

# The Best Is Yet To Come

**Shelley Roxanne**, radio's newest, freshest voice, is one of America's foremost authorities on developing the potential within an individual by coaching them on how to live a maximized life. As the co-founder of Optimistic, Inc., a personal and professional development company, Shelley is a recognized influencer and vital authority in her field.

A highly skilled speaker and sought after consultant, she is frequently called upon by top executives in the public and private sectors to increase staff productivity and overall corporate efficiency with her powerful, optimistic and engaging presentation style.

Shelley Roxanne brings her energy and passion to the masses via her top rated radio talk show - *The Shelley Roxanne Show*.

Shelley grew up in a politically active family, highly engaged in community involvement. Her father was one of the only Black mayors in the state of New York. Inspired by the optimism of her parents, Shelley had the opportunity to learn how to have a positive impact on others by example. It was through her family that she was able to cultivate her own philosophy on positivity and to maximize her own life by being proactive about her goals and selfless towards others. Now, with a family of her own, Shelley finds a careful, calculated balance between her personal and professional lives.

Being self-employed, Shelley is blessed to have mornings and evenings to spend with her children in between lending her insight to the masses. Her husband is an executive producer of *The Shelley Roxanne Show*, as well as her partner in Optimistic Inc., a corporate training and consulting firm that they started together thirteen years ago.

"Sometimes people ask me 'How can you work with your spouse?' and my answer to them is 'How can you not?' My husband is an executive producer of my show, and being half of a partnership that is solid enough to span all variables of life has aided me in my ability to make a positive impact on the lives of my listeners," Shelley shared with *Urban Influence*.

"Much like the opportunity I had when I was growing up, my children have the ability to be involved in my work, from recording sound bites that I play on the air to traveling with



me nationally. It is this ability in understanding my career that makes them willing to share me with my audience."

Critics are in overwhelming agreement that the show is radio unlike anything that's been heard before. According to Steven Silbiger, author of *The Jewish Phenomenon*, Shelley is like *The Tipping Point* by Malcolm Gladwell, "one of those people who cause a movement to begin." This movement of Optimism has been convincing even the most pessimistic types that "The Best Is Yet To Come." The day after Silbiger was interviewed on *The Shelley Roxanne Show*, demand for his out-of-print book catapulted its price from \$14 to \$175 on eBay, and eventually led to a reprint.

Recently, Shelley passed her own test of optimism when she experienced her mother's untimely passing. It was upon this tragic incident that Shelley was able to examine her own capacity to exercise the optimistic ideals she's based her career on. Through her inherent belief in all that is positive, she became a living, breathing example of what she preaches.

Shelley soon hopes to open a private school where people can learn the cultural values all parents strive to instill in their children.

It has been said that greatness in life is not measured by what you do... but by what you inspire others to do. If that is true, than Shelley Roxanne is quickly approaching legendary status.

Shelley Roxanne currently lives in Rockland County, New York with her husband and three sons. The wildly popular *The Shelley Roxanne Show* can be heard every Wednesday from 11:30 a.m. to 1:00 p.m. Eastern Standard Time on WRCR-AM 1300. For more information, log onto [www.shelleyroxanne.com](http://www.shelleyroxanne.com). **UIM**