



## Keri Murphy: Everyday Inspiration

The CEO and founder of Inspired Living, **Keri Murphy** (<http://inspiredliving.tv>) is committed to empowering people all over the world to “Dream it. Live it. BE it!” This international speaker, media expert and business mentor honed her expertise in the entrepreneurial field for over 20 years, helping others to create—and succeed at—a business they love. A veteran of television with appearances on MTV, E!, FOX and NBC (to name a few), Murphy brings her hard-worn entrepreneurial knowledge to her clients through public speaking, mentoring and her *Inspired Living TV* web series, helping them to bridge the gap between having a dream and making it their reality.

### From Model to Role Model

Growing up in the suburbs of Portland, Oregon, in close-knit Italian family, Murphy always knew she had an affinity for the entertainment industry. With a grandmother who was a model and singer and a musician uncle, engaging others was in her blood. Having begged her mother for years to do what she loved, she began attending a local modeling and acting school, honing her ability on camera and on stage. Chosen to represent her school at the city’s legendary Rose Festival, she felt naturally at ease commanding an audience in front of hundreds of her classmates.

Represented by the local agency ABC Kids, Murphy had the opportunity at the tender age of 20 to work on the other side of the desk. By 27, she had purchased—and was running—the now renamed Murphy Talent Group. While building one of the most respected agencies in the Northwest, Murphy broke the status quo by still appearing in on-air gigs. Nonetheless, she found she was also a natural at finding and developing talent in others.

### Life Lessons

By 2008, Murphy was appearing as a new reality host on the Golf Channel, and was a “MADE” coach on the popular MTV show. Meanwhile, the Murphy Talent Group had grown over 400%. But fate had something else in store for her. The recession hit, and she was forced to file for bankruptcy. Heartbroken at the loss, she nonetheless took away the valuable lesson of surrounding herself with mentors—a lesson she would eventually use to launch her most successful venture yet.

Murphy began a new chapter in her life by moving to Los Angeles to pursue her dream of becoming the next Mary Hart. Hosting gigs on E! and red carpet premieres soon followed. Still auditioning for roles, she had a “light bulb” moment while cooling her heels for three hours in a waiting room. Instead of waiting for opportunity, Murphy realized she was primed to create it—for herself and for others, and soon afterwards



*Inspired Living* and iTV were born. Booking her first “celebrity” interview with longtime golf fan Kevin Sorbo, Murphy has since interviewed many celebrities and successful entrepreneurs on their inspiring journey to success.

By now, she’d learned to always say “yes” to opportunity. Asked to be a trainer with the UK-based Academy of Wealth and Achievement, Murphy jumped at the chance to travel the world, teaching and influencing others. Through programs like “Igniting Your It Factor,” her “Mastermind” program and her life coach sessions, *Inspired Living* continues to influence others through the personal success stories of everyday people. Murphy helps each client strategize their brands, leverage their expertise and clarify what’s been holding them back—and what will take them straight to the top.

Her a rare ability to uncover the “IT” factor in everyone she works with means this self-motivator and inveterate risk-taker is most comfortable pushing others out of their comfort zone. And with less than 20% of Americans enjoying what they do for a living, taking that first step is more important than ever before.

### An Inspiring Future

Having achieved so much, Murphy makes it a priority to give back, particularly to other young women discovering their own hopes and dreams. A regular supporter of the “Unstoppable” foundation (a non-profit organization that brings education and sustainability to developing nations), Murphy also makes time to serve on the advisory board of the Women Network, which gives women a voice and platform to share their messages. She was also chosen to be a mentor for the Richard Branson Centre of Entrepreneurs, an organization of the most passionate and socially minded entrepreneurs in the world.

Although she plans to expand *Inspired Living* into a worldwide education, entertainment and lifestyle company—from makeup lines to *Inspired Living* home and office products, inspiring others to live their “best and highest use” is what matters most. Murphy has the equally important goal of creating a summer camp for underprivileged girls, which she hopes to fulfill by 2016. When not inspiring and empowering, you’ll find her spending time with friends and family, playing the piano or relaxing seaside—all while enjoying her time as a new mom.

