

MEDIA KIT

DEBORAH DiMICELI

Speaker · Author · Founder, Esteem Academy

TRADING MIRRORS

You Deserve A Reflection That Loves You Back

Amazon #1 Bestseller · September 2026

Bold Publishing

TEDx Clarkstown Speaker · September 2026

deborah@esteemacademy.life

esteemacademy.life

QUICK REFERENCE

At a Glance

Book	Trading Mirrors: You Deserve A Reflection That Loves You Back
Author	Deborah Lynn DiMiceli
Publisher	Bold Publishing (Dr. Denise Nicholson)
Launch date	September 2026 (Amazon #1 bestseller in Memoirs at launch)
Genre	Women's self-help / personal development / memoir-inflected nonfiction
Practice	S.E.E.D. (See · Examine · Elevate · Design), organized as four Seasons
Word count	~44,000 words · 12 chapters + Introduction + Conclusion
Primary reader	Women 35–60; parents, educators, counselors, recovery communities, youth
Platform	EsteemAcademy.life
TEDx	You Are Made to Stand Out: The Variance Principle · TEDx Clarkstown, September 25, 2026
Based in	Huntington Beach, California · Available across Southern California and for travel
Contact	deborah@esteemacademy.life · esteemacademy.life

THE BOOK

About Trading Mirrors

One-sentence pitch:

“Trading Mirrors is the book that finally explains why you see yourself the way you do and gives you a practice to build a clear reflection that illuminates your truth.”

Every self-image is a mirror someone else handed you. The parents who compared you to your sibling. The teacher who told you you’d never amount to anything. The partner who made you feel too much and not enough at the same time. Most people carry those mirrors their entire lives, never realizing the reflection is someone else’s opinion fossilized into fact.

Trading Mirrors is Deborah DiMiceli’s unflinching examination of how those images form, why they calcify, and what it actually takes to build a self-image designed by you rather than inherited from someone else’s damage. The book weaves together neuroscience, behavioral biology, quantum physics, and spiritual truth as interconnected proof of the reader’s inherent worth.

At its emotional core is the story of Lisa Starr, the author’s sister who never got the reflection she deserved. Her struggle is the reason this book exists.

THE S.E.E.D. PRACTICE

- See your Spring: recognize the mirrors you’ve been looking into
- Examine your Summer: understand how, when, and where they formed
- Elevate your Autumn: release what isn’t (and never was) true
- Design your Winter: build the reflection you choose to see

READY-TO-USE QUOTES FOR MEDIA

“Your self-image was likely handed to you by someone else. The question Trading Mirrors asks is: are you still carrying their mirror, or have you traded it for your own?”

“The science in this book isn’t motivational, it’s forensic. Your body has been documenting the cost of your self-image your entire life. I’m asking you to evaluate the evidence.”

“I’m a mentor and default life coach disguised as a friend. That distinction matters, because what I’m building is a movement, not a practice.”

THE AUTHOR

About Deborah DiMiceli

SHORT BIO: 50 WORDS (EVENT PROGRAMS, SPEAKER INTRODUCTIONS)

Deborah DiMiceli is the founding voice of Esteem Academy, a TEDx speaker, and author of *Trading Mirrors: You Deserve A Reflection That Loves You Back*, an Amazon #1 bestseller at its September 2026 launch. She brings two signature programs to communities, organizations, and schools: one uncovers personal identity and the other builds the relational environment around it.

MEDIUM BIO: 100 WORDS (PRESS RELEASES, EVENT WEBSITES)

Deborah DiMiceli is the founder of Esteem Academy, a speaker, and the author of *Trading Mirrors: You Deserve A Reflection That Loves You Back*. She has spent decades sitting with people in the middle of their becoming, helping them uncover who they truly are beneath the stories they've been told. Her work bridges neuroscience and human connection: the biology of kindness, the contagion of self-perception, and the way one person's inner clarity ripples outward into every relationship they have. Her debut book became an Amazon #1 bestseller at its September 2026 launch, and that same month she spoke at TEDx Clarkstown. She lives in Huntington Beach, California.

FULL BIO (FEATURE PROFILES, MEDIA PACKAGES)

Deborah DiMiceli is something the personal development industry doesn't have a clean word for yet: a mentor, champion of human potential, and friend. She's someone who has spent decades sitting with people in the middle of their becoming, refusing to let the people she loves disappear under their own limitations.

She grew up in a home shaped by instability, was homeless at seventeen, had her savings stolen by her parents, and spent her eighteenth birthday alone and feverish with pneumonia. By twenty, she was co-hosting a television show. That trajectory from survival to purpose and from fractured beginnings to a life built on intention is the substance of everything she's been building since.

She is the author of *Trading Mirrors: You Deserve A Reflection That Loves You Back*, and the founding voice of Esteem Academy, a growing community of people who are done accepting a self-image built by someone else. Her S.E.E.D. practice has reached individuals, organizations, and stages across the country.

Her TEDx talk, "You Are Made to Stand Out: The Variance Principle," debuted at TEDx Clarkstown in September 2026, the same month *Trading Mirrors* became an Amazon #1 bestseller. Based in Huntington Beach, California, she brings the *Trading Mirrors* Workshop, the *Kindness Culture* Workshop, and school assemblies to communities, organizations, and schools.

Deborah is building a movement. Her goal is to uplift at least one million lives.

SPEAKING & PROGRAMS

What Deborah Brings

TEDx Keynote

You Are Made to Stand Out: The Variance Principle · TEDx Clarkstown, September 2026

60 minutes · Conferences, corporate events, large community gatherings · A science-backed, story-driven talk about why your distinctiveness is your greatest asset, and what becomes possible when you stop comparing yourself out of your own life. Grounded in research on self-perception, emotional contagion, and the neuroscience of identity.

Trading Mirrors Workshop

Uncover Your True Identity · Identity · Discovery · Transformation

30 people max · 60–90 minutes · Bookstores, wellness events, women's & men's groups, faith communities, retreat settings · A guided experience that helps participants uncover who they truly are beneath the stories they've been told. Includes the mirror exercise (compact mirrors and affirmation stickers) and a sticky-note affirmation wall. Pairs naturally with a book signing.

Kindness Culture Workshop

Build Community Through Kindness · Emotional Regulation · Empathy · Communication

60 minutes · Any group size · Libraries, YMCAs, community centers, parent groups, educators, faith communities. Builds emotionally intelligent communities through the Kindness Culture Blueprint™: empathy, healthy communication, compassion, and confidence through kindness. Grounded in polyvagal theory and emotional contagion research. Participants leave with a 39-page workbook and their own Kindness Culture Plan.

School Assembly

A Room Full of Kindness · K–2 and Grades 3–5

30 minutes per assembly · Schools, libraries, YMCAs · Every child adds their handprint to a community tree, a joyful, memorable installation left with the school. Two age-matched programs: The Kindness Spark (K–2) and The Ripple Effect (Grades 3–5). Movement-based, identity-focused, built for real classrooms. Can be bundled with the Kindness Culture adult workshop for a full school-community day.

Sample Interview Questions

The following questions are provided to help you plan your interview. Deborah is prepared to speak to all of them.

ON THE BOOK

- The title Trading Mirrors is striking. What does it mean to “trade” a mirror?
- You say the self-image most of us carry was handed to us by someone else. How does someone begin to recognize that?
- The book weaves together neuroscience, behavioral biology, and spiritual truth. How do those things belong in the same book?
- Tell us about Lisa. Why did you build the book around her story?
- What is the S.E.E.D. practice, and how does someone use it in daily life?
- What do you want a reader to feel when they close this book?

ON THE MOVEMENT

- Trading Mirrors hit #1 on Amazon in the same month you took the TEDx stage. What did that month teach you?
- What does it mean to bring this work into communities and include bookstores, libraries, YMCAs, and schools?
- You’ve set a goal of reaching one million lives. Where did that number come from?
- What’s the Kindness Culture Workshop, and how does it connect to the book?

ON HER STORY

- You were homeless at seventeen. How does that experience live in this work?
- You went from homeless to co-hosting a television show in your twenties. What was the turning point?
- You describe yourself as a mentor and friend, not a coach. Why does that distinction matter?
- What’s the mirror you’ve had to trade in your own life?

BOOK DEBORAH

Now booking 2026–2027

Deborah brings author talks, the Trading Mirrors Workshop, the Kindness Culture Workshop, and school assemblies to bookstores, libraries, schools, YMCAs, service clubs, corporate teams, and community organizations. Based in Huntington Beach, California, she is available across Southern California and travels for keynotes.

Inquiries

To host an event or book a program, contact deborah@esteemacademy.life.

PHOTOS & ASSETS

Media Assets

All assets available upon request. Contact deborah@esteemacademy.life with preferred format and intended use.

AUTHOR PHOTOS

- High-resolution author photos in color and B&W; horizontal and vertical crops available
- Candid B-roll stills from the Esteem Academy production shoot
- Action photos from events and workshops

BOOK COVER

- High-resolution front cover (print-ready 300 DPI)
- Digital cover optimized for web, social, and email

VIDEO

- TEDx Clarkstown talk video (link available once TEDx posts it)
- B-roll footage from the Esteem Academy production shoot

LOGOS & BRAND

- Esteem Academy logo (transparent PNG, multiple sizes)
- Trading Mirrors wordmark
- Kindness Culture Movement logo

Usage note

All photos and assets are provided for editorial and promotional use in connection with coverage of Deborah DiMiceli, Trading Mirrors, and Esteem Academy. Please credit: © Deborah DiMiceli / Esteem Academy. For commercial licensing, contact deborah@esteemacademy.life.

CONTACT

Media & Booking

Media inquiries

Interview requests, review copies, press inquiries:

deborah@esteemacademy.life

esteemacademy.life

Booking inquiries

To host an event or book a program:

deborah@esteemacademy.life

Subject: "Booking: [Your Organization]"

DEBORAH DiMICELI

Speaker · Author · Founder, Esteem Academy

deborah@esteemacademy.life · esteemacademy.life · October 2026