

SUMMER 2024

# EXPERT IN YOU

MAGAZINE



FROM CORPORATE  
WINGS TO  
ENTREPRENEURIAL  
SKIES :  
MY JOURNEY  
TO LEGACY JETS

STEP INTO  
THE EXPERT  
SPOTLIGHT  
& SELL  
HIGH-IMPACT  
ATTRACTION  
MARKETING

BRINGING  
BACK THE  
WOW IN THE  
CUSTOMER  
EXPERIENCE

# Welcome



## Dear Esteemed Readers

Thank you for subscribing to the "Expert in You" Magazine. We created this magazine for entrepreneurs, consultants, coaches, and professionals whose passion and expertise ignite the endless possibilities of growth and empowerment. As we embark on this journey together, I invite you to grab your favorite cup of coffee or tea, find your coziest reading spot, and allow the pages of our magazine to unfold the blueprint to your unparalleled success.

## Our Vision and Your Journey

"Expert in You" is more than a publication; it's a movement dedicated to showcasing the brilliance of experts, influencers, and entrepreneurs who are not just participating in their industries but actively reshaping them. Our mission is clear: to celebrate the expertise within you, whether you're a seasoned entrepreneur, a rising influencer, or an established expert. This magazine is your stage, a platform where the titans of business, life, and career converge.

With an entrepreneurial career spanning over three decades in business, consulting, and mentorship, my journey has been a testament to the power of resilience, adaptability, and visionary leadership. These experiences have shaped my path and fueled my passion for empowering others to discover and harness their unique

expertise. "Expert in You" reflects this passion, a testament to the brilliance and potential within each of us.

## A Celebration of Expertise

As we gear up for our spring edition, our pages are filled with inspiring stories, groundbreaking ideas, and exclusive insights from thought leaders who are defining the future. Our magazine celebrates achievements, insights, and the relentless pursuit of excellence. It's about lifting others as we climb, sharing strategies, philosophies, and innovations that define success in the modern world.

## Join Us

I warmly invite you to join us on this exciting journey. Let "Expert in You" be your partner in celebrating your achievements, sharing your insights, and pursuing excellence. Together, we will navigate the ever-evolving landscape of business and innovation, leading the charge toward a future where everyone can realize their fullest potential.

Thank you for your trust, your stories, and your expertise. Together, let's make "Expert in You" a beacon for those who aspire to leave a mark on the world. This isn't just a publication; it's a testament to the brilliance and potential within you.

*XC*

**Ann Carden,**  
Publisher

A woman with blonde hair and glasses, wearing a tan blazer over a white top and blue jeans, is speaking into a microphone on a stage. She is gesturing with her left hand. In the background, a blurred audience is visible.

# BOOK ANN FOR YOUR NEXT EVENT



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— “  
Ann Carden is a speaker with a heart who keeps the audience engaged. Ann is not only practical in her presentation but also very impactful, leaving the audience with steps they can take to ensure their success. I would highly recommend Ann Carden to anyone needing a speaker.

~ Donna Gamache



# Ann Carden

Ann Carden is widely recognized as a leading expert in her field, holding esteemed titles as a Top Business Consultant and a Marketing and Sales Strategist. Boasting over 40 years of experience in business, marketing, sales, and management, Ann has coached and consulted with hundreds of coaches, entrepreneurs, and business owners across more than 70 industries, guiding them to achieve enhanced success.

As the Founder and CEO of A. Carden Inc. and the innovative Expert In You brand, programs, and attraction marketing and media agency, Ann, is dedicated to helping business

professionals flourish and achieve their goals.

Her entrepreneurial journey began in 1991 when financial hardship led her to start her first business, which she successfully expanded into the international market, pre-dating the widespread use of the internet and modern technology. She has established, grown, and sold five additional prosperous businesses. Today, Ann focuses her extensive expertise on strategic business growth coaching and consulting, particularly aiding other coaches, consultants, and professional entrepreneurs in launching and scaling premium,

highly profitable ventures. Her Expert In You coaching services and programs offer a distinctive and effective methodology, accelerating client business success and establishing them as expert authorities and micro-influencers within their niches.

Ann is also a three-time published author, with her latest book, "Expert In You," achieving #1 International Bestseller status. She has been featured across major media outlets, including ABC, NBC, CW, and FOX affiliates. A sought-after speaker, Ann has delivered keynote addresses on numerous virtual and live stages. Her written works have appeared in various magazines

and online publications, and she has been a guest on hundreds of podcasts and hosts her own show, the Expert In You podcast.

Recently, Ann was honored with induction into the prestigious Who's Who in America for Entrepreneurship and Who's Who In America for Professional Women, recognizing her significant contributions to the field.

Throughout her career, Ann has educated, influenced, and profoundly impacted tens of thousands of entrepreneurs and businesses through her keynote speeches, workshops, seminars, programs, and digital platforms.



**Article ONE:**  
Step Into The Expert  
Spotlight & Sell: High-Impact  
Attraction Marketing



**Article TWO:**  
Nancy Erickson:  
The Book Professor



**Article THREE:**  
Putting the "Wow" Back into the  
Client Experience: The Key to  
Standing Out in a Competitive  
Market

# *Content*



**Article FOUR:**  
From Corporate Wings to  
Entrepreneurial Skies: My  
Journey to Legacy Jets



**Article FIVE:**  
Debbie Allen



**Article SIX:**  
Paul Roy



Magazine Design by  
**Luxury Media Brands**



In today's hyper-competitive business environment, standing out is more than having a great product or service. It's about strategically positioning yourself as a top professional in your market, niche, or industry. Attraction EXPERT marketing turns your knowledge and expertise into a magnetic appeal when you increase your visibility with the people you want to attract.

Having started and built multiple businesses over the years, I've learned that stepping into the spotlight to be seen and heard is the fastest path to growth, bigger opportunities, more success, and greater impact. Being the person at the front of the room, whether on the mic or hosting workshops, seminars, and events, builds more credibility and visibility than just being another face in the crowd. Leaders lead, and experts and trailblazers stand out.

Over the past decade, I have leveraged the power of social media and built a powerful digital presence. As a result, it has opened opportunities to expand beyond my local market and build my businesses globally. In this article, we will explore the high-impact marketing strategies I use and teach my clients to use. These strategies can help you be seen and heard as the recognized expert and authority in your niche, field, or industry, get paid premium fees for your brilliance, and scale up your business. They will work

in any industry, profession, or market.

## **Build Authority Through Speaking Engagements**

Speaking at virtual or in-person events is a powerful way to establish authority in your industry. It puts you directly in front of an engaged audience, ready to absorb your insights. Identify conferences and seminars that align with your expertise to find speaking opportunities. Pitch session ideas that showcase your knowledge and clearly provide value to attendees. Remember, the goal is to leave a lasting impact, so tailor your presentations to provoke thought and inspire action.

## **Amplify Visibility & Expand Your Influence by Creating Your Own Stage**

A few of my favorite high-impact strategies for building credibility, visibility and attracting high-caliber clients and opportunities are what I call Stepping Into The Expert Spotlight. My high-impact "create your own stage" process includes podcasting (guesting or hosting), virtual events, and speaking.

Hosting a podcast, speaking virtually to OPA (other people's audiences), live-streaming, and running virtual events allows you to control the narrative and delve deep into topics of your expertise. When implemented correctly and with a developed system, these

# **Step Into The Expert Spotlight & Sell: High-Impact Attraction Marketing**

strategies are predictable and consistent for client and revenue growth. This also allows you to leverage the power of speaking with scalability in less time while expanding your reach worldwide. Though speaking on live stages is influential, it's hard to scale and doesn't give you the same personal freedom as virtual stages. But, live speaking is a leveraged way to reach more people and grow your business or income.

### **Establish Credibility with Thought Leadership and Authority Content**

Credibility is earned by consistently providing value through insightful content. Thought leadership can take many forms, from in-depth blogs and articles to comprehensive white papers, case studies, and expert educational videos. The objective is to address your perfect clients' pain points, challenges, and desires and provide solutions that aren't readily available elsewhere. Use

platforms like LinkedIn to share your content, engage with peers, and further establish your authority in the field.

### **Harness the Power of Social Media**

There has never been more opportunity in history to be seen and noticed by people worldwide right at your fingertips and 24/7. Leveraging social media is essential for maintaining continuous engagement and building omnipresence in your industry. Platforms such as LinkedIn, Twitter, Instagram, and Facebook allow you to connect with audiences globally at any time of the day, reinforcing your expert status with each post, comment, and share.

To harness the full power of social media, develop a content calendar that spans various types of interactions—from sharing thought leadership articles and insightful commentary on industry trends to engaging directly with followers

through comments and live sessions. Utilize tools like scheduling software to maintain a consistent online presence, ensuring your voice is heard 24/7. This strategy boosts your visibility and establishes you as an accessible and responsive figure in your field. Remember, the goal is to be present where your audience spends their time and to provide value that keeps them engaged and coming back for more.

### **Write an Expert Book**

Publishing an expert book is a milestone for many professionals. It serves as a testament to your expertise and significantly enhances your credibility. When writing your book, focus on unique insights you can offer that are not extensively covered in your field. A well-marketed book can open new doors for speaking engagements, consulting opportunities, and more. With my Expert In You (done-for-you) packages, we can write and publish your expert book in



as little as sixty days so you can begin generating high-quality leads and building your influence.

## **Gain Media Exposure and Publicity**

Media exposure can catapult your reputation and broaden your reach. Craft compelling press releases highlighting your unique angle or fresh insights on trending topics. Pitch these stories to journalists and media outlets that cover your industry. Get featured in publications like this Expert In You magazine.

Building a network of media contacts can prove invaluable, offering repeated opportunities to highlight your expertise to a broader audience.

## **Conclusion**

Each strategy offers a unique avenue to project your voice and expertise into the business community, enhancing your professional brand. By integrating speaking engagements, podcasting, virtual events, thought leadership, book writing, and media engagement into your marketing efforts, you can confidently enter the expert spotlight. Remember, the essence of attraction marketing lies in your ability to inform, inspire, and lead.

Are you ready to step into the expert spotlight and let your expertise sell for you? Let's work together. I invite you to schedule a personalized appointment with me, Ann Carden, to explore how we can implement high-impact strategies and systems into your business to level up and scale up your visibility, credibility, and profitability. Together, let's help you rise to the top of your niche, industry, or field. To schedule an appointment, book a call @ [annlcarden.com](mailto:annlcarden.com)



# LEVEL-UP YOUR INFLUENCE

with

EXPERT MARKETING

& Media



## MIC-UP

LEVEL-UP YOUR EXPERT INFLUENCE with virtual and in-person speaking engagements! Learn how to leverage speaking to grow and scale your business. Podcasts, workshops, events, and getting in front of other people's audiences will build global visibility.



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# Nancy Erickson

*The Book Professor*



In the dynamic world of publishing, where self-publishing and AI-generated books have opened the floodgates wide, distinguishing meaningful literature from the masses has become an increasingly challenge. Amidst this sea of content, a beacon of excellence and dedication to the craft of book publishing shines brightly: Nancy Erickson, an award-winning author, international speaker, and the visionary founder of two book-related businesses: The Book Professor and Stonebrook Publishing. Nancy's journey in the publishing world is not just about creating books; it's about crafting legacies, empowering authors, and setting unparalleled standards in the industry.

Today, we sit down with Nancy in an exclusive interview. This conversation peels back the layers of her illustrious career and reveals the motivations, challenges, and triumphs that have marked her journey. You will gain insights

into the unique services she offers, learn the importance of a white-glove approach in book writing and publishing, and discover the impact of Nancy's work on the lives of her clients and the broader literary community.

Whether you're an aspiring who's author dreaming of your first book, a seasoned writer who wants to leave a lasting legacy, or simply a lover of great stories, this interview promises to enlighten, inspire, and motivate you to see the art of book creation in a whole new light.

**Ann:** Hi Nancy. I was drawn to you because you have an approach to book writing and publishing that I haven't seen before. Can you explain what you do?

**Nancy:** I'd be happy to! I own two book-related businesses: The Book Professor and Stonebrook Publishing, an award-winning nonfiction publishing house. We work with high-net worth individuals, CEOs, business leaders,

influencers and celebrities and offer them a white-glove, very hands-on experience to write, edit, publish, market, and distribute their books worldwide. We have a fabulous professional team of designers, layout artists, editors, and proofreaders that create a high-impact nonfiction book—a purely professional product that will make you proud.

**Ann:** There are a lot of people who help people write books. What makes you different?

**Nancy:** Nobody else works with you from your initial idea and holds your hand through the entire process—from your first idea to a professionally published book product that's distributed worldwide. You can find someone to help you write your book, but they don't have our do-it-right-the-first-time process. We lead you step-by-step through a proven process to write your book that means you won't ever encounter writer's block. It's efficient and effective. But further,



when you're finished writing, you won't have to figure out how to publish your book because professional publishing through Stonebrook Publishing is part of the package. You'll never be faced with a sloppy self-published book that can be an embarrassment, rather than a credit, to your name. Instead, we produce a book product that will share your vision, elevate your status, and create a lasting legacy. In the dynamic world of publishing, where self-publishing and AI-generated books have opened the floodgates wide, distinguishing meaningful literature from

the masses has become an increasingly challenge. Amidst this sea of content, a beacon of excellence and dedication to the craft of book publishing shines brightly: Nancy Erickson, an award-winning author, international speaker, and the visionary founder of two book-related businesses: The Book Professor and Stonebrook Publishing. Nancy's journey in the publishing world is not just about creating books; it's about crafting legacies, empowering authors, and setting unparalleled standards in the industry.

**Ann:** Nancy, your journey in the publishing world is both inspiring and unique. Can you share what initially drew you into the field of publishing, and perhaps a bit about your early career?

**Nancy:** Absolutely, Ann. My entry into the publishing world was somewhat serendipitous. Initially, my career was in the high-tech industry. I was a systems engineer with IBM and later worked for Oracle Corporation. My early career was diverse, and it offered me a rich tapestry of experiences across various industries. Yet, I found myself consistently drawn to the power of written words and the art of storytelling.

Many years ago, my father became terminally ill, so I quit my tech job to be with my parents during that time. And after he passed away, I decided to go back to school to study what I loved most: writing. I earned a Master of Fine Arts degree with an emphasis in writing, and after I graduated, I quickly recognized a gap in the market: the need for a more personalized, meticulous approach to bringing books to life.

**Ann:** It's fascinating how your diverse background influenced your path. What was the motivation behind starting Stonebrook Publishing? What did you want to achieve that was different from what was already out there?

**Nancy:** When I looked at the publishing landscape, I saw a significant shift toward self-publishing (and now AI-generated content) which, while democratizing the process, often overlooked the artistry and depth that make books truly memorable. I founded Stonebrook Publishing with a clear vision: to restore the essence of book creation as a crafted service and to focus on quality, integrity, and collaboration so we could publish high-impact nonfiction books. I wanted to offer authors a sanctuary where their voices could be heard and their stories could be honed to perfection. I wanted to create a publishing house that not only prioritized the author's vision but also the lasting impact of their work on readers.



Essentially, Stonebrook was born out of a desire to blend traditional publishing's meticulousness with modern agility and innovation, ensuring that each book we publish is a testament to excellence and a treasure for its readers.

And when I discovered that most people who have an incredible message to share aren't necessarily good writers, I founded The Book Professor and a step-by-step process that turns people who aren't writers in to published authors. These two companies work in tandem to help our clients write, publish, market, and distribute their books worldwide.

**Ann:** That's a powerful vision, Nancy. It's clear that your motivation is deeply rooted in enhancing the quality and impact of published works. How did your early experiences shape the way you approach your work with authors today?

**Nancy:** My early experiences taught me the value of listening and the importance of empathy. In this business, understanding an author's vision and the message they want to convey is paramount. I learned that by truly listening to our authors and immersing myself in their world, I could help them articulate their thoughts and ideas more effectively and craft books that not only combined with our commitment to excellence, shapes how we work. We view each book as a unique journey we embark on with the author, guided by a mutual quest for

quality and impact.

**Ann:** Nancy, you are renowned for your comprehensive and tailored services. Could you elaborate on the range of services you offer to authors who work with you?

**Nancy:** Of course, Ann. We pride ourselves on offering a white-glove, end-to-end service that caters to every aspect of the book publishing process. Our approach is holistic, starting from the very inception of an idea to the moment the book reaches its readers and beyond.

First, we begin with the planning phase, where we work closely with our authors to refine their book concept and identify



the purpose and audience for the book. We also map out the contents of their entire book in a process I call BookMapping. We create a separate BookMap for each chapter, which is a visual representation of everything that will be in that chapter—every point they will make, every story they will tell, and every lesson they want to convey.

After that, we move into the writing phase. I work hand-in-hand with the author to write and edit their work until we have a completed manuscript. And we never encounter writer's block because we have our BookMaps that convey everything they're going to write.

Publishing with Stonebrook means having access to a professional team of design and production experts who handle the cover design, layout, and the physical and digital production of the book. We ensure that the final product is not only beautiful but also meets industry standards and appeals to the target market.

Finally, we support our authors through the marketing and distribution phase. This includes developing marketing strategies, creating promotional materials, and securing distribution channels to ensure the book reaches a worldwide audience.

**Ann:** That's quite comprehensive. It sounds like between The Book Professor and Stonebrook Publishing, you really do cover every base. How do you ensure that these services are tailored to each author's unique needs and goals?

**Nancy:** Personalization is at the core of everything we do. We recognize that each author and book project is unique, with its own set of challenges and objectives. Our process begins with a deep-dive consultation to fully understand the author's vision, goals, and expectations. From there, we craft a customized plan that aligns with their specific needs, whether they're first-time authors looking to make an impact or seasoned professionals aiming to broaden their reach. Our team is flexible and responsive, adapting our strategies

and services as the project evolves to ensure the best possible outcome for the book and the author.

**Ann:** It's clear that you not only provide a wide range of services but also deeply value the individual needs of each author. Your commitment to personalized, high-quality service truly sets you apart in the publishing industry. Nancy, in an industry as competitive as publishing, standing out is crucial. What would you say is your unique value proposition that attracts authors to choose you over others?

**Nancy:** The publishing industry is indeed crowded, and there are many charlatans who are more than willing to take your money. We distinguish ourselves through a few key pillars: our white-glove service, the quality of our output, and our tailored approach. Each of these elements is woven into the fabric of our operations and reflects our commitment to not just meeting, but exceeding, the expectations of our authors.

Our white-glove service encapsulates the bespoke, hands-on support we offer throughout the writing and publishing process. From the initial concept to the post-publication phase, we're with our authors every step of the way. This level of service ensures that authors feel supported, understood, and valued, which is something they often miss in the broader publishing market.

And we are unwavering in our commitment to quality. Whether it's writing, editing, design, or production, we hold each book to the highest standards. Our team comprises industry veterans who bring a wealth of experience and a keen eye for what makes a book successful, both critically and commercially.

**Ann:** It's clear that Stonebrook Publishing offers an unparalleled publishing experience. How do these values translate into the success of your authors' books?

**Nancy:** Our approach not only attracts authors to work with us but also plays a crucial role in the success of their books. By focusing on personalized support, quality, and a tailored approach, we're able to produce books that not only achieve commercial success but also make a meaningful impact on their intended audience. Our authors frequently report back that their books have opened new doors for them, whether in the form of speaking engagements, professional opportunities, or a strengthened brand presence. In essence, our approach ensures that each book is a credit to the author's name and a valuable addition to their legacy.

**Ann:** What are some of the most common expectations your clients have, and how do you manage to meet or exceed them?

**Nancy:** Authors come to us with a variety of expectations, Ann, but at their core, they're looking for a partner who can bring their vision to life while ensuring a smooth, enriching publishing journey. They expect a level of service that's not just transactional but deeply personal and professional. They want their book to be a meaningful addition to their legacy, and they rely on us to make that happen.

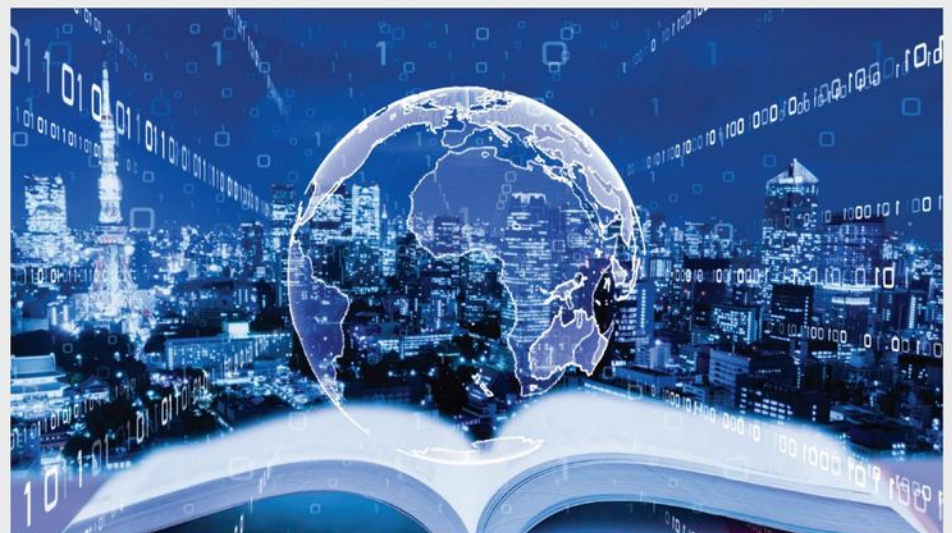
To meet these expectations, we focus on three key areas: communication, expertise, and a commitment to excellence. Our clients value our

transparent communication throughout the publishing process, keeping them informed and involved at every stage. They appreciate our expertise, not just in publishing, but in understanding their needs and goals, ensuring their book aligns with their broader personal and professional objectives.

Moreover, our commitment to excellence in every facet of our work—from meticulous editing and proofreading to our marketing strategies—ensures that the final product not only meets but exceeds their expectations. This comprehensive approach has been instrumental in not just meeting our clients' expectations but often surpassing them.

**Ann:** Can you share some specific experiences or feedback you've received from clients that highlight how Stonebrook Publishing has impacted their journey?

**Nancy:** Absolutely. One of the most rewarding aspects of our work is the feedback we receive from our authors. For instance, one author shared that before coming to us, they felt overwhelmed by the publishing process. They appreciated our ability to demystify publishing, providing clear guidance and support that transformed what seemed like a daunting task into an achievable and enjoyable journey. This author's book went on to significantly elevate their





professional profile, which was beyond what they had imagined possible.

**Ann:** It's clear that the relationship between you and your authors goes beyond the traditional publisher-author dynamic. It's more of a partnership that fosters growth, confidence, and success. Nancy, your dedication to your clients' success and satisfaction is truly remarkable.

**Nancy:** Our key to ensuring alignment is continuous communication and collaboration with our authors. We hold regular meetings to discuss progress, address any concerns, and make adjustments as needed. Our authors are integral to each decision we make, ensuring the book that we are creating together truly reflects their vision and achieves their goals. This collaborative approach is what makes the journey with us not just a service, but a partnership.

**Ann:** As we look to the future, the publishing industry continues to evolve at a rapid pace. Based on your extensive experience and success, how do you see the future of publishing, and what advice do you have for authors to stay ahead of the curve?

**Nancy:** The future of publishing is both exciting and challenging, Ann. Technology is reshaping how we create, distribute, and consume content. Digital platforms are becoming increasingly significant, and the rise of audiobooks and eBooks continues to change reading habits. However, amidst these changes, the core value of publishing remains the same: to share knowledge, stories, and insights that engage, educate, and entertain.

One major trend I see is the growing importance of niche markets and specialized content. Readers are looking for books that speak directly to their interests and needs, offering opportunities for authors to connect with

their audience on a deeper level.

Another trend is the emphasis on multi-platform presence. It's not enough to publish a book; authors need to engage with their audience across various channels, including social media, podcasts, and online platforms. This multi-dimensional approach helps build a community around their work, enhancing visibility and impact.

To thrive in this changing landscape, authors should focus on authenticity and quality. Authenticity in sharing your unique voice and perspective will always resonate with readers and set you apart in a crowded market. Quality, in terms of content and presentation, remains paramount, as it reflects your professionalism and respect for your audience.

Further, embracing technology and leveraging new platforms for promotion and engagement can significantly amplify



your reach. However, amidst these advancements, never lose sight of the fundamental reason for publishing your book—to share something valuable and make a lasting impact.

Finally, staying informed about industry trends and being adaptable to change are crucial. The future belongs to those who are not only forward-thinking but also flexible enough to evolve with the industry.

**Ann:** This conversation has been incredibly enlightening. Before we conclude, do you have any final thoughts for our readers, especially those considering taking the next step in their publishing journey?

**Nancy:** To all the aspiring authors and thought leaders out there, remember that your story, your knowledge, and your insights have the power to inspire

change, educate minds, and touch hearts. If you're on the fence about taking that next step, know that there's never been a better time to share your voice with the world.

We are more than just your publisher; we're your partner in this journey. Our dedication to excellence, combined with a personalized and comprehensive approach, ensures that your book not only sees the light of day but shines brightly in the hearts and minds of your readers. We understand the challenges and uncertainties that come with writing and publishing a book, but we also know the incredible rewards that await on the other side.

If you're ready to turn your vision into reality and make a lasting impact, we invite you to reach out. Let's discuss how we can bring your book to life, together.

**Ann:** Thank you for sharing your passion and insights with us today. For those inspired to learn more or to start their publishing journey, where can they find more information?

**Nancy:** They can visit our website at [www.thebookprofessor.com](http://www.thebookprofessor.com) or reach out directly via email at [nancy@thebookprofessor.com](mailto:nancy@thebookprofessor.com) I offer consultations to understand your vision and discuss how we can support your publishing goals. Whether you're at the idea stage or have a complete manuscript, we're here to help make your dream a reality.

**Ann:** That's a wrap on our insightful conversation with Nancy Erickson. For anyone looking to leave a mark on the world through their words, Nancy and her team are ready to guide you every step of the way. Thank you, Nancy, for your time and wisdom.

Visit: [www.thebookprofessor.com](http://www.thebookprofessor.com)  
Email: [nancy@thebookprofessor.com](mailto:nancy@thebookprofessor.com)

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*Nancy Erickson*



# WANT TO BUILD A HIGH-END PROFESSIONAL BUSINESS YOU LOVE TO 7-FIGURES AND BEYOND?

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Simplify and transform your professional business. Build your visibility, credibility, and profitability! We help you be seen as the expert and authority in your industry and accelerate your revenue growth with high-caliber clients and scalable high-end programs. Book a call now and step into your next level of growth.



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A woman with blonde hair and glasses, wearing a grey blazer over a dark top, stands in a grand room with high ceilings, arched doorways, and large stone columns. She is gesturing with her right hand towards a whiteboard. In the foreground, several people are seated at a large, dark wooden oval table, looking towards the presenter. The room is elegantly decorated with two large, ornate crystal chandeliers hanging from the ceiling. The floor is made of light-colored stone tiles. The overall atmosphere is one of a high-end, professional meeting or presentation.

# Putting the "Wow" Back into the Client Experience: The Key to Standing Out in a Competitive Market

By Ann Carden

In today's fiercely competitive marketplace, attracting and retaining top-tier clients goes beyond offering excellent service or competitive pricing. The real differentiator is the ability to provide a unique and memorable client experience. Modern clients seek more than just transactions; they crave engaging experiences tailored to their high expectations and personal preferences.

This is proven by the feeling you get when a real person speaks to you on the phone at a business rather than the automated number-pushing. Don't you get frustrated because something so basic is no longer a standard; but replaced by technology? Imagine how something so simple and ordinary could set your business apart from the

competition. In this article, I am going to talk about the "Wow" in customer experience.

From my early years managing luxury departments in premium stores, ranging from high-end furs to designer apparel, cosmetics, and fragrances, I learned the art of catering to the affluent. My retail management experience taught me the importance of creating an elevated shopping environment, where serving champagne and hors d'oeuvres as customers shopped was a common part of the luxury experience.

These principles carried over into my entrepreneurial ventures. I opted to focus on the upper echelons of the market rather than competing at lower tiers. This strategic choice has not only

differentiated my businesses but has also proven highly profitable.

## The Power of Personal and High-Touch

In the realm of service, high-touch and personalization is key. Each client interaction presents an opportunity to demonstrate that you understand and value your clients' preferences and needs. Personal touches, such as sending customized gifts for birthdays or special occasions, shows that they are remembered and appreciated on a personal level. For example, sending a new client a gift when they choose to do business with you. These gestures make the client feel seen and valued, strengthening the emotional connection and loyalty to your brand.



Going the extra mile and quick access or response are simple ways to do business that are no longer the standard, but the exception.

It is my practice to have fast responses and devote the time and patience needed with each client to help them get results. I genuinely care as much about their results as they do, and it is important to me to give high-touch support and guidance. I always want them to feel like investing in my services was a smart and excellent decision. I strive to build valuable relationships with clients that will last.

### **Introducing Wow Boxes: Delight in Every Detail**

The "Wow Box" concept was inspired by one of the most brilliant marketers on the planet, Dan Kennedy, and

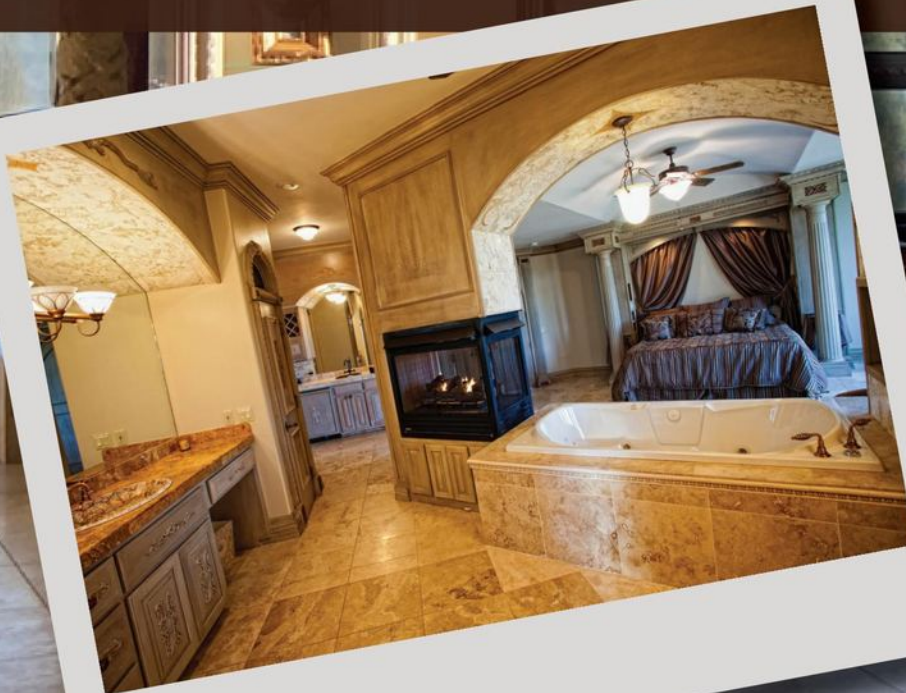
from my experiences at management training events that felt more like magical gatherings than business meetings. Attendees enjoyed 5-star accommodations, private yacht dinners, and received gift boxes filled with high-end cosmetics and fragrances worth hundreds of dollars. This concept has been adapted into my "Wow Box," designed to surprise and delight. These curated boxes contain my bestselling books, a branded mug and journal, specialty items, gourmet snacks, or other luxury gifts. The key lies in the presentation and personalization, transforming the unboxing into a memorable event.

### **Exclusive Retreats: Blending Business with Pleasure**

Offering exclusive retreats is a

sophisticated strategy to deepen relationships with key clients. These aren't just luxurious getaways; they are carefully crafted experiences designed to blend relaxation with engaging business development opportunities. I host these retreats at an elegant mansion where clients are treated to a 5-star, all-inclusive experience. Over a few days, a small group of entrepreneurs and clients engage in both structured business sessions and leisure activities designed to refresh and inspire.

We enhance these retreats with unique experiences. Limo rides to embark on a sunrise hot air balloon ride followed by a champagne breakfast, providing breathtaking views and a sense of adventure. In past retreats, we have taken guided horseback trail rides



through beautiful landscapes and ziplined over scenic countryside. These activities not only foster relaxation but also encourage bonding and the exchange of ideas among attendees.

Each retreat also includes personalized touches such as the most exquisite meals prepared by a private chef and professional photo sessions for brand enhancement. This combination of luxury, personal attention, and professional growth ensures that each retreat is an unforgettable experience that strengthens client relationships and enhances loyalty to your brand.

### **Expectations of High-Caliber Clients**

Clients who demand the best are often those who provide the most significant long-term value to a business. They

expect exclusivity, precision, and a level of service that goes beyond the norm. These clients appreciate bespoke solutions and experiences that are thoughtfully designed to meet their specific desires and needs. Meeting these expectations is not just about providing excellent service; it's about creating an ongoing, evolving relationship that offers continual value and engagement.

### **Conclusion**

In a business landscape where clients have endless options, it is crucial to stand out through a superior, memorable client experience. Implementing creative, personalized "wow" factors not only satisfies clients but also builds a strong, enduring brand reputation. As businesses strive to not only meet but exceed client

expectations, the focus must always be on innovation, personalization, and genuine care in every interaction.

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■ *By Paul Woodford*

# From Corporate Wings to Entrepreneurial Skies:

## My Journey to Legacy Jets



F

to the power of change, passion, and persistence.

I vividly remember one turning point that came during a flight in China. I was on yet another routine flight as an airline captain, the kind I had done countless times before. That evening, bored of the monotony of the job, waiting for the last flight of the day, and reflecting on the monotonous cycle my career had become, I called my then-fiancé, Lea. I confessed to her how I felt trapped

in a loop, performing the same tasks repeatedly, with no end. It was during this conversation that Lea said something that would change the course of my life. She told me, "Come home and start a business." She reminded me of our digital marketing venture, which we had started together, but she also knew that my true passion lay in aviation.

Lea's encouragement was the catalyst I needed. Her belief in me and her readiness to embark on this new

A full-page background image showing an airport tarmac at sunset. The sky is a deep orange and red, with a bright sun low on the horizon. Silhouettes of several aircraft are visible, including their wings and tails. In the foreground, there are silhouettes of ground service vehicles, including a large truck on the right and a smaller utility vehicle on the left. A dashed white line runs horizontally across the middle of the image, separating the text from the lower part of the scene.

*Transitioning from an employee pilot to an entrepreneur was fraught with challenges. Stepping away from the security of a regular income to dive into the uncertain world of business ownership was daunting.*



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*Today, Legacy Jets is not just a successful private jet management and charter company; it's a realization of a shared dream between Lea and me.*



’ *Lea’s encouragement was the catalyst I needed.*

journey together gave me the strength to consider a path I had never dared. She saw the potential for something greater, a way to merge my passion for aviation with our entrepreneurial spirit. That moment I marked the beginning of my new career as an aviation entrepreneur—a dream that would take us beyond the digital realm of our media business and back into the skies.

Transitioning from an employee pilot to an entrepreneur was fraught with challenges. Stepping away from the security of a regular income to dive into the uncertain world of business ownership was daunting. The journey required a leap of faith and a complete overhaul of my identity. I had to shift from being someone who simply followed flight plans to someone who charted unknown territories in business.

My first attempt got off to a strong start but after five years of business success and failed partnerships I realized I needed to build a new and stronger business without the burden of outside investors or partners. Armed with the business experience, operational knowledge, and the funds I needed to go entirely on my own Lea and I, now married, worked on the plan to kickstart Legacy Jets.



Financing Legacy Jets required a combination of faith, commitment, and cash to get the company off the ground. It was a testament to our commitment, risking everything on a dream we thought could take flight. Building a clientele from scratch tested our resilience. We leveraged every contact we had. At the same time, our background in digital marketing became an unexpected asset, helping us to promote our new venture in ways traditional aviation companies still needed to explore.

Today, Legacy Jets is not just a successful private jet management and charter company; it's a realization of a shared dream between Lea and me. It represents what happens when passion meets perseverance. Our company offers an unparalleled flying experience, where each client's journey is as unique as their destination. From bespoke in-flight services to the flexibility of flight schedules, we ensure that every aspect of our service is tailored to meet our clients' needs.

Reflecting on this journey, I realize that Legacy Jets is more than the sum of its flights; it's a story of transformation and partnerships. Leaving the predictability of corporate and airline flying to start my own company was a leap into the unknown, but Lea's encouragement and our mutual dream guided this journey. To anyone contemplating a similar leap, remember that the path to fulfilling your dreams is not a solo flight. With the right co-pilot and a shared vision, even the sky isn't the limit.

Starting Legacy Jets was not just about finding a new career path but about pursuing a passion and creating a legacy that Lea and I could be proud of. It stands as a beacon to others in corporate roles, a testament that it's possible to chart a course to new horizons with courage, support, and a willingness to dream big.





**Debbie**  
**Allen**



**Ann:** Welcome, please tell us how you got started in business and how you ended up a highly paid expert.

**Debbie:** In my 20s, I ran my family business which included a car rental and storage business. That taught me a ton about running a business at an early age. After leaving the family business I went out on my own at age 30 by purchasing a women's clothing store, even though I didn't know anything about retail and I had to get a bank loan to buy a business that actually lost money for six years.

At that time, a married woman trying to get a business loan by herself was a rarity, but I got the loan and ignored the 'Dream Stealers' who told me I couldn't be successful at it. Within a couple of years I took that fledgling retail business from \$100K to 2.5 million a year and multiple retail stores.

After selling my retail stores years later I started a paid professional speaking

business out of my passion to help other small business owners succeed in the industry.

**Ann:** How did you get started as a professional speaker?

**Debbie:** First of all, I never knew that the business of speaking was actually a business when I started on my journey. Yet my mission started what back when I purchased my first retail clothing store. Back then I found help from business mentors who took me under their wing and allowed me to fly along with them. This amazing group of successful retailers was called Fashion Alliance. They met once a month in the e Chicago area to share their best marketing tips and fashion finds. I was so honored to be invited into this group having so little experience in retail at the time. Yet they invited me to join them and I felt like I had been handed a huge gift. This group shared everything with me and allowed me to fly and grow along with them.

When I sold my last clothing store I realized that becoming a business mentor would be my next chapter due to the success I had working with my own mentors. With this in mind I went to a big trade show in Las Vegas. While I was there, I noticed people were coming and buying, but no one was helping them learn to be successful. My sales rep introduced me to the man who ran the big trade show, and he invited me to do a seminar and share my story of fast business growth in the business. At my very first speaking engagement and I had standing room only. And this was the day I launched my speaking career — build it and they will come!

I stayed in the paid professional speaking business full time for about 10 years and had become one of the highest paid women speakers in the world (the top 3% of paid speaking income).

Yet during the 2008 financial crisis paid professional speaking opportunities dried



up and my business crashed and burned along with it. This proves the fact that no matter where you're at in your level of success, if something else falls out underneath you that is outside of your control, your business can be at risk.

The biggest business lesson I learned at that time was that you can't be a one trick pony. You can't count on just one income stream, or just one large client to keep your business running and that a national crisis could take you down. Yet you can create multiple income streams and learn new skills that will save your business.

My career reinvention became apparently clear when I started watching other speakers who were using the skill of speaking to sell — which is a completely different skillset than what I had known from paid professional speaking.

Once realizing this was my next opportunity, I hired some of the best coaches to teach me the skill of speaking to sell. That skill transformed my speaking career again. And once I mastered it,

I was back on top of my game again calling myself an Expert Who Speaks Professionally.

I started speaking at other people's events where I would waive my speaking fee for an opportunity to sell. It was a completely different way of doing business therefore the first thing I had to learn was to leave my ego at the door and remain open to a new way to do business. This is when I started created my own stage by hosting my own live events.

For over 15 years I hosted live events including my signature event called 'Highly Paid Expert Workshop' where I taught attendees my life's work as an expert. People wanted to know how I built a speaking business, how to use their expertise and the skill of speaking to make an offer. At my own events I signed up clients who wanted to learn from my years of experience and expertise and was making multiple-six-figures in a weekend by putting just 100 people or less in the room.

**Ann:** How did you fill those seats all the time?

**Debbie:** The hardest thing to do when hosting your own events is to put butts in seats. I realized that to fill them, I had to speak at four or five smaller events and give away sponsored tickets to my event to fill seats with new prospects. Many of those who showed for free, invested \$5K to \$20K in my personal mentoring programs.

I believe this model speaks to the true spirit of entrepreneurialism - you learn how to master a skill or body of knowledge, claim your expertise, systemize your process — then sell and transfer your knowledge on to others.

**Ann:** Who's your main clientele? Is it other speakers? Or is it people wanting to get into paid speaking?

**Debbie:** My ideal client is someone who what's to help others as a coach and/or speaker. Someone who wants to share their knowledge and expertise to create



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multiple streams of income. And their ultimate goal is to become a Highly Paid Expert. They want to learn from someone who has been there and done that and has a proven system that can be taught to others.

What's unique about my expertise is that I've been an entrepreneur my entire life (starting at age 19 with my first business). I've never even applied for a job in my life.

What helped me become so successful in the speaking business was that I had an entrepreneurial mindset. I ran my speaking business as a full time career from the start, achieved my goals, and reinvented myself as needed many times along the way.

An entrepreneur realizes the power of focusing on one thing and getting successful at it, really getting it all dialed in, and then creating multiple income streams around their expertise.

Not everybody should be an entrepreneur or an expert. It's not for everyone. Those who want to stay in their comfort zone are not an ideal fit. Because as an expert and entrepreneur, you need to continually grow, change, reinvent and keep learning. But, if they're reading this article right now it's because you are ready to become one of the top percentage of people who want to become a Highly Paid Experts and are willing to stay the course no matter what happens as you overcome obstacles to get there.

**Ann:** What are some of the topics that you speak on?

**Debbie:** The main topic I speak on is how to successfully position yourself as the go-to expert in your niche market, I call this 'Expert Positioning'. I also speak on the topic of 'Speaking to Sell' both on stage and online. And recently I have been speaking on entrepreneurial mindset because I find that if your subconscious mind is not clearly aligned with your goals, you won't be able to achieve the level of success you truly deserve. Experts especially need to be on top of their game mentally to be able to successfully see their own value and sell their expertise to others.

**Ann:** What are some ways people can position themselves as an expert? I know that you have five steps, do you want to explain that?

**Debbie:** To become an expert you've got to start with your personal brand and get your expert business foundation on solid ground before you launch. I believe that this is often the most challenging thing that most people struggle with when starting an expert business. Your marketing message, ideal target market and unique positioning must be on target from the start.

You can't just jump into the expert business and start chasing down clients. Yet when you take the time to effectively position your expertise, coaching programs, speaking topics, etc. you've can begin to build a solid foundation.

Pick a path — become known for something and remain consistent with your brand messaging. Having a clear niche will open up more doors of opportunity for you from the start. That's when you can begin moving from a generalist to a true expert.





The first stage is to build your expert foundation. Plan to give yourself a few months to develop your expert foundation, personal brand and website. As you develop your website messaging you should uncover the benefits and outcomes of what you deliver. This needs to become crystal clear to your prospects to begin manifesting paid clients and more income consistently.

The second stage in building your expertise is to create an online marketing strategy that will dominate your niche and start attracting your most ideal target market.

The third stage is mastering what I call 'Educate to Sell'. This is when you learn

how to effectively and consistently market and sell yourself and your offers. This skill of speaking and selling must be able to translate from stage, online and phone.

Stage four is when you have built multiple income streams around your expertise and your offers. Expert income streams can include personal coaching programs, online courses, client VIP days, memberships, mastermind groups and much more.

Stage five is when you can call yourself a highly paid expert. Your income streams are consistently flowing to you. And you also have a solid business plan to sell those income streams. At this stage you are getting ideal clients who get real, lasting results and make great case studies to continue to sell others into your programs. You begin to easily manifest more opportunities versus chasing or pushing to make things happen.

I believe that all of these expert stages require a level of constant energy, but when you reach that top level, you've gain enough momentum to be able to "let your foot off the gas a little bit" since you have earned the recognition.

**Ann:** How did you make that transition to dominating the online market, and was it a struggle?

**Debbie:** At my live events I was consistently selling multiple-six-figures in a weekend. I'd been doing live events for fifteen years, therefore I had that process all dialed in.

During the pandemic I had to cancel all of my live events and go completely online. This wasn't easy at first. I had been hosting some online webinars, but they weren't consistent. So when I realized I had to do this full-time, I jumped into getting a lot of joint venture partners at first, interviewing them so they were promoting me, and I was promoting them. We did online master classes with a group of expert partners and that created the momentum to start building a larger online following.

Then I started selling more people into group mentoring versus one-on-one. During that time I also creating more online courses. I find that it's not as easy to close high-ticket offers online from a webinar. Therefore it requires a different strategy than selling from live events. Although if you keep showing up as an online expert and build trust from your listeners — the money will follow.

**Ann:** What are some of your online courses?

**Debbie:** I teach five main programs online throughout the year including my Highly Paid Expert Workshop which I now teach only online. I also teach my Paid Speaker Marketing Machine group program online once a year. And my Speaker Sales Online Mastery program where I share my step-by-step blueprint and personal group support to help experts launch and sell their programs online.

The live events I host now are smaller speciality events including my VIP Speaker Sales Training which is a two day event where each speaker presents live and gets slide by slide feedback from me as they learn how to speak and sell on stage and their own events. And my newest speciality event is called Speaker Demo Event that I host along





with a media expert. Speakers come to this event to create their speaker demo and media interview videos so that they have marketing videos to be able to get booked to speak.

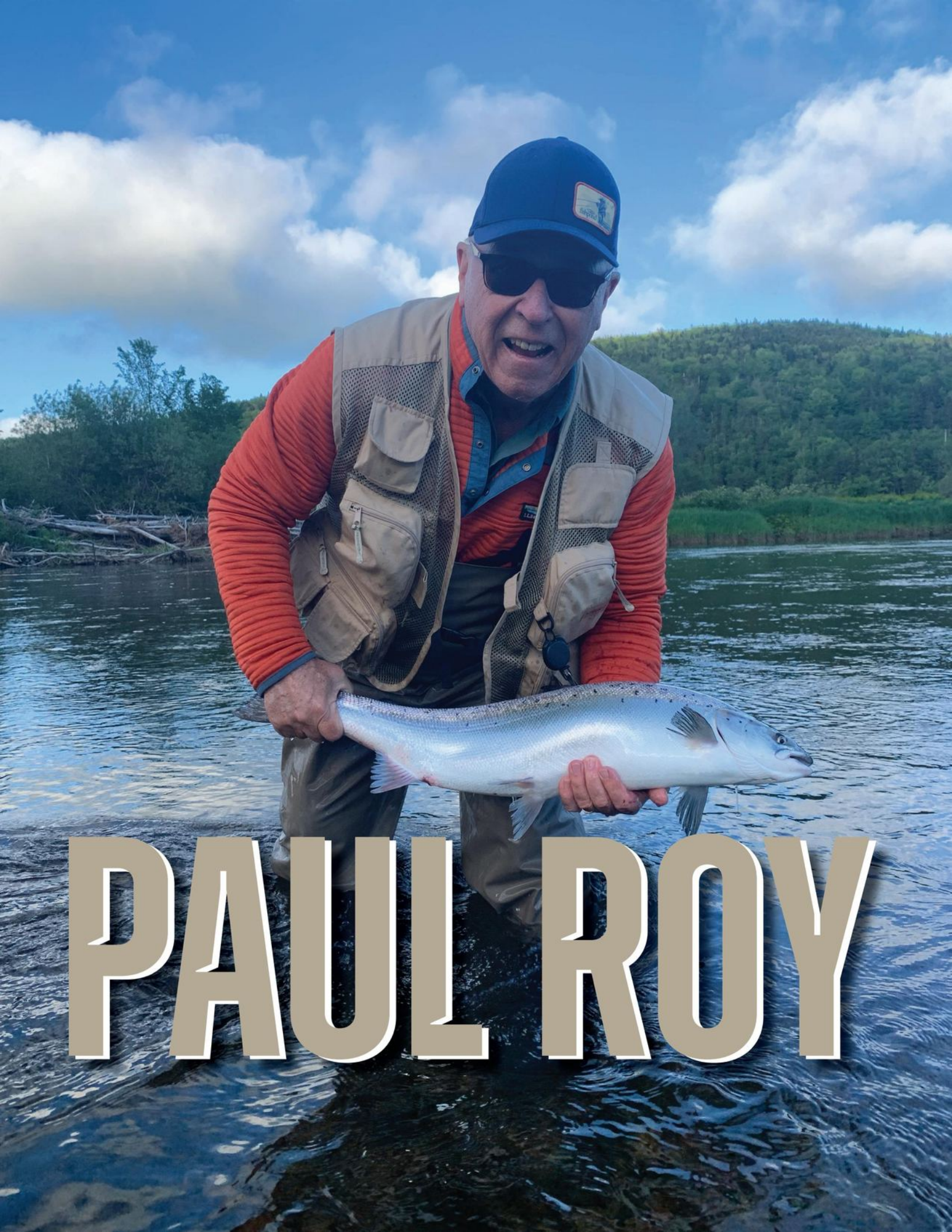
**Ann:** Is there anything else you would like to share before we close?

**Debbie:** When you're teaching people to become highly paid experts, it's much more than simply a business or a lifestyle. It's really about creating a legacy beyond yourself. As experts we can create that perfect balance of doing what we love, making great income and creating an impact on the world.

It doesn't get any better than that! This is what you've been put on this earth to do — to leave a lasting legacy as an expert, while creating a financially free lifestyle business on your own terms.

### **About Debbie Allen**

Debbie Allen is the World's #1 Authority on Expert Positioning. She is an internationally recognized business growth and market positioning expert. She has been a professional speaker and business mentor for over 25 years and presented before thousands of people in 28 countries. She is also the bestselling author of 10 books, including *The Highly Paid Expert* and *Expert Positioning*. She mentors clients from around the globe who want to position themselves for more influence and credibility to highly monetize from their expertise.



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