

CASSIE BJORK, RD

Weight Loss Expert | #1 International Best Selling Author



Over a decade empowering women by helping them lose weight and keep it off—FOR GOOD



One of the greatest challenges causing smart, successful, put-together women significant amounts of stress, anxiety and worry, is their diet...and more specifically, their weight. They're plagued by thoughts about what they eat and how the extra fifteen (or even five) pounds is holding them back from achieving their dreams. This is defeating for them because they've tried EVERYTHING and they're starting to believe there's something wrong with THEM. The mental and emotional drain is exhausting.

This was Cassie's story. She tried to be "good" too: restricting calories, working out like a maniac, and still, PUTTING ON 20 POUNDS! Cassie's whole life changed when she shifted her mindset, reset her metabolism, and focused on specific factors that most weight loss experts aren't talking about, like hormones, thyroid, stress, and supplements.



Over the past decade, Cassie has helped thousands of women not just lose weight and boost their energy levels and body confidence, but create lives they love by freeing themselves from old ideas and myths.

Cassie provides valuable insight on nutrition, weight, and overall health in a fun, exciting way! She brings her decade of knowledge of nutrition and weight loss, along with her depth of personal experience and her own compelling story.

Cassie's audiences walk away empowered with a clear blueprint of how to reclaim their body confidence, boost their energy, and rev up their metabolism...without starving themselves. This is the message of hope so many women are craving and Cassie knows how to deliver.



SPEAKING TOPICS

“CASSIE’S PERSONALITY AND HER EXPERTISE SPOKE TO EVERYONE”

“Fat Makes You Fat!” and Other Lies That Hijack Our Weight Loss Success

There’s what you’ve heard and read about food, diet, and lifestyle—and then, there’s the truth. In this eye-opening talk, Cassie shares the specific principles, mindset, and strategies that helped thousands of people lose weight, infuse more energy, and fall in love with their bodies.

Audiences relate to Cassie and her teachings because she lived with her own struggles with food and weight. She wasn’t always the slim, trim, fit, and bubbly person you see today. Like your audience members, she felt like she was running in circles trying to find the solution.

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IN THIS FEATURED TALK CASSIE TEARS DOWN COMMON MISCONCEPTIONS ABOUT WHAT WE THINK OF AS 'HEALTHY', INCLUDING:

- Why fat is not the devil
- How our perception of "healthy" is limiting
- Why counting calories isn't the holy grail
- Why certain workout programs backfire
- The real reasons we gain, and lose, weight
- How balancing the scale balances your life

Your attendees will gain new insight and the courage to challenge what we used to accept and create a rockin' bod.

“CASSIE TRULY ENGAGED OUR AUDIENCE”

8 Non-Dietary Reasons Why You're Not Losing Weight

Have you tried everything and STILL can't shed those last 10 pounds? Surprisingly, the food you're eating may NOT be the problem. The real obstacle could be something else. In this program, Cassie reveals 10 never-talked-about keys that can unlock your metabolism's true power and help you shed stubborn pounds.

This powerful presentation gives the exact outline for easy and successful weight loss, and one step can even be done in the room during the presentation! Learn everything you need to know about non-food related roadblocks to slim your waistline and be the energetic self you know you can be!

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CASSIE'S TALK COVERS TOPICS LIKE:

- How exercising harder could be slowing your metabolism and causing weight GAIN
 - How eating before bed helps you burn fat and the best bedtime snacks
- The gland that really dictates your weight loss and what you can do to keep it working
- Sneaky triggers that are blocking your weight loss and energy
- 3 simple activities that really matter for your waistline
- How to balance your life to balance the scale



The Girls-Only Pow-Wow About Weight Loss Worries (That NO ONE Wants to Share About!)

Hormones, low libido, hair loss, burping, gas, cramps...oh my! Carrying stubborn weight can be embarrassing in more than one way. Cassie shares from her decade of experience helping women of all ages, body types, and backgrounds, lose weight and keep it off.

Cassie dives into ALL things weight loss, even the parts that can be blush-worthy. You will learn how our diet and lifestyle decisions sabotage our libido and waistline. If your audience is tired of hiding behind baggy clothes and hoping no one makes eye contact—even their lover—this program is a must!



KEY TAKEAWAYS INCLUDE:

- 6 hormonal-balancing boosters they've never thought about until now
- 3 simple shifts to increase metabolism stubborn pounds fall off
- Foods that instantly boost your moods and libido
- The (surprising!) foods that are draining your energy levels
- The number 1 trick to help eliminate bloating and gas
- Plus, a few strategies to keep a healthy metabolism running all day long

“POWERFUL, DYNAMIC, AND EVIDENCE-BASED SPEAKER!”

How to Build a Successful Business from the Ground Up

What started as one dietitian renting out the conference room at a local coffee shop, quickly turned into a full team, and a renown worldwide coaching program. Cassie has now been running a multiple six figure business for 10 years. In this talk, Cassie reveals how she created a thriving virtual practice from the ground up. Learn from Cassie's biggest mistakes and avoid the pitfalls that she struggled through in her career. She will also share her most effective marketing strategies that put her on the map. Learn how to start and scale your business. If you want a business that gives you the opportunity to do what you love, and earn what you deserve, then check out this talk.

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THE FOLLOWING TOPICS CAN BE COVERED IN HER BUSINESS PRESENTATION, DEPENDING ON THE ALLOTTED TIME FOR HER PROGRAM AT YOUR EVENT:

- Marketing strategies that moved the needle (from shoestring budget options to pay-to-play options)
- How to land media segments (from TV to radio to print) and become a top-requested guest
- Cassie's top strategies for growing a client base
- Productivity strategies that maintain a healthy work/life balance





*If you can change how you see food,
there's nothing you can't change.*

- CASSIE -



Cassie Bjork is a globally recognized industry leader in weight loss, a highly sought-after speaker, and the #1 international best-selling author of **Why Am I Still Fat?: The Hidden Keys to Unlocking That Stubborn Weight Loss.** Cassie is the creator of the Rule Breakers Weight Loss Coaching Program that uses her proprietary methodology to help thousands of women lose weight and keep it off — FOR GOOD.

Cassie speaks widely and contributes a regular column, “Real Talk with Dietitian Cassie,” in Paleo Magazine. Virtually every major media outlet—including CBS, ABC, WCCO, FOX News, CNN, TIME, Parade, Cosmopolitan, SELF, SHAPE, Women’s Health, and HuffPost—has covered Cassie’s debunking of dieting lies as she shares the truth about food, weight loss, and overall health.



Cassie is in high demand to appear on TV and speak at corporate, women's conferences, and groups of all sizes. Cassie is a dynamic, enthusiastic speaker and her fast-paced, entertaining style provides a fun event leaving attendees feeling inspired, empowered, and equipped to make changes. Event planners consistently rave that Cassie jam-packs so much into her sessions that attendees walk away with more sound bites than they imagined!

Cassie is also a Registered Dietitian, but not your stereotypical dietitian. She combines research findings, real-life stories, and humor to provide actionable tips so that your audience leaves feeling inspired and ready for change.

When Cassie isn't busy connecting with her audiences, she loves doing Cross-fit workouts, yoga, paddle-boarding the lakes of Minneapolis in the summer, and beach runs in San Diego during the winter. She currently lives between Minneapolis, MN and San Diego, CA, and likes to travel everywhere in-between.

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WHAT PEOPLE ARE SAYING



“Our audience loved her!”

“We hired Cassie and brought her in to speak to our audience because she brings a new flavor to a message that is a little more “out there.” I was super impressed with how Cassie engaged with our audience, the interactivensess of asking the right questions and the new ideas and shifts in mindsets that our women could walk away with to refocus. Cassie was super valuable. I would highly recommend hiring Cassie for your event! As the event coordinator, she was super easy to work with, very professional, she did an amazing job and our audience loved her!”

-TERI JOHNSON, Founder of Keeping it Personal and THE REFINED Conference and Community of Women Entrepreneurs

WHAT PEOPLE ARE SAYING



Cassie inspired our group and with enthusiasm! We are so pleased with the decision to have Cassie as a speaker at our women's event and would recommend her to anyone looking for a powerful, dynamic speaker.

- VICTORIA SEIM, Moms on the Run, Roseville, MN

“Cassie inspired our group and with enthusiasm!”

WHAT PEOPLE ARE SAYING



*"We left inspired and empowered —
with actual easy-to-implement
strategies!"*

"Cassie did an amazing job as our Keynote speaker. She illustrated the hows and whys of making healthy lifestyle changes. She provided scientific evidence to support the tips she provided for enhanced energy, metabolism, and focus. Cassie did all of that in a way that truly engaged our audience and provided clarity on a subject that is laden with myths and half-truths. We left feeling inspired and empowered, having actual strategies that were easy to implement! We would recommend Cassie to anyone looking for a fantastic, evidence-based speaker!"

- JODEE SCHABEN, University of Wisconsin-River Falls

WHAT PEOPLE ARE SAYING



“Because of all of these wins, my self-confidence skyrocketed and I started dating! I treated myself to an entire new wardrobe and it was actually FUN shopping for it!”

I've lost 40 pounds, but that's not the best part! I've significantly improved all of my lab results, got off a medication I had been on for YEARS, my bloating disappeared, plus my skin is clear and glowing . Because of all of these wins, my self-confidence skyrocketed and I started dating! I treated myself to an entire new wardrobe and it was actually FUN shopping for it! All of the hard work pays off when a salesperson brings you a pair of pants in a size you never thought you could wear and it fits! My energy levels and happiness are off the charts !

I wish I could describe in words how happy I am now. I have the tools and confidence to navigate holidays, special occasions, eating out, traveling and everyday life. The number on the scale is one thing, but how I feel and the increase in self-confidence is worth so much more! **Thank you, thank you, Cassie for helping me become the person I always knew I could be!**

- TINA HEITCAMP, MINNESOTA

WHAT PEOPLE ARE SAYING



“I'm wearing clothes that haven't fit in years!”

“Within just a few months, my digestion became more normal, my energy sky-rocketed, and I was looking and feeling great. I went from a size 16 to a size 8. I feel incredible! I'm wearing clothes that haven't fit in years! Now most of my wardrobe is too big! Implementing the strategies I have learned from Cassie is allowing me to continue my success for the rest of my life.”

- SARAH EASTER STRAYER

WHAT PEOPLE ARE SAYING



"Now I know how to navigate my future."

"Within a month or two, I saw the kind of results I had not seen previously on my healthy eating journey: **complete disappearance of sugar cravings, reduction in unhealthy carb cravings, reduction of PMS symptoms, less bloating, and mood stability!**

I can't even begin to describe the differences in my life that last improvement has made! My body feels healthier and more capable overall, with the added bonus of kicking butt during my workouts! I know how to navigate my future!

- **ARLINE LITCHFIELD**

WHAT PEOPLE ARE SAYING



*"I've lost 30 POUNDS
and counting!"*

"After trying numerous different diets and seeing no long-term success, I finally discovered WHY. Thanks to Cassie's info, I have made a true lifestyle change and as a result have lost 30 POUNDS and counting! **This way makes so much more sense than ANY other nutrition professional or program I have encountered and best of all: it's realistic. Better yet: it WORKS!** Cassie is also incredibly personable and encouraging, and I walked away feeling inspired. I highly recommend contacting Cassie's team for ANY weight, health or nutrition need!"

- SARAH C., Minnesota

WHAT PEOPLE ARE SAYING

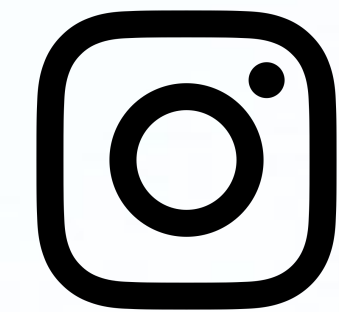


“The best part is that even though I wasn’t perfect, I saw results! **I feel great, lost weight and have better focus and more energy for workouts!** I’m never hungry and get to eat foods that I LOVE (like fat!) Cassie’s strategies kept me on track, and **it’s such a relief to get away from counting calories.**”

-CHELSEA B., Indiana

“Cassie’s strategies kept me on track, and it’s such a relief to get away from counting calories.”

CONTINUE THE CONVERSATION



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Ready for Cassie to Rock Your Next Event?

Reach out to us and tell us about the amazing event you have coming up!

You can send the details of your event to **Erica at**
info@redefinedweightloss.com or you can fill out the speaking
engagement form here: **redefinedweightloss.com/speaking**

...and we'll get you set up for a complimentary Speaking Engagement
Meeting with Cassie!

