

## Favorite Things

### (Some of) My Favorite (Business-Oriented) Things

I bought *BookYourselfSolid* 4 months before I launched Inspired Leadership Training and it completely solidified my marketing strategy. I wouldn't be where I am without that book...or without Michael himself, who is a staunch supporter of business owners--and of me. I revamped all of his live events in 2007. Whatever Michael's up to...you want to be there!

Read the book; go to Millionaire Mind Intensive; then do ANY or all of their seminars. They over-deliver and changed my life.

This is my coaching school, where I was certified in 2001. So much has changed. They have a great new program for those who don't want to BE a coach, but want to learn the invaluable skill of coaching for work and home.

I wrote Chet Holmes a letter within a month of reading this book. I don't write authors letters. I wrote to him because I LOVED THIS BOOK and wanted to thank him for it...and also because I was so impressed by his low-key authenticity on his interview calls. He was wildly successful in business for 20 years before he thought to write a book. I like that about him--he didn't "need" to be published to get successful. Get this book.

This is a "must-get" book. I think the title speaks for itself. If you want to "stick" in minds of your prospects, clients and audiences, this gives you an effective SUCCEs Model.

This is Seth Godin's latest book and he's speaking directly to my heart on this one!! He's definitely a kindred spirit: urging businesses to always leave the pack--just as I'm always urging them to do! His work is edgy, controversial, fun, and, as far as I'm concerned, right on the money. Buy this book and every other one he's written.

This is one of the newest books I've read...and I LOVED it! This is a \*must get\* book. I'm all about paradigm shifts, and you \*will\* have a paradigm shift in how you view marketing after you read this book.

These authors say we are in the middle of an "Experience Economy," where people are wanting and demanding "experiences." I was thrilled to get this book just months after launching Inspired Leadership Training's foundational seminar on public speaking, Secrets of Impact & Influence. Why? Because my "New Paradigm of Audience Leadership" is all about giving audiences "experiences." This is another must-read if you have any intention of being the leader in your field.

I met Jamie Broderick at a 2-day seminar in 2008 and I was inspired and beyond-impressed by her (at that time) 8-month success with her brand new networking group for women entrepreneurs. Network Now is located in Bucks County, PA, and I \*highly\* recommend that you attend an event if you live anywhere nearby!