

S P E A K E R M E D I A K I T

HILLARY CASSEL

LAWYER • FLORIDA STATE REPRESENTATIVE • SPEAKER •
ENTREPRENEUR • FOUNDER OF MISSLABELED

*The next chapter
is yours to write.*

BIGGER AWARENESS. BRAVER CHOICES,
A MORE INTENTIONAL YOU.

LEAD • INSPIRE • CREATE CHANGE



S P E A K E R P O S I T I O N I N G

Beyond *the label.*

We all carry labels. Some are assigned to us, some we interpret ourselves, and some we eventually accept as part of our identity. The challenge isn't that labels exist — it's that many shape our lives without our awareness.

MissLabeled exists to make those labels visible. Through awareness, discernment, and intentional decision-making, the brand helps people recognize, question, and choose the labels that deserve influence over their lives.

Built from lived experience, MissLabeled transforms vulnerability into perspective and perspective into practical guidance.

Hillary Cassel



S I G N A T U R E S P E A K I N G T O P I C

The Next Chapter *is yours to write*

Hillary's thought leadership explores the intersection of identity, discernment, and becoming helping people distinguish who they truly are from the labels, expectations, and narratives that have shaped them.



Identity



Discernment



Self-Trust



Intentional Living

Hillary Cassel



SPEAKING THEMES

PEOPLE • IDEAS • PERSPECTIVE • A BRIGHTER TOMORROW

01 DISCERNMENT, NOT DENIAL.

Learning to distinguish which labels hold information and which only hold someone's opinion.

02 COURAGE UNDER PRESSURE

Being willing to act on that difference when it costs something.

03 INTENTIONALITY & ALIGNMENT

Choosing deliberately rather than by default or inheritance — and building a life that matches what you found to be true.

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ABOUT HILLARY

BEYOND THE LABEL

Hillary Cassel is a lawyer, Florida State Representative, speaker, entrepreneur, and founder of MissLabeled, a media platform helping people question the labels they've inherited and reclaim authorship of their own story.

Hillary Cassel



EVIDENCE, *NOT LIMITATION*

LAW • PUBLIC SERVICE • ENTREPRENEURSHIP • LEADERSHIP

Hillary's chapters in law, public service, advocacy, and leadership are evidence of discernment in practice, not the point of the brand.

PULL QUOTE

*"Separate the labels you were given
from the life you were made to live"*

Hillary Cassel

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BOOK *HILLARY*

BRING HILLARY TO YOUR NEXT STAGE OR CONVERSATION

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Website: Coming Soon

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