moruwa.com) or call 888-623-4633 x2.



# SUCCESS STORIES

**“JANICE WAS ABLE TO SIMPLIFY MY VISION, PRIORITIZE ASSIGNMENTS, AND ULTIMATELY SERVED AS A “MIDWIFE” TO HELP ME GIVE BIRTH TO A 21ST CENTURY, CUTTING EDGE MINISTRY THAT’S MAKING AN IMPACT.”**

The demands for ministry were absolutely overwhelming. As the visionary of Catalyst for Change Church, I knew that God had placed so much inside of me but it was challenging to meet all the many demands that are inherent in ministry. There just wasn't enough time in the day. Then, Janice Roberson and Team Moruwa came into the picture. Janice partnered with our ministry and took a weight off my shoulders. Janice was able to simplify my vision, prioritize assignments, and ultimately served as a “midwife” to help me give birth to a 21st century, cutting edge ministry that’s making an impact.

My advice for those thinking of working with her regarding Christ-centered leadership development or connecting with Pastors and Leaders is simple- Just Do It! If you're serious about souls, making an impact on your local community, and taking your ministry to the next level then the wait is over. You've been burned out, frustrated, and stressed out long enough. Now is the time and Janice is the person!

**PASTOR KEON A. GEROW, CATALYST FOR CHANGE CHURCH [WWW.ACHANGEISCOMING.ORG](http://WWW.ACHANGEISCOMING.ORG)**

**“JANICE HAS PROVIDED A WELL-DEFINED PROCESS BY WHICH WE CAN “TOUCH” ALL THOSE WHO VISIT ONE OF OUR THREE CAMPUSES.”**

Janice has been able to lend her expertise by providing consulting services to the Worship Center. One of our goals, to increase contact between the ministry, its members as well as those who visit, has been an area of focus for her. Janice has provided a well-defined process by which we can “touch” all those who visit one of our three campuses. Her non-traditional, out-of-the-box approach has given our team a foundation by which we can build a process that will remain fresh and not inundate others with monotonous information. Our team has found her to be very friendly and pleasant to work with yet always displaying unparalleled professionalism. I believe Janice's extensive background has prepared her for this line of work and will open the door to an unexpected, yet prosperous future.”

**PASTOR VANABLE H. MOODY, III, THE WORSHIP CENTER CHRISTIAN CHURCH [WWW.THEWORSHIPCENTERCC.ORG](http://WWW.THEWORSHIPCENTERCC.ORG)**

**“...MY LEADERSHIP TEAM LEFT THE TRAINING FEELING EMPOWERED WITH DIRECTION ON HOW TO SUCCESSFULLY LEAD THEIR MINISTRY TO PRODUCE DESIRED RESULTS.”**

Having Janice come and speak with my leadership team was very beneficial. Prior to attending her training, many of my leaders were struggling with how to motivate members in their ministry, how to increase member participation, and how to line up the vision of their ministry with the overall vision of the church. The Biblical-based case studies that Janice presented to my leadership team illustrated practical and relevant examples of how to be an effective and efficient ministry leader; her methods of delivery were well received. The information and tools that she provided were invaluable and applicable not only in a church leadership role but also in everyday life. As a result, my leadership team left the training feeling empowered with direction on how to successfully lead their ministry to produce desired results. I would highly recommend Janice's services to other Pastors and Leaders who are interested in developing Christ-centered leadership among their ministry team.

**PASTOR SPENCE O'NEAL, GLOBAL IMPACT CHRISTIAN MINISTRIES [WWW.GLOBALIMPACTATL.ORG](http://WWW.GLOBALIMPACTATL.ORG)**

# SUCCESS STORIES

**“AS A RESULT OF WORKING TOGETHER I SAW THE BARBADOS GOSPELFEST ATTRACT INTERNATIONAL ATTENDEES, RECOGNITION AND THE GLOBAL AUDIENCE I WAS HOPING FOR.”**

Prior to working with Janice it was a constant challenge connecting with the right persons in the faith based community to promote Barbados. After we collaborated, Janice brought the key players but also integrity, professionalism and commitment to achieving my results. She understood my objectives and ensured those she brought to partner with me understood them.

As a result of us working together I saw the Barbados Gospelfest attract international attendees, recognition and the global audience I was hoping for.

If you are looking for an individual who is committed, result oriented and whose integrity precedes, Janice comes highly recommended.”

**SEYMOUR BAILEY, BUSINESS DEVELOPMENT MANAGER, BARBADOS TOURISM AUTHORITY**

**“WE NOW ARE SEEING MORE VISITORS AND BETTER FINANCES!”**

Before joining the Ministry By Design program I worried quite a bit. Things seemed to be progressing rather slowly in our new ministry (i.e. we were slow in getting visitors, new members, and low in the church finances). Since being a part of Ministry By Design (MBD) program my focus has shifted—I realized it's not about the size of your ministry, rather, what's more important is creating an phenomenal experience in worship for those that attend. We've been taking that to heart! As a result we've heard from visitors that have come to Abundant Living that they experience the presence of God in the place when they've visited. Glory to God! It's not about us! We now are seeing more visitors and better finances! In fact, we even have an anonymous person who sows hundreds of dollars into our ministry every other week, because their love for and belief in what we are doing in our ministry!

Ministry by Design has changed the way we market and that alone has saved us money by investing in marketing that will not work. We focus on investing wisely in what does work. As an added bonus my wife is excited about how the ministry is being known through some of the things we have learned from MBD, and the time and money that we're saving by doing things that work.

Thank you Janice for the all that you've taught us!

**LARRY GEER, SENIOR PASTOR, ABUNDANT LIVING CHRISTIAN CHURCH**

# SUCCESS STORIES

## **“I HAVE COMPLETELY ELIMINATED THE “PIE IN THE SKY” OR “THROW IT AT THE WALL AND SEE IF IT STICKS” APPROACH TO MINISTRY...”**

“The coaching sessions with Janice have been both a blessing as well as a great encouragement to me and my ministry endeavors. Prior to working with Janice, I was completely comfortable with a “buffet” style and approach to ministry; one that eventually becomes full and satisfied with a little bit of this and a little bit of that. Janice’s coaching sessions provided the instruction necessary to make the most of my efforts, teaching me the importance of focusing and honing those efforts on specific steps that will bring about specific, intentional results.

As a result, my approach to ministry has completely eliminated the “pie in the sky” or “throw it at the wall and see if it sticks” approach, and been replaced with processes that are very intentional and purposeful. My advice for Pastors or other individuals interested in developing their ministries in an effective, results-driven way is simple: call Janice! Her approach to ministry is passionate, thoughtful, efficient, and practical. But above all, her coaching is effective, and has made my life and work much easier!”

**ZEB TALLEY, III**

## **“I AM BENEFITTING FROM MY BLESSING JUST LIKE SHE SAID I WOULD. I NOW CONSISTENTLY AM BRINGING IN OVER \$500 PER MONTH WHEREAS BEFORE I WAS AT A NET \$20”**

...I was not properly charging clients (thus working numerous hours for less than minimum wage) and I didn’t have a plan in place to help me manage the relationships with the clients I had obtained. I was stressed, burnt-out, frustrated and needed a change ASAP!

..I scheduled time to speak with Janice. I was so nervous. I had been so blessed by the little snippet that I had viewed. All I know is that was the best 30 minutes of time that I had ever invested in my business. Janice said “When you don’t walk in what God called you to do, you are denying others to the opportunity to experience God through you” WHAT???. I was done for the whole day ;) I got my money together (amen!) and signed up for the Ministry by Design Program.

So today I have re-done my price structure and have several consistently paying clients!! I have more confidence in myself and I am not being taken advantage of, which I had allowed in the past.

I am benefitting from my blessing just like she said I would. I now consistently am bringing in over \$500 per month whereas before I was at a net \$20 (Sad I know). But God (and Janice)-LOL

My husband is happy to see that money is coming IN vs. OUT. And I am not feeling burnout and frustrated. Somebody shout “Peace in the house”.

Thank you Janice and Team Moruwa for coaching and encouraging Majestic Creativity to be all God called us to be. We have greatly benefitted from the program and are confident that what I have learned will help to advance the Kingdom work that I am tasked with.

**LASHAYA WALLACE, OWNER, MAJESTIC CREATIVITY [WWW.MAJESTICCREATIVITY.COM](http://WWW.MAJESTICCREATIVITY.COM)**

# SUCCESS STORIES

**“I HAVE BEEN ABLE TO INCREASE MY SPEAKING REVENUE, BUILD STRATEGIC ALLIANCES WITH THE GAME CHANGERS IN MY FIELD...”**

After being a sideline witness to much of Janice Robersons work I finally decided to sign up for Janice’s strategic planning session. Janice was able to help me get to the heart of my issue and challenged me to move past my own hang ups and realize that the work I did was not about me...but about the wisdom God had given me to help change the lives of His people.

Since our time together I have been able to increase my speaking revenue, build strategic alliances with the game changers in my field and I’ve been able to secure additional clients. But most importantly, working with Janice helped me to see the importance of streamlining my efforts so that I could have more time with the people who matter most in my life...my family.

Recently I hosted a pool party for my daughters with no special occasion to prompt it. That is something that wouldn’t have been done previously because I was always consumed with work. The morning after the party my 5-year-old said “mommy, my pool party was amazing. You are an awesome mom”. That sentence made my investment with Janice and Team Moruwa worth its weight in gold. Thank you Janice!

**ROBIN MAY, MENTAL HEALTH THERAPIST & LIFE COACH [WWW.ROBINMAYONLINE.COM](http://WWW.ROBINMAYONLINE.COM)**

# AUDIENCES RAVE

WHAT AUDIENCE MEMBERS AND EVENT PLANNERS HAVE TO SAY ABOUT JANICE ROBERSON, THE SPEAKER:

**“...A TOP NOTCH, RELEVANT WORLD-CLASS SPEAKER WHO WILL ADD DEEP VALUE TO YOUR EVENTS.”**

I have been delighted to share my stage with Janice Roberson in the past. Her magnetic presence and poise, and her ability to relate instantly to an audience is extraordinary. My attendees loved her and were inspired by her. I had so many people comment to me afterwards how she touched them. Janice has unique and powerful skills to share with her community and I have no hesitation in recommending her as a top notch, relevant world-class speaker who will add deep value to your events. I have always appreciated that she is also very supportive of my goals as an event host as well. Janice will definitely be invited back so that I can share her magic on my stage with my audiences again.

**TOMMI WOLFE, 'THE STARTUP EXPERT, WWW.THESTARTUPEXPERT.COM**

**“...GO HOME AND PUT THE STRATEGIES IN PLACE BECAUSE THEY REALLY DO WORK.”**

We started Cornerstone Community Church in Millville, NJ and had a lot people join from various areas however, it seemed like we weren't reaching the local community. We knew that God had called us to Millville, NJ but we were very confused. In just two short weeks after attending the Road to Expansion Live Event, more people from the neighborhood have joined our ministry than ever before. I encourage you to attend a Road to Expansion Event and go home and put the strategies in place because they really do work.

**REV. RALPH D. GRAVES, JR. AND MRS. TINA GRAVES CORNERSTONE COMMUNITY CHURCH — MILLVILLE, NJ**

**“...MY LEADERSHIP TEAM LEFT THE TRAINING FEELING EMPOWERED WITH DIRECTION ON HOW TO SUCCESSFULLY LEAD THEIR MINISTRY TO PRODUCE DESIRED RESULTS.”**

Having Janice come and speak with my leadership team was very beneficial. Prior to attending her training, many of my leaders were struggling with how to motivate members in their ministry, how to increase member participation, and how to line up the vision of their ministry with the overall vision of the church. The Biblical-based case studies that Janice presented to my leadership team illustrated practical and relevant examples of how to be an effective and efficient ministry leader; her methods of delivery were well received. The information and tools that she provided were invaluable and applicable not only in a church leadership role but also in everyday life. As a result, my leadership team left the training feeling empowered with direction on how to successfully lead their ministry to produce desired results. I would highly recommend Janice's services to other Pastors and Leaders who are interested in developing Christ-centered leadership among their ministry team.

**PASTOR SPENCE O'NEAL, GLOBAL IMPACT CHRISTIAN MINISTRIES WWW.GLOBALIMPACTATL.ORG**

**“...SHE HAS AN UNCANNY WAY OF TAKING WHAT COULD BE AN ABSTRACT POINT AND TRANSFORMING IT INTO ACTION ITEMS.”**

If I can sum up Janice in one word, I'd say she is refreshing. In a world filled with "experts" that provide all the bells and whistles but fail to include the struggle, Janice's approach is no nonsense, practical, humorous, and most importantly relevant!

Benefit from Your Blessing reaches into the why. She prompts you to think beyond the surface. Filled with colorful real life anecdotes, she has an uncanny way of taking what could be an abstract point and transforming it into action items. No doubt about it, Janice can reach the young, the old, entrepreneurs, students, leaders, small groups, and large audiences with ease. Warm and engaging, transparent and passionate, she's a woman eager to pull the best out of all!

**JASPER & ALECIA WILLIAMS, PASTORS, THE CHURCH WWW.THECHURCHINFO.ORG**

# AUDIENCES RAVE

WHAT AUDIENCE MEMBERS AND EVENT PLANNERS HAVE TO SAY ABOUT JANICE ROBERSON, THE SPEAKER:

**“SHE CARES ABOUT THE DELIVERY OF HER CONTENT AND EQUALLY CARES ABOUT MAKING AN IMPACT WITH YOUR AUDIENCE.”**

Janice spoke at my virtual event called Faithfully Rich Breakthrough Series. I was looking for faith-centered speaker to share their expertise on the ways Christian entrepreneurs can tap into their faith to pursue excellence in their businesses. First, Janice got on the phone with me to find out more about my audience. I appreciated her questions and attention to the needs of those who would be attending. Because of this brief call, Janice put together a session that resonated with my audience.

Her tips were utterly refreshing and she used the story of a widow from the Bible to illustrate her points. Janice’s interpretation of the widow’s faith is one I had never heard before which is why her session proved to be a favorite amongst attendees. The Twitter feed was buzzing with positive reactions from attendees as they digested Janice’s advice. I have never regretted inviting Janice to speak at my virtual event and I’m eagerly planning another opportunity when I can have her back. I’d wholeheartedly recommend Janice for your event. She cares about the delivery of her content and equally cares about making an impact with your audience.

**LEESA RENEE HALL, MONEY COACH [WWW.LEESARENEEHALL.COM](http://WWW.LEESARENEEHALL.COM)**

**“EVERY GOLIATH WILL BE SLAYED WHEN JANICE SHOWS UP!”**

Janice Roberson has earned the right to speak through her years of stellar professional acumen, proven results, and unquestionable character. Her thought provoking presentation allows the hearer to gain powerful tools essential for barrier-breaking, next level living. I have great respect for Janice as a thought leader and expert in her craft. Every Goliath will be slayed when Janice shows up!

**PASTOR KEON A. GEROW, SENIOR PASTOR, CATALYST FOR CHANGE CHURCH [WWW.ACHANGEISCOMING.ORG](http://WWW.ACHANGEISCOMING.ORG)**

**“...ENGAGING, ENTERTAINING AND MORE IMPORTANTLY PACKED WITH HANDS ON RELEVANT INFORMATION THAT I CAN USE IMMEDIATELY.”**

I admit, I can be a tough critic when it comes to public speakers. Not because I am one myself, but because I really value my learning experiences and don’t like to have my time wasted with information that I cannot use or is re-canned content from another presenter. With that being said, Janice Roberson’s speaking events were nothing of the sort. Her events have been engaging, entertaining and more importantly packed with hands on relevant information that I can use immediately. Janice transparent approach captivates you right where you are and keeps you wanting more. I always run out of space on my notes page and I know the message is genuine, and packed with purpose. I appreciate Janice’s dedication to keeping herself abreast of current trends and sharing personal experiences that make an emotional connection with all of us. You need to get on her calendar and experience Janice for yourself.

**LASHAYA WALLACE, OWNER, MAJESTIC CREATIVITY, LLC**



# AUDIENCES RAVE

WHAT AUDIENCE MEMBERS AND EVENT PLANNERS HAVE TO SAY ABOUT JANICE ROBERSON, THE SPEAKER:

**“WHAT I LOVE MOST IS THAT SHE’S APPROACHABLE, ENGAGES THE AUDIENCE, AND ENSURES THAT SHE DELIVERS WHAT YOUR AUDIENCE NEEDS AND THEN SOME.”**

I’ve had the pleasure to attend events where Janice was the speaker. She’s the type of expert that brings her personality, humor, and authenticity to her presentation. At any of her events you are always going to receive her best information that can be immediately applied to your unique situation. What I love most is that she’s approachable, engages the audience, and ensures that she delivers what your audience needs and then some. I look forward to attending future events as well as hosting events in which Janice can share her transformational gifts and talents.

**ANTONINA D. GEER, MBA, VIRTUAL CFO AND CONSULTANT, SIMPLISTIC FINANCIALS, LLC [WWW.SIMPLISTICFINANCIALS.COM](http://WWW.SIMPLISTICFINANCIALS.COM)**

**...PRESENTS RELEVANT INFORMATION IN A CREATIVE AND COLLABORATIVE ENVIRONMENT WHICH IS CONDUCIVE FOR LEARNING AND ACTIVE PARTICIPATION FROM THE AUDIENCE.**

Janice has the amazing ability to command greatness to come forth from within those God has ordained her to serve. Her humility, understanding, and respect for ministry truly sets her apart. Janice’s message is very distinct and relevant for those who are serious about their desire to excel in any capacity.

Janice’s presentation on Live Stream and Getting your Message to the Masses challenges event planners to understand how the virtual audience sees the event. New and seasoned professionals will greatly benefit from her insight on directing, stage presence, and online interaction.

Janice has amazing stage presence that commands the attention of the audience and those sharing the stage with her. Janice presents relevant information in a creative and collaborative environment which is conducive for learning and active participation from the audience. Janice brings the best out of the audience and her fellow panelists.

Janice’s integrity with her clients is impeccable. She has the ability to give critical unbiased feedback that will benefit any ministry, business, or individual. Her love for God’s people shows through her character and her interactions. Janice’s honesty allows me to be completely at ease when she is presenting to my audience.”

**CHERHONDA GREENLEE, OWNER, SAFFRON PLANNING & EVENTS**

# AUDIENCES RAVE

WHAT AUDIENCE MEMBERS AND EVENT PLANNERS HAVE TO SAY ABOUT JANICE ROBERSON, THE SPEAKER:

## “JANICE ADHERED TO THE TIME CONSTRAINTS GIVEN AND STILL DELIVERED IN A POWERFUL WAY.”

It was truly a phenomenal experience to have Janice share with the women attending my 2nd Annual “Celebrating Sisterhood” Luncheon. Janice’s presentation was engaging, empowering and encouraging. The feedback I received from the participants indicated that hearing Janice share her personal story and how it has fueled her professional success, left a lasting impact. Janice adhered to the time constraints given and still delivered in a powerful way. Her humor combined with strong “take-away” points was perfect for the audience! Having Janice join me for a future event is a no-brainer! –

**ROBIN MAY, MENTAL HEALTH THERAPIST & LIFE COACH; [WWW.ROBINMAYONLINE.COM](http://WWW.ROBINMAYONLINE.COM)**

## “I GOT TO SEE SOME RESULTS THE VERY NEXT DAY!”

Before working with Janice, it was a challenge for some of our ministry leaders to take Pastor’s vision for the church and develop ministry-appropriate goals.

While working with Janice the light came on. Most of the ministry leaders realized that instead of looking to Pastor for more direction, that they could do more to insure the success of their individual ministries. They realized they need to have vision and goals for their ministries. Also, the ministry leaders learned that they need to be deliberate in staffing their ministries.

And as a result, I expect to see every ministry at our church grow. Also, I expect better teamwork between the ministry leaders. As a matter of fact, I got to see some results the very next day. I was very pleased by the way our Leadership Team worked together in excellence during a major outreach initiative. The event was extremely successful!

My advice for those thinking of working with Janice regarding Christ-centered leadership development is “Don’t hesitate; Janice is an excellent motivator and she is a great asset to you and/or your team!”

**LEADING LADY COYLITIA O’NEAL, GLOBAL IMPACT CHRISTIAN MINISTRIES [WWW.GLOBALIMPACTATL.ORG](http://WWW.GLOBALIMPACTATL.ORG)**

## “JANICE SHARED WITH ME SPECIFIC WAYS AND STRATEGIES THAT WILL HELP ME SERVE MORE PEOPLE AND GROW MY MINISTRY.”

As a Pastor, I learned that in order to save souls I must first get the people to the church. After the course, Janice shared with me specific ways and strategies that will help me serve more people and grow my ministry.

**PASTOR CARY INGRAM**