

Lisa Bailey Sullivan

Author • Speaker • Trainer • Happiness Activist • Life Enthusiast • Goofball in Training

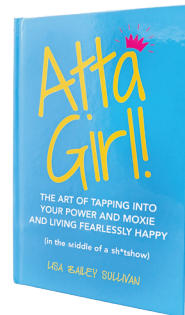


Lisa Bailey Sullivan is a wife, mom, recovering corporate marketing exec, and the C3PO (Chief Compassion, Courage & Positivity Officer) of her mostly crazy-happy life. As a happiness activist, she's motivated to create positive change in the world. She's particularly passionate about helping women unapologetically play big and have fun, embrace their true selves, and do what they're being called to do — no more delays!

Drawing from the science of positive psychology, her more than two decades of marketing leadership experience, and a little woo-woo, Lisa offers simple, tested actions that can help reduce stress and anxiety and cultivate a lasting sense of wellbeing, at work and in life.

Lisa is a proud graduate of the Happiness Studies Academy. She is certified in both positive psychology and Let Your Yoga Dance®, a beautiful practice of yoga dance and movement. Lisa is also the founder of Camp Atta Girl!™, a campy and empowering retreat that helps women everywhere discover or rediscover their voice, power, self-love, and joy.

- Twenty Years as Marketing Exec for National and International Companies
- Certified in Positive Psychology Through the Wholebeing Institute
- Graduate of the Happiness Studies Academy, Certified Happiness Facilitator, and Certified in Happiness from Harvard's Tal Ben-Shahar
- Trained in Google's Search Inside Yourself Leadership Training
- Certified Let Your Yoga Dance Teacher
- Certified Teacher in Mike Dooley's Infinite Possibilities
- Founder of Camp Atta Girl!, a Fun and Campy Women's Retreat
- Author of *Atta Girl! The Art of Tapping Into Your Power and Moxie and Living Fearlessly Happy (in the middle of a sh*tshow)*



“Lisa’s authenticity, knowledge of positive psychology and zest — her humor, love, and compassion — is infectious.”
~ Ellen G.

“Lisa has a magic way of connecting with people!”
~ Beth S.

“Thanks to Lisa, I have the tools to help me be a stronger person, learn to love myself first.”
~ Peggy W.

“She ignited the passion, energy and joy. This not only helped me, but gave me the tools to share ‘this gift’ with others.”
~ Carole F.

Lisa Bailey Sullivan

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Camp Atta Girl!

Where Women Play Big

Camp Atta Girl! is an retreat for women who are tired of playing small. It's a day filled with self-discovery, happiness, music, movement and fun! Women rediscover their power, voice, strength, courage and laughter and receive tools to survive (and succeed) in the work world "wilder-ness" and beyond!

Campers connect with other like-minded women who are going through the same challenges and stresses, all while learning techniques to increase their happiness, ways to create their best lives and tools to tap into their lifes' purpose...all while celebrating each other and having a blast!

“A fantastic mix of science and woo. I have struggled in my own work to find this balance. Seeing you, hearing you in action has opened up the door for my own woo to be a little more present.”
~ Sarah M.

Our Camp Atta Girl! one-day retreat is held 2-3 times a year, in different cities, with its homebase in Dripping Springs, Texas, just outside Austin.

Camp Atta Girl! Reignite is our overnight campy and fun retreat. Overnight Camps are held once a year.

Find Your Support

Discover tools for feeling grounded and safe — the foundation for letting your light and happiness shine bright.

Gain Your Balance

Steady yourself by tapping into love for self and others. Replace perfectionism with peace and purpose.

Unleash Your Warrior

Access your inner power and strength. Get ready to take on the world as the wonder woman you truly are.



Express Yourself

Turn up the joy and laugh like you just don't care. Meet your wild, crazy, wonderful self, and claim her place in this world of possibilities.



Play big.
(atta girl!)

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campattagirl.com

About Atta Girl!

The Art of Tapping into Your Power and Moxie
and Living Fearlessly Happy *(in the middle of a sh*tshow)*

Atta Girl!...

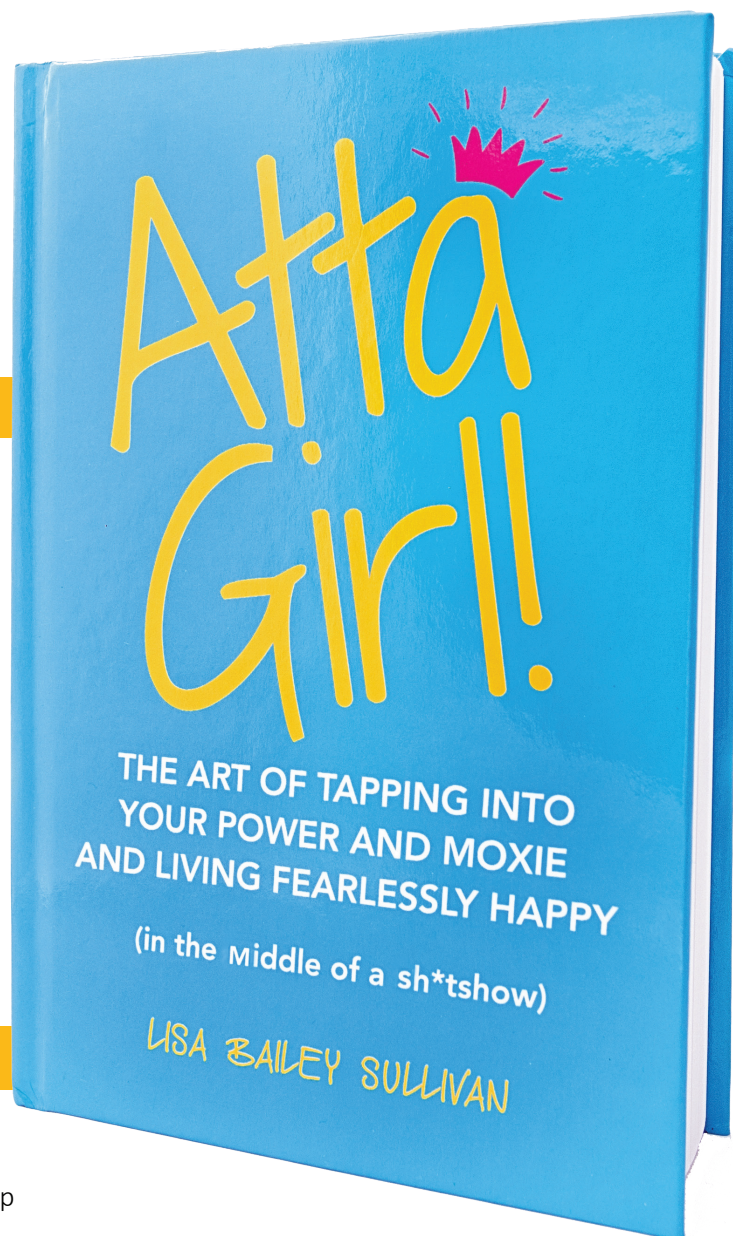
- Is a step-by-step guide to tapping into your power and moxie, especially when challenges arise.
- Offers more than 25 tools and “Happy Acts” for creating change, along with cheeky “alerts” highlighting important information
- Takes you through the 4 arts: tapping into happiness; tapping into power; tapping into moxie; and living fearlessly happy
- Focuses on positive psychology and the research behind happiness, along with lessons Lisa’s learned throughout her life. It draws from the inspirational material Lisa teaches women at her Camp Atta Girl! retreats
- Is written with honesty, humor and heart with anecdotes, inspirational quotes and whimsical graphics tying it all together.

In Atta Girl!, You’ll...

- Learn how It’s never too late to be who you want to be. You are NOT too old!
- Discover how to live and thrive despite challenges that come up
- Tap into your power and learn to use your voice, two things women often lose during a lifetime of working and doing things for others instead of themselves
- Discover how to get rid of labels that others (and sometimes you) place on you
- Learn the power of words and how using them can create the life you want
- Stop once and for all caring what others think about you
- Finally become and love your true and wonderful self

Atta Girl! is For...

- Women over 45 who are going through transitions or dealing with any sh*tshows in their lives such as a work stress, layoffs, illnesses, divorces, relational challenges, family drama, or any life-changing moments that steal their smiles and joy.
- Every woman — no matter what age — who’s ever felt exhausted, scared, worried and wondered what she can do to rediscover that spunky, playful girl she used to be and how she can overcome obstacles to her living a happier life



Atta Girl!
is for every woman who’s ever felt exhausted, scared, worried, or just wants to be reminded of that spunky, playful girl that’s inside her... still.

“Lisa has woven together research, ideas, sayings to live by, adorable cartoons, and wise instructions, all adding up to a road map for a glorious life”

~ Megha Nancy Bутtenheim,
Dancer, Author, Founder of Let
Your Yoga Dance

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