



BOOK

STEVE LAWSON

FOR PODCASTS, INTERVIEWS & SPEAKING
CONVERSATIONS

Entrepreneur, investor connector, and wealth strategist helping audiences think differently about opportunity, cash flow, and building financial independence.





MEET STEVE LAWSON

- ❖ Entrepreneur & Investor
- ❖ Author of Wealth Highway
- ❖ Managed 500+ Real Estate Transactions
- ❖ Builder of Multiple Businesses
- ❖ Focused on Wealth Creation & Financial Independence
- ❖ Passionate About Cash Flow, Ownership & Optionality
- ❖ Works with Entrepreneurs & Investors
- ❖ Strategic Relationship & Opportunity Focused
- ❖ Podcast Guest & Thought Leader
- ❖ Experienced in Business, Investing & Long-Term Wealth Building

WHY HOSTS BOOK STEVE

✓ REAL-WORLD PERSPECTIVE

Years of experience across entrepreneurship, investing, business ownership, and opportunity evaluation.

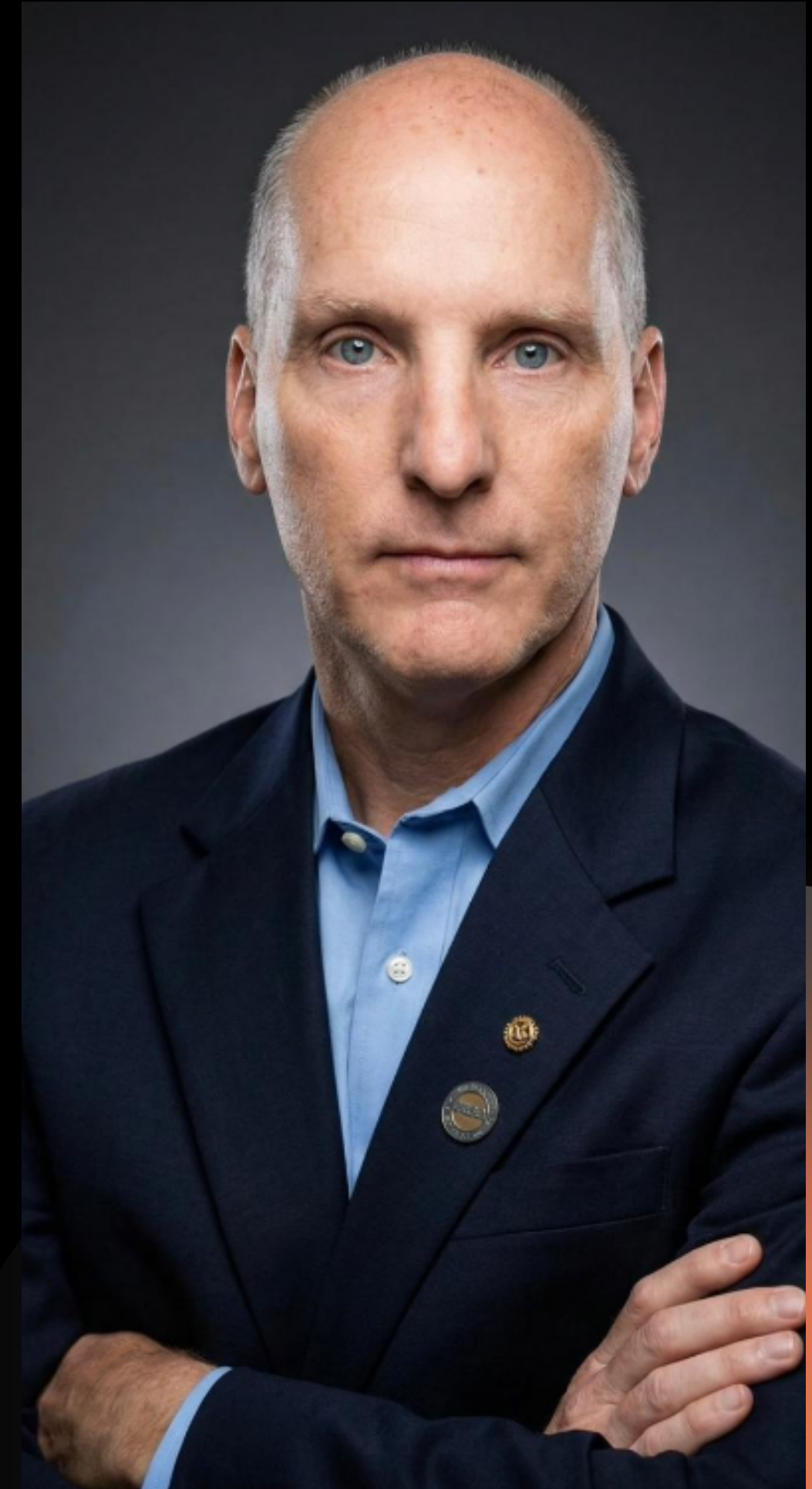
✓ THOUGHTFUL CONVERSATIONS

Practical discussions around wealth creation, cash flow, ownership, optionality, and strategic thinking.

✓ BROAD AUDIENCE FIT

Steve fits naturally into conversations around:

- Entrepreneurship
- Investing
- Business Growth
- Financial Independence
- Mindset
- Leadership
- Opportunity Creation



WHY HOSTS BOOK STEVE



NON-GURU APPROACH

No hype.

No hard selling.

No “internet guru” energy.

Just thoughtful, practical conversations.



STRONG STORYTELLING

Steve combines:

- Operator Experience
- Investing Philosophy
- Strategic Thinking
- Business Lessons
- And Perspective Shifts Audiences Resonate With



POTENTIAL DISCUSSION TOPICS

- ✓ Why Traditional Wealth-Building Is Too Slow
- ✓ The Difference Between Growing Wealth and Creating Wealth
- ✓ Why Passive Income Matters More Than Net Worth
- ✓ What Most Financial Advisors Cannot Tell You
- ✓ The Hidden Benefits of Owning a Passive Business
- ✓ Why Most Portfolios Lack True Diversification
- ✓ What I Learned from 500+ Real Estate Transactions
- ✓ The Real Meaning of Financial Independence
- ✓ Why the K-Shaped Economy Changes Everything
- ✓ How to Evaluate Non-Traditional Investment Opportunities
- ✓ The Mindset Shift That Accelerates Wealth Creation
- ✓ How Tax Income Layering Lets You Control Taxes
- ✓ The Overlooked Real Estate Secret That Creates More Wealth
- ✓ Clarify the Risk-Reward Tradeoff So You Grow Wealth Faster
- ✓ How to Own a Managed Business That Builds Your Wealth



IDEAL PODCAST & SPEAKING AUDIENCES

✓ Entrepreneurship Podcasts

✓ Business Podcasts

✓ Leadership Podcasts

✓ Wealth & Mindset Shows

✓ Financial Independence Audiences

✓ Startup & Founder Communities

✓ High-Performance Audiences

✓ Opportunity & Networking Conversations

✓ Alternative Investment Discussions



STEVE'S DISCUSSION STYLE

- THOUGHTFUL CONVERSATION
- OPERATOR-LEVEL INSIGHT
- STRATEGIC THINKING
- PRACTICAL WEALTH PHILOSOPHY
- REAL-WORLD PERSPECTIVE
- BUSINESS AND INVESTING EXPERIENCE

NOT



HYPE



HARD SELLING



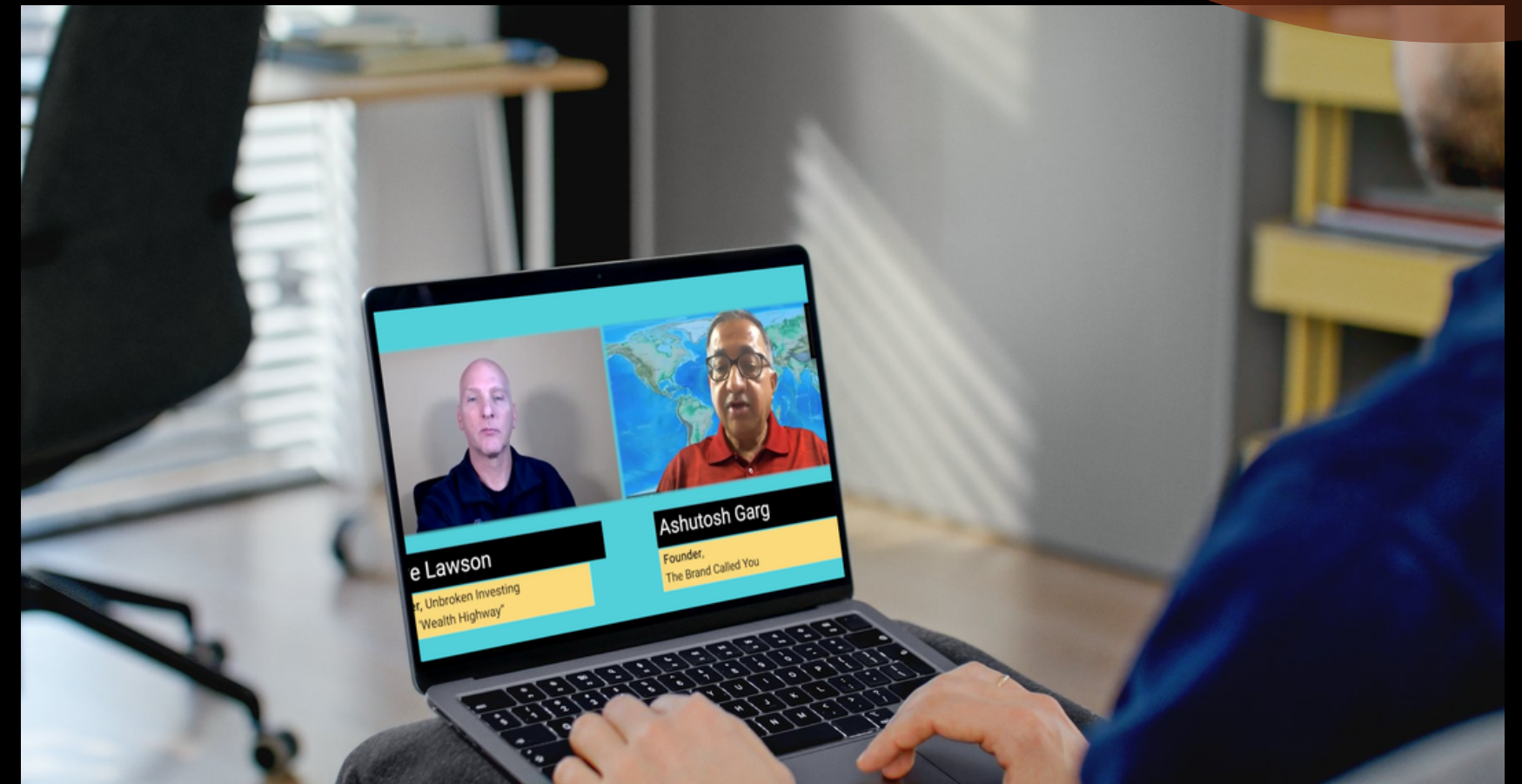
“GURU” POSITIONING

VIDEO INTERVIEWS

Watch Some of Steve's Video Appearances on Other Shows



Raise Rates, Cut Rates... or Do Nothing? The Fed's Real Dilemma With Dave Endler
[VIEW HERE](#)



Unlocking Financial Freedom: Steve Lawson with The Brand Called You

[VIEW HERE](#)

KEYNOTE SPEECHES



LET'S CONNECT

BOOK STEVE AS A GUEST ON YOUR
PODCAST/SHOW
BOOK HERE



BOOK STEVE TO KEYNOTE YOUR EVENT
(OR FACILITATE WORKSHOP OR
MODERATE A PANEL)
BOOK HERE



BOOK STEVE FOR A NEWSPAPER,
MAGAZINE, BLOG OR TV INTERVIEW
BOOK HERE

