



# SHANNON BETTIS

## *Defined By the Storm*™

*“Put your seatbelts on! Shannon’s message is captivating from the start. She met God in the most unusual place and the most amazing and fascinating life has unfolded ever since that moment.”*

*Joy Weaver, Speaker and Author  
How to be Socially Savvy in All Situations*

**Defined By the Storm™** is devoted to the heart of a woman. It is a commitment to bind up the broken hearted and to set the captives free through a high-energy and authentic message designed to empower and encourage you to fight the good fight and have joy in it!

**Most Requested Presentation**

### **Defined By the Storm™**

**A Story of Hope and Restoration**

As a corporate professional, Shannon Bettis had it all, until the lure of accolades and acceptance superseded commitment to her family. A workaholic on a treadmill laden with empty promises— she abandoned her family for an empty treasure, leaving a trail of destruction that ended in divorce, and devastation.

Six months later, on a 4:00 AM run in the middle of a thunderstorm, Shannon reached the end of herself and cried out to a God she did not know. Through a bolt of lightening and burst of thunder, this life-changing encounter changed her forever.

**Defined By the Storm™** is a heartwarming story about the transformation of a woman devastated by the rejection she had both given and received. She is a new creature today, and behold - all things are new! While she was not rescued from her consequences, she was restored through them. I am that woman, and this is my story about a journey of loss, hope, faith, and love that any heart can lay claim to.

#### **Are you in need of?**

- Hope in hopeless circumstances?
- The next right choice?
- Acceptance that is not tied to performance?
- The transforming power of God’s Word?
- A Father to the fatherless; Friend to the lonely?
- A promise that can not be broken?
- Strength in the midst of weakness?
- Unconditional love and forgiveness?
- Joy instead of happiness?
- Restoration?

**Look no further!**

**The voice of the Lord strikes with flashes of lightning.**

**Psalm 29:7**

#### **Who Should Attend?**

- *Women’s groups*
- *Discipleship groups*
- *Married couples*
- *Singles*
- *Pastoral staff*
- *Churches*

#### **Shannon Bettis**

Cell: 214-212-0788

Email: [sbbot@aol.com](mailto:sbbot@aol.com)

P.O. Box 700922

Dallas, TX 75370

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## Why Shannon?

Shannon Bettis is a native Texan, born and raised in the suburbs of Dallas. She is Senior Vice President with Sterling Bank, with 15 years of experience in sales and relationship management for commercial businesses in the middle market. She earned a bachelors' degree from Mississippi State University, and trained at some of the largest banks in the United States.

In addition, Shannon serves as North Texas Director for Sterling Bank's Women's Business Initiatives through which she launched and facilitates quarterly inspirational luncheons for female executives and women owned businesses. This popular platform has attracted a database of more than 900 women, highly recognized speakers, and experienced a 400% increase in attendance in less than two years.

Deeply inspired and mentored by Jean and Zig Ziglar, Shannon lives the same level of authenticity whether in the marketplace or on the speaker's platform. She is a highly sought after keynote for Gideon's International, Stonecroft Ministries, and is a member of the National Speaker's Association and the International Speakers Network.

Shannon's fiery faith gives her a passion for the life-changing experience that caused her to place her faith in Jesus Christ for salvation in the middle of a thunderstorm ten years ago. This led to the formation of her ministry platform "Defined by the Storm", through which she shares this highly relational message of motivation and hope across the country.

## Testimonial

*"Several pastors declared it to be the best ever..." They were thrilled by your testimony. Your presentation set the tone for what proved to be one of the best conventions we have had in some time.*

*Dr. Doran Edwards, Vice President  
South Carolina Gideon's International*

## Quick Facts About Shannon Bettis

- **15 Year Corporate Professional in Commercial Banking—Senior Vice President for Sterling Bank, Dallas, Texas**
- **National Platform spans 11 states and 40 venues**
- **Choice Speaker for Gideon's International (shared stage with Dr. Erwin Lutzer, Moody Bible Church, at 2008 Convention)**
- **Speaker for Ziglar, Inc. 2009 Monday Devo**
- **Published Writer, Insight Publishing, Co-Author "Yes You Can!" alongside Jim Rohn.**
- **Founder "Sold Out Leadership" national speaking platform**

