



Alayna Stiffler, CEO of A.D.S. Coaching & Mentoring, LLC equips business owners with the resources and tools to help them identify their personal business brand to reach their desired target market and create substantial income in sales, marketing and small business ownership. As a business owner, she understands the value of helping people understand that owning a business does not mean they should be exhausted once they end their work day. Her ultimate goal is to help business owners reap the rewards by helping her clients get their health back to enjoy life, not regret leaving their nine to five.

Alayna's passion is to help her clients create short and long term goals, consistently exceed their expectations and learn strategies to meet ideal clients for long-term business relationships. She can clearly define when a business focus is divided, a condition that creates chaos, poor or disorganized performance habits. She helps business owners nationwide with their day-to-day strategic development of consistent sales volumes and performing sales teams.

A coach, mentor, keynote speaker and author, Alayna strives to align her clients with consistency to exceed their expectations, learn strategies to have a healthy life and continue to build long-term business relationships with energy to wake up refreshed every day.

Alayna has 40 years of experience as business owner with corporate and sales and has been a featured keynote speaker, trainer, author, writer and leader in five companies. Alayna is currently authoring her next book and has co-authored four Anthologies, *Dust to Salvation*, *Driven*, *The Beauty in My Mess Vol. 2*, and *Out of My Comfort Zone*. Her publications have included *Empowering Women*, an internal company publication, *Going Gold* and was the Corporate Business Coach for a U.S. based direct sales company. She has also written several articles for *EZineArticles*, bi-monthly articles for a local newspaper and has been recognized as a Top 100 Blogger.

She is a local keynote speaker for small business, non-profits, Gala's, networking and sales events. Over the years, Alayna has received numerous awards for her leadership positions within five sales companies and was named the Prayer Child Recipient, a prestigious company award of leadership and compassion. Additionally, she has been a board facilitator, has written multiple training manuals and presentations, is a presentation speaker and has developed policy business programs for multiple companies.

Alayna is a certified member of the John Maxwell Team, has partnered with the local John Maxwell Live2Lead Simulcast Fredericksburg annual event and YouthMax. She is a certified DISC Human Behavior Specialist and a certified Nutrition Coach, a Vision Board Retreat Coach and a social media content creator.

Currently, she serves as a Board Member of FailSafe-ERA, a 501(c)3 non-profit dedicated to providing resources for returning citizens, an Ambassador and member of the Orange County Chamber of Commerce, has received the highest education award of Distinguished Toastmaster for Toastmasters International, a five-term officer for The Toast of Fredericksburg and Founder and Immediate Past President of Wilderness Toastmasters. She has served on a local Advisory Board, is a volunteer with Senior and Law Enforcement Together Council (S.A.L.T.) and is involved in the leadership with her church Calvary Chapel of Spotsylvania and pre-Covid, she hosted monthly meetings in her local community, to educate seniors in the community.

To connect with Alayna, she can be reached at [ADSBusinessCoach@gmail.com](mailto:ADSBusinessCoach@gmail.com), [facebook.com/coachspeakerauthor](https://www.facebook.com/coachspeakerauthor) or 540.370.0000.