

FALL 2025

EXPERT IN YOU

MAGAZINE

KNOWN
BEATS BEST
HOW TO
POSITION
YOURSELF AS
THE ROCK
S.T.A.R.
EXPERT™

FROM \$0 TO
HALF A BILLION
THE RELENTLESS
RISE OF THE
SWEATPANT
MILLIONAIRE

FROM
IMMIGRANT
ROOTS TO AN
AWARD-WINNING
ARCHITECTURE
& DESIGN FIRM

Welcome

Dear Esteemed Readers

With great excitement, I welcome you to the third and fall edition of Expert in You Magazine! I am beyond thrilled by the growing interest and honored to feature some truly incredible people in this upcoming issue. Each edition feels like a celebration, and this one will be no exception—it's shaping up to be our best yet, filled with fresh stories, insights, and expert advice from some of the brightest minds in business, consulting, coaching, and professional services.

Our Mission, Your Expertise

Expert in You is more than just a publication; it's a movement dedicated to recognizing, elevating, and celebrating expertise. Whether you're a seasoned entrepreneur, business owner, or other expert scaling to new heights, or an emerging influencer making waves, this magazine is designed to inspire, empower, and ignite the potential within you. It's a platform where thought leaders gather, strategies unfold, and readers find the tools to elevate their success.

What to Expect in This Edition

As fall has arrived, we've packed these pages with insightful articles, breakthrough strategies, and thought-provoking conversations. From transformational business journeys to innovative ideas for scaling and success, our contributors are ready to inspire your next big move. This edition is a tribute to the pursuit of excellence—and to those who refuse to settle. Here, you'll find the knowledge and

motivation to grow, build influence, and create new opportunities as we move toward the future.

A Personal Thank You

My journey, spanning more than 34 years of entrepreneurship, consulting, and mentorship, has given me a front-row seat to the power of resilience and innovation. It has been my honor to empower others along the way—and Expert in You is a reflection of that mission. With every issue, we strive to bring valuable insights to help you navigate the evolving business landscape with confidence and purpose.

Join Us on This Journey

Grab a warm cup of hot apple cider or your favorite coffee, find a cozy spot, and dive into this issue with an open mind and heart. I invite you to explore the pages, celebrate your achievements, and discover new ways to grow. Together, let's make this fall edition a journey toward impact, influence, and unparalleled success.

Thank you for being part of the Expert in You community. I am grateful for your stories, insights, and unwavering pursuit of excellence. As always, this magazine is a testament to the brilliance within you. Let's inspire, elevate, and lead together!

XO

Ann Carden,

CEO of Expert In You Marketing & Media Agency
Founder & Publisher, Expert in You Magazine





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FROM \$0 TO HALF A BILLION

**THE RELENTLESS RISE OF THE SWEATPANT
MILLIONAIRE**

How the Founder of Glo Tanning Built a Nationwide Franchise Empire and a 9-Figure Real Estate Portfolio



Some entrepreneurs build businesses. Others build empires.

Meet Onyi Odunukwe, the man behind Glo Tanning—one of the fastest-growing franchises in America—and a sprawling 9-figure real estate portfolio. His story starts not in the boardroom, but in a small, owner-financed supplement shop with nothing but ambition, urgency, and a knack for spotting opportunities.

Today, he's a franchisor with nearly 300 Glo Tanning locations nationwide, the owner of multiple companies spanning real estate, lending, and construction, and the architect of a self-sustaining empire valued in the hundreds of millions.

From Med School to Main Street

Born in Boston and raised between the U.S., London and Nigeria, Onyi attended the University of Arkansas with plans to go to medical school. Nursing school was step one—until a business opportunity changed his trajectory forever.

"I had the chance to buy a supplement store," he recalls. "I had no money, so the owner financed the deal. That was my break."

Within a year, he was planning a second location. The space was oversized, so

he added tanning services alongside supplements. That new concept—Glo Tanning—took off. Soon, the supplement shop was gone, and his focus shifted entirely to building the Glo brand.

Scaling Into an Empire

What started as one small store has become an empire:

- **Glo Tanning:** Nearly 300 locations nationwide, with Onyi personally owning around 30.



The Numbers Behind the Success

His results are staggering:

- **Net Worth:** Over \$250 million
- **Real Estate Holdings:** Approximately \$100 million
- **Private Equity Offer:** \$250 million for 49% of Glo—a half-billion-dollar valuation

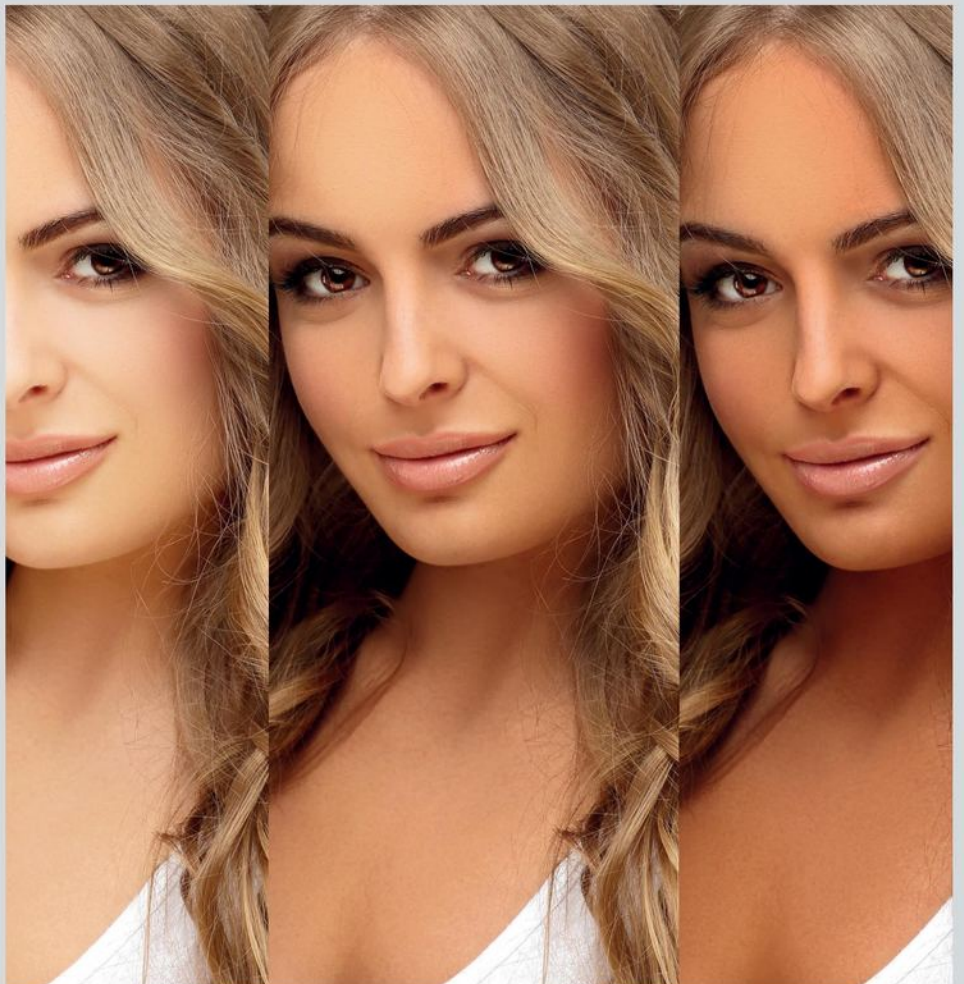
He turned it down. “At this stage, doubling my income changes nothing. I keep going because I love building.”

Beyond the Money

That love for the game is what fuels him now, not the money. But it's not without

- **9-Figure Real Estate Portfolio:** Dozens of commercial strip centers, each with a Glo Tanning as a tenant.
- **Commercial Real Estate Brokerage:** Prime Capital Real Estate Group, Staffed by brokers and realtors trained in the business model to handle Glo's nationwide expansion as well as commercial real estate acquisitions.
- **Construction Company:** Prime Development Partners, building new locations and commercial spaces from the ground up.
- **Lending Company:** Prime Lending Advisors, financing deals for franchisees and other borrowers.

This isn't just diversification—it's vertical integration at its finest. “When I invest, I ask, ‘Can I be the number-one customer of this business?’ That's how everything connects.”





challenges.

"Big deals mean big down payments and constant financing. I've never taken on investors, so I shoulder the risk," he explains. "The question becomes, 'Is this worth the stress, or is it just growth for growth's sake?'"

Still, the drive to create wins out. "I enjoy developing new things, whether that's a building, a business, or a franchise market. That's what keeps me in the game."

Life Outside the Boardroom

Away from business, he's a husband and father to two young children—a five-year-old daughter and a baby son. His wife

runs her own hair extension boutique and salon suite and works as a commercial realtor in his brokerage.

"She's been incredibly supportive. We didn't work together until recently, but she's always been right there with me—traveling to locations, being part of the journey."

The Success Formula

His rise wasn't an accident. Three principles have driven every major leap:

1. **Relentless Urgency:** "I procrastinate on nothing. Everything is 'do it now.'"
2. **Master Delegation:** "Delegation only works if you have the right people."

I've built teams I can trust and given them the authority to execute."

3. **Unshakable Self-Belief:** "There's nothing I've set out to do that I didn't think I could accomplish. That mindset changes everything."

Lessons for Entrepreneurs

His advice to those just starting out or on the path to something higher:

- **Run Your Own Race.** "Comparison is the thief of joy."
- **Focus on Execution.** In his early years, he didn't set financial goals—he just worked relentlessly.

- **Understand What ‘Big Money’ Really Means.** His first multi-seven-figure exit taught him that a few million can disappear quickly if you’re not reinvesting.

The Next Big Goal

About a year ago, he set his sights on making Glo Tanning the number-one franchise in the world. It’s already the fastest-growing in its category.

“Once I set the goal, it became inevitable,” he says. “That’s how I approach everything—decide, commit, execute.”

The Final Word

From a financed supplement shop to a half-billion-dollar franchise brand and a nine-figure real estate empire, [Name] has built a business ecosystem that feeds itself and keeps growing.

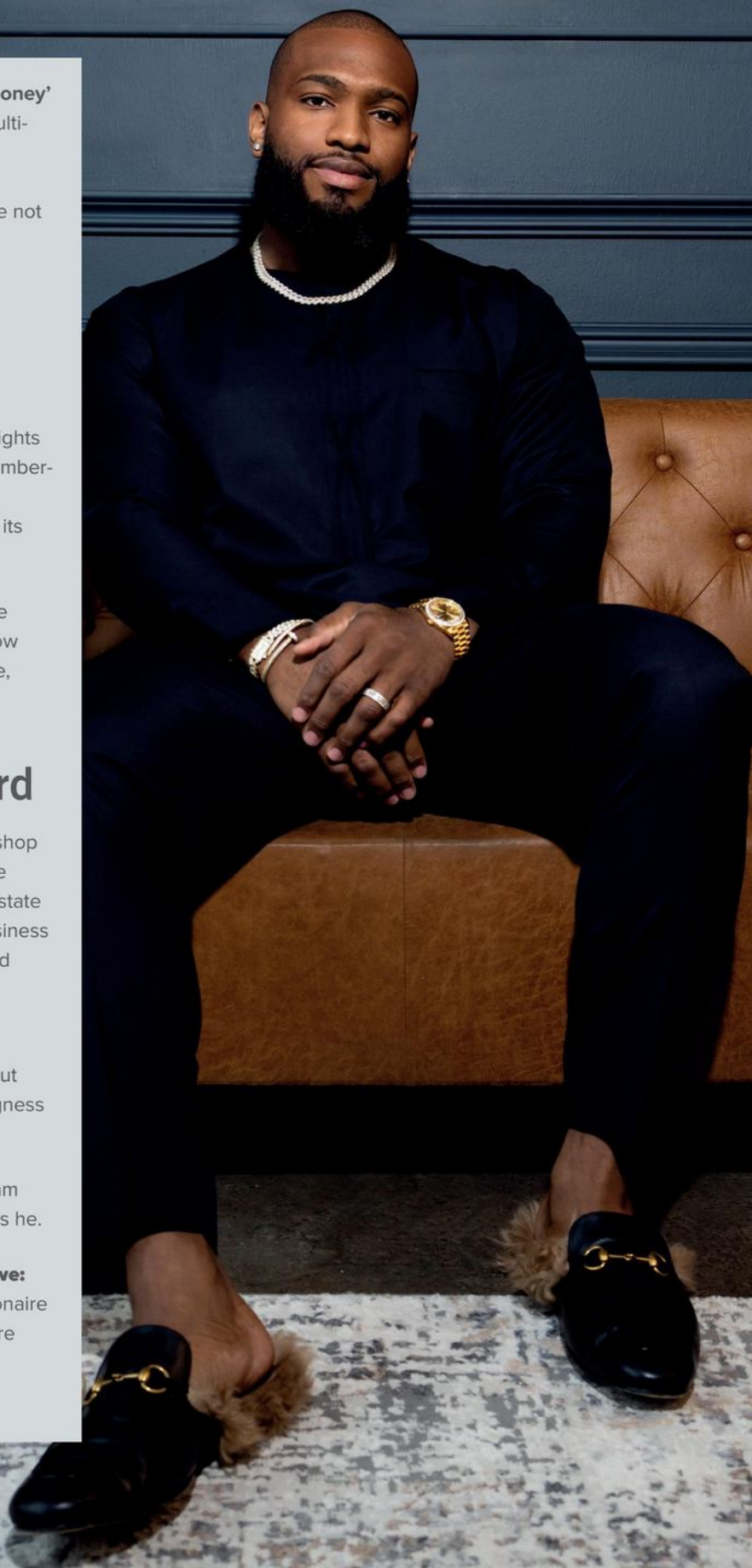
The real takeaway? Success isn’t just about vision—it’s about urgency, belief, and the willingness to build without waiting.

Because in his world, the dream doesn’t wait—and neither does he.

Connect with Onyi Odunukwe:

Instagram: @Sweatpant_Millionaire

TikTok: @Sweatpant_Millionaire



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From Immigrant Roots

to An Award-Winning Architecture
and Design Firm

Introduction:

Happiness by Design



Laura Neri Baebler believes in happiness—not as a fleeting emotion, but as a state nurtured by thoughtful design. “While we can’t make people happy,” she says, “we can shape environments that support the deep, hard-wired

human needs uncovered through anthropology, physiology, psychology, and neuroscience.” Laura’s approach to planning, architecture and design is deeply human.

This philosophy is the foundation of **LNB Studio**, the vibrant design firm she founded 34 years ago in a home office and now leads from a historic building in downtown St. Louis. With a portfolio rooted in craftsmanship, culture, collaboration, and community, Laura’s journey—from her immigrant roots in Italy and Argentina to her award-winning architectural career—infuses every project with resilience, creativity, and purpose.

From Roots to Resilience

Raised by entrepreneurial parents—her father started a precast concrete firm and her mother a bilingual Montessori school—Laura was immersed in design and business from an early age. She balanced checkbooks and drafted shop drawings before most kids learned algebra.

A high school drafting class sparked her passion for architecture, leading to dual degrees from The Catholic University of America in Washington D.C. Her academic excellence earned her prestigious honors, including:

- 1st place in a municipal complex design competition
- A foreign studies master’s program scholarship
- The Alpha Rho Chi Medal, an international award for leadership, service, and professional promise

Laura began working in architectural firms in Maryland at age 16, and her multicultural background—shaped by studies in Italy and Spain—deepened her interest in culturally responsive design and the emotional impact of space. At 23, she designed and built her parents’ custom home, an early lesson in global coordination and trust.



Building a Studio with Soul

After moving to St. Louis at the age of 24, Laura worked under architect J. Robert Green before founding **LNB Studio** at the age of 31, in 1991 while raising her children. Through personal and economic upheavals—including divorce and the 2008 recession—Laura chose people over profit, retaining her team and embracing innovation. They adopted new technologies, expanded services, and invested in mentorship. In 2017, she thanked her team with a once in a life time trip to Italy to meet her family.

When family illness struck in 2018, the firm faced new challenges. A partnership with The Lawrence Group in 2019 brought stability and a new home downtown—just before another major test: the COVID-19 pandemic. Through it all, LNB Studio remained relationship-driven, evolving

from residential to commercial and institutional clients.

Now we are a nationally recognized, award-winning planning, architecture and interior design firm for commercial environments across healthcare, senior living, multi-family, government, workplace, and education.

Our portfolio spans over 800 projects and clients, including BJC Healthcare, New Balance Ecommerce, Washington University ST. Louis, Monsanto, Forest Park Forever, State and Federally Funded Centers, and many more. We combine a large firm's depth and capability with a trusted partner's attentive service.

ART in Architecture

Art connects with human emotion—stirring aesthetic, moral, and even physiological responses. Beyond

self-expression, it communicates ideas, inspires beauty, sparks perception, and generates emotion. At LNB, we use this philosophy to design spaces that motivate and uplift the people within them.

“ART-chitecture,” as Laura describes it, is the fusion of art and architecture. Buildings are not just functional—they embody human emotion, identity, and values. They're environments that move people, reflect who they are, and enhance their experiences. Architecture is the only art form we live in daily, shaping how we feel, think, and grow.

LNB listens deeply to clients, learning their “language” to build trust and translate their vision into spaces that foster belonging, inspiration, and connection.



SCIENCE in Architecture

Architecture is also science—the art of the built environment guided by anthropology, psychology, physiology, neuroscience, and engineering. These disciplines help us understand how environments influence behavior, connection, and well-being.

Laura's philosophy blends emotional intelligence with evidence-based practice. Drawing on Maslow's hierarchy of needs, positive psychology, and neuroscience, she designs with empathy and intentionality. This includes biophilic design (our innate connection to nature), sustainability, and material innovations that promote health and longevity.

The result: structures that function with precision while inspiring, engaging, and enduring—spaces where people flourish.

Transforming Spaces. Connecting People. Elevating Performance.

"We don't just design buildings—we design belonging."

We create commercial environments that foster connection, drive efficiency, and inspire excellence—tailored to your vision and built for long-term impact

We spend our lives inside or outside of places that are designed for someone or something. The places we value are entrenched in a conscious or unconscious emotion (the feeling that moves us) either from the past or from our ability to project the future.

The environment plays a vital role in shaping who I am. I'm not fixed—I grow and change with every new experience and input. Because our brains are wired to thrive and survive, I choose environments that reflect both my

individual identity and values, as well as those of the communities I connect with.

Architecture provides an environment for people, among other things because of who we are and what we value. Design means different things to different people because as individuals we all have different values.

Human-Oriented design means not only gains for an individual but for business organizations too. We are what we are capable of sensing as each experience enhances our life pleasurable or otherwise. We live through our minds. Buildings and environments provide many stimuli which enrich further performance by people in the workplace.

"The goal is to enhance the performance of the building to enhance the performance of the occupants."

A **motif** (a design or figure that consists of recurring shapes or colors, as in architecture or decoration) we have the ability to cause **Motility** (ability to move spontaneously and independently) because it evokes an **Emotion** (the feeling to move) that triggers an **Emotional** response (An emotional reaction to something concerns how you feel about it, such as being happy or sad) which **Motivates** me (the psychological feature that arouses an organism to action toward a desired goal)

If we are going to build architecture which influences and moves us so significantly, it behooves us to design it with emotion in mind as it is at the foundation of whom we are, our values, how we decide, and what brings us together collectively.

Designing for Human Condition - Spaces that inspire, connect, and perform.

For LNB Studio, architecture is more than structure—it's soul.

Our philosophy and approach are what differentiates us by blending technical precision with emotional depth to create spaces that feel as much as they function. And whether revitalizing existing structures or crafting new environments, LNB Studio delivers quality by DESIGN—dedicated, effective, and innovative solutions that exceed expectations.

Experts in designing purpose-driven commercial environments to connect people and inspire operational excellence to elevate performance and deliver lasting value.

How we do it and get you through it

LEAD- Listen. Empathize. Align. Deliver.

We capture your vision by listening deeply, aligning with your goals, and leading with purpose to deliver meaningful results.



Beyond expertise with industry standards and market trends, our approach requires listening deeply and truly understanding what differentiates our clients, their organizations and their particular needs using cultural sensitivity with artisan-level craftsmanship. Empathy drives the process—tuning into each client's journey, tone, and aspirations to uncover the deeper story so we can craft designs and environments that reflect their identity, shared values and creates spaces that promote wellness, celebrate identity, and reflect purpose. It's where appropriate emotion meets environment.

Navigate- From complexity to clarity.

Using our LNB navigation method, we guide you through the complex journey of planning, design, and construction phases—transforming our services from an expense into a smart investment in project quality, predictability, and a focus on on-time, in-budget delivery.

Build- Design the vision. Discern the execution. Deliver with precision.

We build your vision through design—translating ideas into actionable plans and applying quality management throughout the construction process to bring them to life with precision, purpose, and reliability.

Our collaborative process—LEAD. Navigate. Build.—ensures every project is rooted in empathy, aligned with client goals, and executed with clarity and care

Why It Matters

People thrive when they feel connected, engaged, and supported by their surroundings. LNB Studio designs for the human condition—creating spaces that make people feel seen, valued, and inspired.

"ART-chitecture is about more than buildings," Laura says. "It's about



understanding people—what they need, what they value, and how environments can help them thrive.”

Guiding Principles

Laura credits her parents as her first mentors—teaching her to lead with integrity, embrace adventure, and believe in her work. She also values modern mentorship in business strategy, marketing, and finance, thanks to her partner organization.

Her guiding principles:

- Lead with passion—share your value

boldly

- Honor your culture—it shapes connection
- Stay open—collaboration fuels growth
- Learn and adapt—resilience is key
- Spot opportunity—it may look different than expected
- Work with purpose—fight for what improves lives
- Surround yourself with people who lift you up
- Define your needs
- Understand yourself—so you can lead with clarity and confidence

Closing Reflection

Laura Neri Baebler’s journey is a testament to the power of purpose-driven design. From immigrant roots to architectural leadership, she has built more than a firm—she has built a philosophy. Because in business, as in life, the dream is always worth fighting for.

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Phone: 314-909-4979

Email: Laura.Baebler@LNBstudio.net

“—

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

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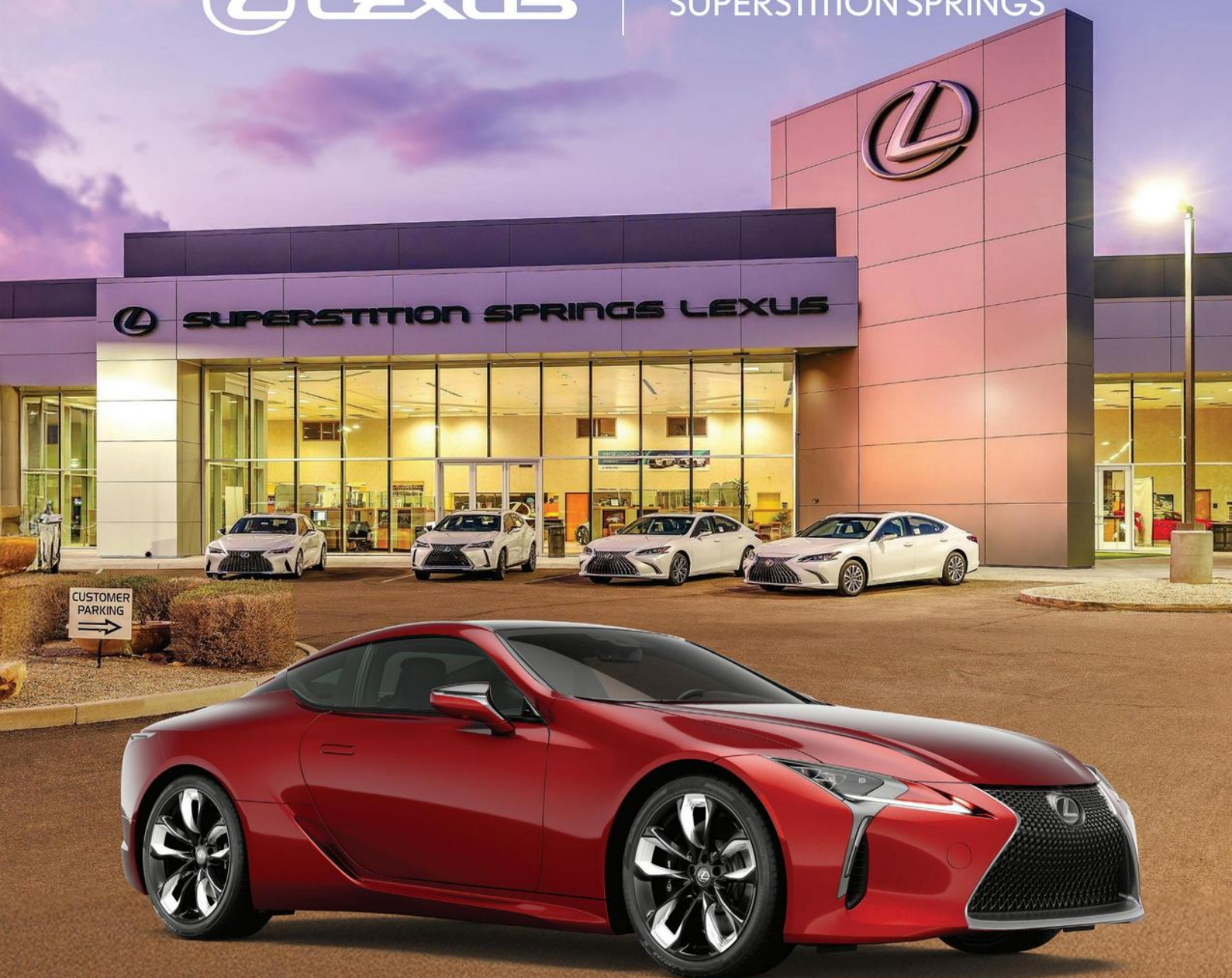
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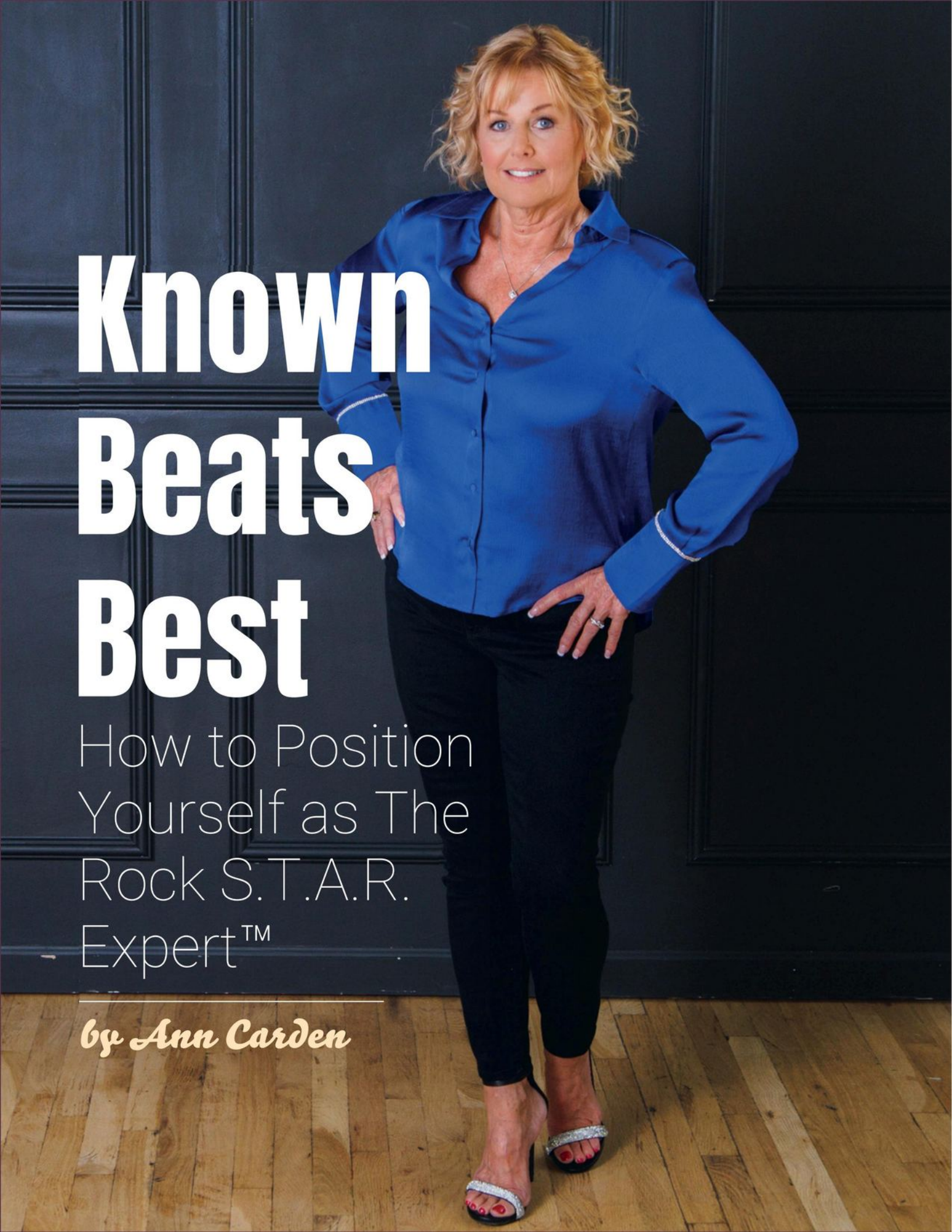
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EXPERIENCE UNPARALLELED SERVICE



Known Beats Best

How to Position
Yourself as The
Rock S.T.A.R.
Expert™

by Ann Carden



Why Being the Best Isn't Enough

In today's crowded marketplace, one reality determines who gets chosen: being known beats being the best.

You can have decades of experience, incredible expertise, and a track record of results. But if your market doesn't perceive you that way, you'll still lose opportunities to competitors who simply show up better.

The people who come to mind first get the business, even if they're not the most qualified. Recognition builds familiarity. Familiarity builds trust. And trust drives buying decisions.

Unfortunately, too many talented professionals remain invisible or under-recognized. They get passed over for bigger opportunities, find themselves

competing on price, or worse, lose business to amateurs who simply look more visible and credible.

The Cost of Weak Positioning

Most people think the key to winning more clients is to improve their skills, add more services, or hustle harder. But in reality, the issue is usually positioning.

Positioning is the outside perception of your value. It is how others see you, what they believe about your expertise, and whether they view you as the obvious choice or just another option.

Here's the challenge: if your outside perception doesn't match your inside brilliance, you'll always leave money and opportunities on the table.

Weak positioning looks like:

- Inconsistent branding and messaging
- A generic online presence that doesn't inspire trust
- Visibility that doesn't translate into recognition or revenue

And it's not just about being seen locally.

Why Local Visibility Isn't Enough

Many professionals have worked hard to build reputations in their communities. They are known in local circles, through networking, referrals, or word-of-mouth. That's a strong foundation.

But here's the problem: those bigger, higher-level clients, the ones who pay premium fees and create exponential opportunities, aren't showing up at local networking events.

They don't have the time or the need. They move in different circles, make decisions quickly, and base those decisions on credibility and authority.

So while being known locally might help sustain your business, it won't necessarily help you scale it. Without a strong online presence and clear positioning, you'll miss out on the clients and partnerships that could transform your business.

Research supports this. Over 80 percent of people research a business or professional online before deciding to buy. If what they see doesn't communicate authority and trust, and show your market how you are the **ONLY ONE** to choose, you are quietly losing opportunities every single day.

Playing a Bigger Game

Visibility alone won't solve the problem. Posting more content or running ads without a strategy just adds noise to an already noisy marketplace.

What creates results is positioning yourself so that:

- The right people see you consistently
- Your presence communicates authority and trust and puts you in a category of one
- Your visibility translates into real business growth

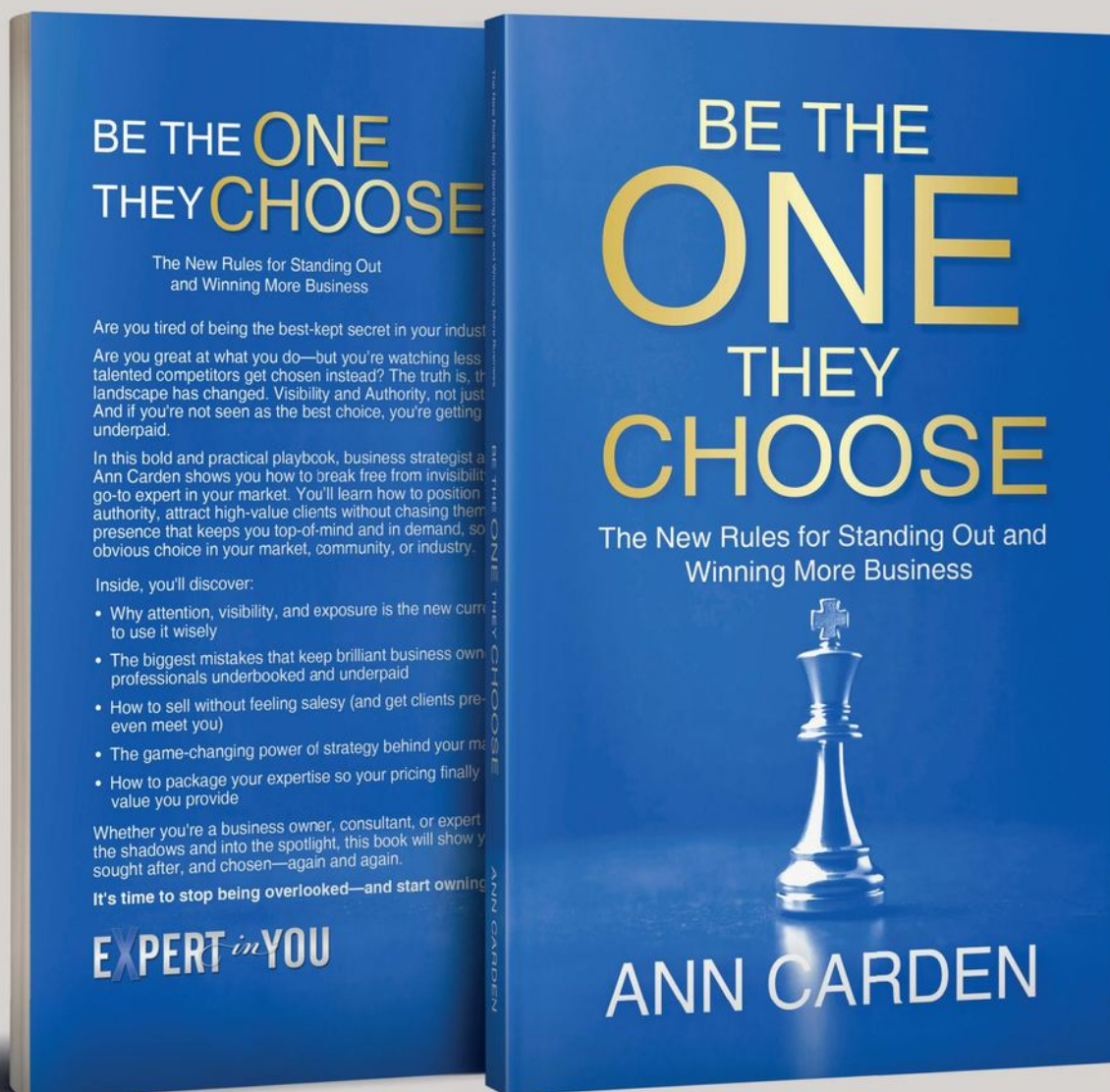
That's why I created **The Rock S.T.A.R. Expert™**.

The Rock S.T.A.R. Expert™ is my proprietary 4-step fast-track system designed to help you accomplish in just a few months what takes most businesses years. It delivers high visibility, greater recognition, and positioning that sets you apart as a category of one. With this system, you'll win more business, attract premium clients, command higher prices, and turn recognition into revenue, faster.

It includes:

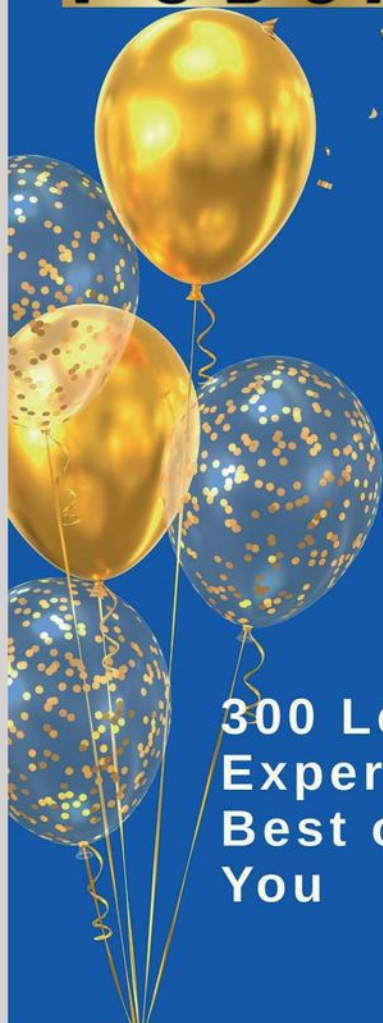
S – Star Strategy

This is where you claim your place in the market by stepping into the expert



EXPERT *in* YOU PODCAST

EPISODE 300th



300 Lessons of Expertise: The Best of Expert in You



with *Ann Carden*

spotlight. You stop blending in and start standing out as The Rock S.T.A.R. Expert™ you truly are. Strong positioning means your brand, message, and presence communicate your true value so prospects see you as the leader in your space.

T – Trust & Authority

Visibility is meaningless without trust. At this stage, you build on your expert positioning to showcase credibility through strategic expert content,

testimonials, case studies, and media features. This is how you become the trusted leader and obvious choice in your market.

A – Attract & Amplify

Once your positioning and credibility are strong, it is time to expand your reach. Use value-driven content, collaborations, and an expert platform (such as a podcast, show, or signature speaking series, and more) to multiply your visibility, generate leads, and keep you top of mind

with the right audience.

R – Recognition into Revenue Growth

Recognition is powerful, but it must be directed toward results. This step ensures that your service offers, visibility and authority translate into premium clients, high-value partnerships, and predictable business growth. Systems and processes are put in place to turn being seen into being paid.



From Hidden to Highly Visible

One of my clients had built a successful business for over 20 years. Locally, she was well-known and respected. But outside her community, she was practically invisible.

She wanted bigger clients and projects, and recognition for the expertise she had worked decades to master. But networking and traditional marketing weren't getting her the consistent or higher growth she desired.

When we repositioned her online, showcased her credibility, and amplified her visibility in the right places, everything shifted. She began landing premium clients, media features, and speaking invitations, all from audiences who had never heard of her before.

Her expertise didn't change. Her positioning and strategy did.

Why This Works

The Rock S.T.A.R. Expert™ Strategy is designed to collapse time.

Instead of spending years piecing together disconnected marketing tactics, you can fast-track your influence and revenue by focusing on the four things that truly matter: positioning, authority, visibility, and conversion.

This isn't about becoming a celebrity for vanity's sake. It's about being recognized as the credible, trusted, go-to professional in your market.

And when you combine being known with being the best, you become unstoppable.

Fast-Tracking in 90 Days

Imagine stepping into a bigger game and, within just 30-90 days, seeing:

- More recognition in your market
- More premium clients seeking you out
- More opportunities, speaking, media, partnerships, that elevate your brand
- More revenue growth from clients who finally see your true value

That is the power of strong positioning and The Rock S.T.A.R. Expert™ Strategy. It takes you from competing with amateurs to commanding the market as the Rock S.T.A.R. you are.

Your Next Step

You've worked too hard, built too much expertise, and created too much value to remain under-recognized.

It is time to step into the spotlight, play a bigger game, and let your market see you the way they should.

If you are ready to fast-track your positioning, visibility, and revenue in the next 90 days, I would love to talk with you. Let's explore how The Rock S.T.A.R. Expert™ Strategy can help you own your market and attract the clients and opportunities you deserve. Book a call @ expertinyou.com

Ann Carden is a Top Business Growth Consultant, CEO of Expert In You® Marketing & Media Agency, bestselling author, podcast host, and creator of The Rock S.T.A.R. Expert™ Strategy. She helps established professionals, entrepreneurs, and service providers step into the spotlight, dominate their market, and attract premium clients.



The Rock S.T.A.R. Expert™

The Rock S.T.A.R. Expert is the fast-track system that positions you as a category of one, enabling you to own your market, win premium clients, command higher fees, and turn recognition into revenue in 90 Days, not years.

- **Star Strategy**

Claim your place in the market by stepping into the expert spotlight. You stop blending in and start standing out as The Rock S.T.A.R. Expert™ you truly are. Strong positioning means your brand, message, and presence communicate your true value so prospects immediately see you as the leader in your space.

- **Trust & Authority**

Visibility without trust is wasted effort. At this stage, you build on your positioning to showcase credibility through strategic expert content, testimonials, case studies, and media features. This is how you become the trusted leader and the obvious choice in your market.

- **Attract & Amplify**

Once your positioning and authority are established, it's time to expand your reach. You leverage value-driven content, collaborations, and an expert platform (such as a podcast, show, or signature speaking series) to multiply your visibility, generate leads, and stay top of mind with the right audience.

- **Recognition into Revenue Growth**

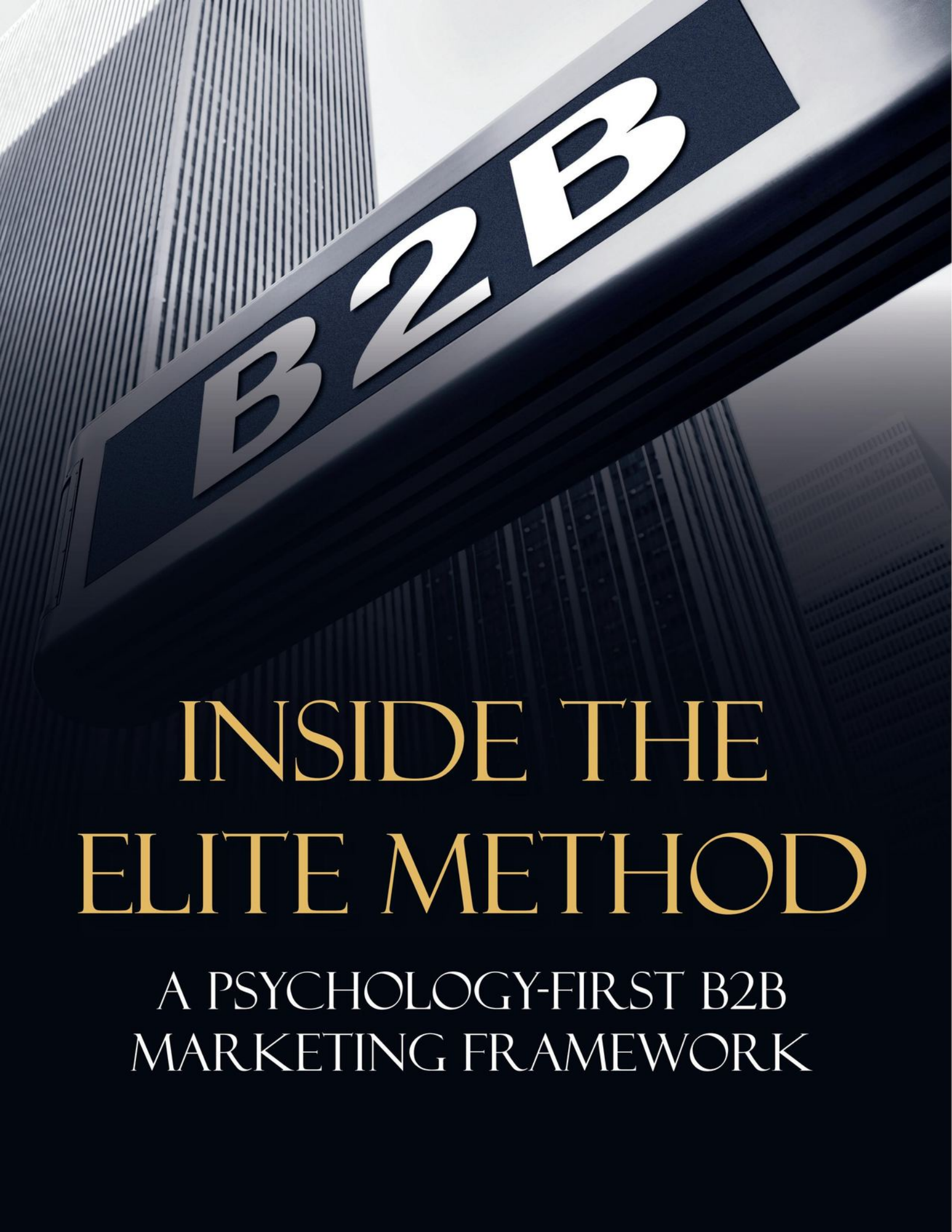
Recognition is powerful, but only if it drives results. This step ensures your visibility and authority translate into premium clients, high-value partnerships, and predictable business growth. With the right offers, systems, and processes in place, being seen consistently turns into being paid consistently.

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B2B

INSIDE THE ELITE METHOD

A PSYCHOLOGY-FIRST B2B
MARKETING FRAMEWORK



In a marketing industry overrun with automation, pressure tactics, and empty promises, Rai Hyde Cornell is building an entirely different marketing methodology that redefines what it means to connect with buyers in a world of skepticism and noise. Her work is grounded in neuroscience, emotional safety, human trust, and a truly complete buyer journey.

As the founder of Cornell Content Marketing and creator of the ELITE Method, Cornell is leading a global shift in how B2B brands communicate with buyers. Her framework helps companies create emotionally intelligent, psychology-driven systems that turn skeptical browsers into committed believers while getting high-quality prospects 80–90% pre-sold.

From Clinical Counseling to Conversion Strategy

Cornell's career began with 8 years in the mental health field, where she trained as a corrections and substance abuse counselor. Her daily work involved helping people rebuild their lives by understanding their thoughts, emotions, and behavior patterns.

She used tools like cognitive behavioral therapy, motivational interviewing, and the transtheoretical model's stages of change to guide patients through lasting behavioral and lifestyle improvements.

Cornell now brings those same psychological frameworks into B2B marketing.

Cornell recognized that marketing has the same goal as counseling: to help people feel safe enough to commit to change. Whether guiding someone through addiction recovery or guiding a buyer toward switching from a competitor (or no solution at all) to choosing her clients, Cornell's strategies prioritize the internal journey that elicits the external behavior businesses want to affect.

The Brain Chemistry of Buyer Trust

Marketers often reference Know, Like, and Trust as essential components of buyer readiness. Cornell teaches that Know, Like, and Trust aren't just abstract ideals; they're neurochemical states that marketers can intentionally activate.



THE **ELITE** METHOD

BRIDGE THE GAP BETWEEN YOUR SALES AND MARKETING TEAMS TO GET MORE ROI WITH LESS EFFORT!

Cornell's ELITE Method equips your company with psychology-driven marketing that breaks down barriers to buying to get leads 80%+ sold before your sales team carries them over the finish line.

E

EXAMINE

Your Strategy, Systems & Assets

To see where we're starting, where you're strong, and what we need to build to form a bridge from your ideal buyers to your doorstep.

L

LEARN

the Psychology of Your Ideal Buyer

To build a demand generation strategy, we find out what drives your ideal buyer and profile your targets psychologically.

I

IMPLEMENT

Your Psychology-Driven Marketing Strategy

To get leads 80-90% pre-sold with smart budget allocation, efficient processes, and high QA standards.

T

TRANSFORM

Your Brand Reputation

To create a long-term demand-gen J-curve of improved brand awareness, interest, sales, and retention.

E

ENHANCE

Sales & Marketing with a Feedback Loop

To ensure MQLs are becoming SQLs and your marketing machine is constantly improving.

**INEFFECTIVE MARKETING IS A
CRIME TO YOUR BOTTOM LINE!**

www.cornellcontentmarketing.com

Know = Dopamine

This reward-based chemical fires when people experience curiosity satisfaction, accomplishment, and forward momentum. It's activated through content that delivers new insights, answers to (and, therefore, relief from) uncomfortable questions, and quick wins.

Like = Oxytocin

Often called the "bonding hormone," oxytocin is produced when people feel emotionally connected. Storytelling, shared values, and community-building trigger this vital emotional response, which marketers can activate by making their audiences feel seen, heard, understood, and safe.

Trust = Endorphins

Endorphins are released when stress is reduced and relief is delivered. Brands activate them by removing confusion, eliminating friction, and offering solutions that feel safe and reassuring while allowing the buyer to feel in control of the relationship.

Cornell helps businesses map every asset in their marketing ecosystem to these chemicals, ensuring that emotional resonance drives every step of the buyer journey.

The ELITE Method: A Psychology-First Growth Engine

The ELITE Method is a five-part system for designing marketing that aligns with human behavior and decision-making. It builds trust at every stage, from awareness through long-term loyalty.

Examine: Audit how your brand shows up in the market — visually, verbally, and emotionally. Identify where trust is breaking down before buyers ever convert.

Learn: Go deeper than personas and surface-level data by creating what

CORNELL

CONTENT MARKETING



Cornell calls Buyer Psych Profiles. Understand the emotional reality of your buyers' experience using cognitive and behavioral models.

Implement: Create a truly full-funnel marketing system — spanning demand gen, sales enablement, and retention programs — that mirrors how buyers actually think and feel. Let psychology guide strategy, content, and campaign development.

Transform: Replace superficial KPIs with data that measures emotional readiness and behavioral progress. Use what buyers do and say to optimize with purpose.

Enhance: Build systems of continuous improvement across marketing, sales, and service. Align teams around one mission: ensuring the entire buyer journey is offering the same promise that is then delivered after the conversion.

What sets Cornell apart is her commitment to creating strategies that reflect how humans actually think and decide. She makes marketing feel intuitive, empowering, and even joyful for the buyer while delivering real, measurable growth for the business.

The Cost of Outdated Marketing

According to Cornell, most B2B marketing today is failing because it's using outdated marketing tactics that are a waste of money, disrespectful to buyers, and damaging to a brand's overall image in the market. When brands rely on false urgency, cold outreach, or superficial

content, they train buyers to be wary and guarded rather than curious and safe.

Modern buyers want to feel respected, not coerced. They want clarity, not noise. They want to explore their options in peace, not under pressure.

According to Gartner and Forrester, more than 70% of the B2B buying process is completed before a prospect ever contacts sales. In this new landscape, marketing has an even more complex job than ever before: to gain visibility organically, win more mindshare, earn trust early, and maintain that trust past the point of conversion.

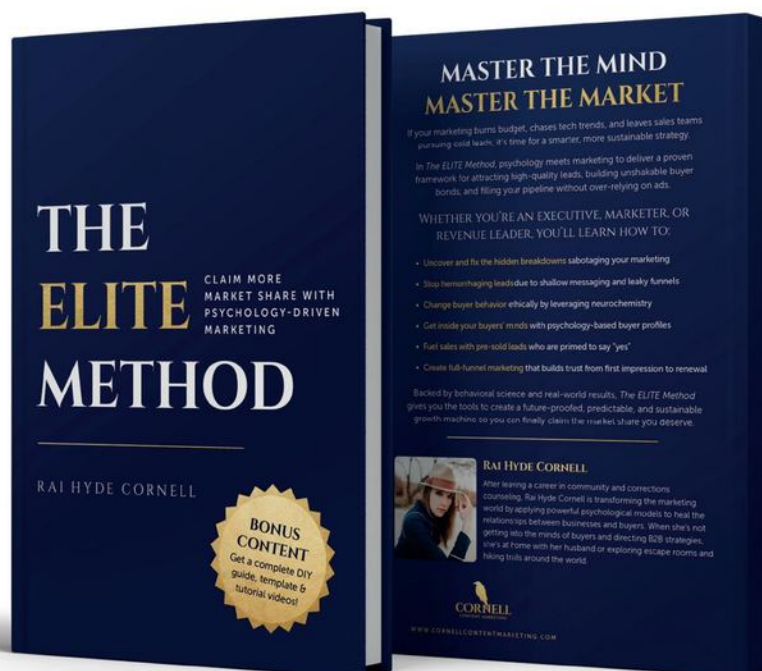
"Brands that try to do what has worked over the past 15-plus years — like cold calling, cold emailing, unsolicited DMing, hiding pricing information behind forced and premature sales calls — are going to struggle," says Cornell. "On the other

hand, brands that double down on human psychology, a positive buyer-controlled journey, and value-first funnels will thrive."

What Happens When You Lead With Psychology

Cornell's framework has generated dramatic results across diverse industries:

- An IT and cybersecurity firm increased inbound leads from 2 per month to 41 in just 6 months after reworking their brand to reduce psychological friction.
- A CPR training provider increased blog traffic by over 1,400% and email open rates to over 50% by aligning content with buyers' emotional stages.
- A cannabis consulting firm used the ELITE Method to shift from tactical



marketing to strategic demand generation, resulting in receiving more than 100 inbound leads per month, entirely through organic content, and growing revenue by 553%.

These results all came from strategy rooted in human behavior and brand experiences built to cater to human neurology and behavior modification at every touchpoint.

Marketing Doesn't End at the Sale

Cornell insists that marketing doesn't stop once a deal is closed. In fact, she argues that the real relationship is only just beginning.

"Marketing is a company's way of making a promise," Cornell says. "Sales and service delivery need to make good on that promise; having marketing involved throughout the entire customer life cycle

ensures a seamless experience that customers never want to be without."

Her expanded buyer journey includes three often-ignored stages: Retention, Collaboration, and Rewards. She helps brands increase lifetime value, tool adoption, and loyalty by continuing to nurture the social, emotional, and neurochemical connections that led to the initial conversion.

By continuing to deliver psychological value after the transaction, Cornell helps brands turn customers into ambassadors and closed deals into renewed contracts that compound over time.

Marketing That Feels Good & Gets Massive Results

What sets Cornell apart is her unwavering belief that marketing can feel good for everyone involved and still drive massive growth.

She rejects manipulation in favor of empathy. She replaces pressure with camaraderie. Her work proves that when buyers feel good, they buy — and when they trust you from start to finish, they stay.

"In a noisy world where companies are constantly clamoring for the money in your pocket, trust is the most underleveraged growth asset," Cornell says. "Brands that earn it will dictate their own future."

Where to Begin

To help brands start building psychology-driven systems, Cornell offers a free downloadable toolkit that walks through her entire framework, complete with templates and video tutorials.

Get access at cornellcontentmarketing.com/elite-toolkit



MASTER THE MIND MASTER THE MARKET

IF YOUR MARKETING BURNS BUDGET, CHASES TECH TRENDS, AND
LEAVES SALES TEAMS CHASING COLD LEADS, IT'S TIME TO EVOLVE

DITCH MANIPULATIVE TACTICS & MASTER BEHAVIOR-CHANGE MARKETING

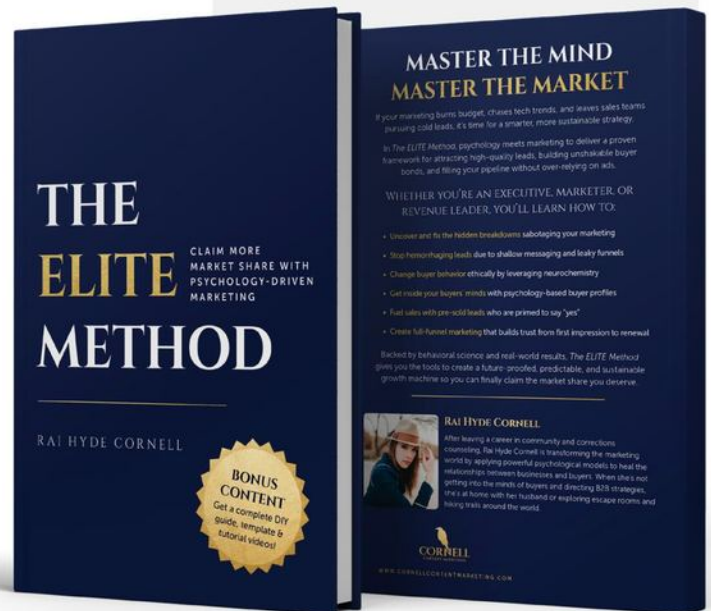
In *The ELITE Method*, psychologist-turned-marketer Rai Hyde Cornell reveals how to apply neuroscience and behavioral psychology to build trust-based, buyer-aligned marketing systems that actually work.

YOU'LL LEARN HOW TO

- Stop hemorrhaging leads from leaky funnels
- Change buyer behavior ethically with neurochemistry
- Create messaging that sparks trust, belonging, and loyalty
- Prime leads to be 80–90% pre-sold before they reach sales
- Build a sustainable marketing engine (no gimmicks or ad spend required!)

"Ineffective marketing is a crime to your potential as a business, the potential customers you can help, and your bottom line."

RAI HYDE CORNELL
Chapter 2, *The ELITE Method*



Whether you're a CMO, founder, or revenue leader, *The ELITE Method* will help you
FUTURE-PROOF YOUR GROWTH STRATEGY AND FINALLY
CLAIM THE MARKET SHARE YOU DESERVE.

AVAILABLE ON AMAZON IN KINDLE & PAPERBACK

Plus, get bonus content including strategy templates, worksheets, and video tutorials included with each copy!

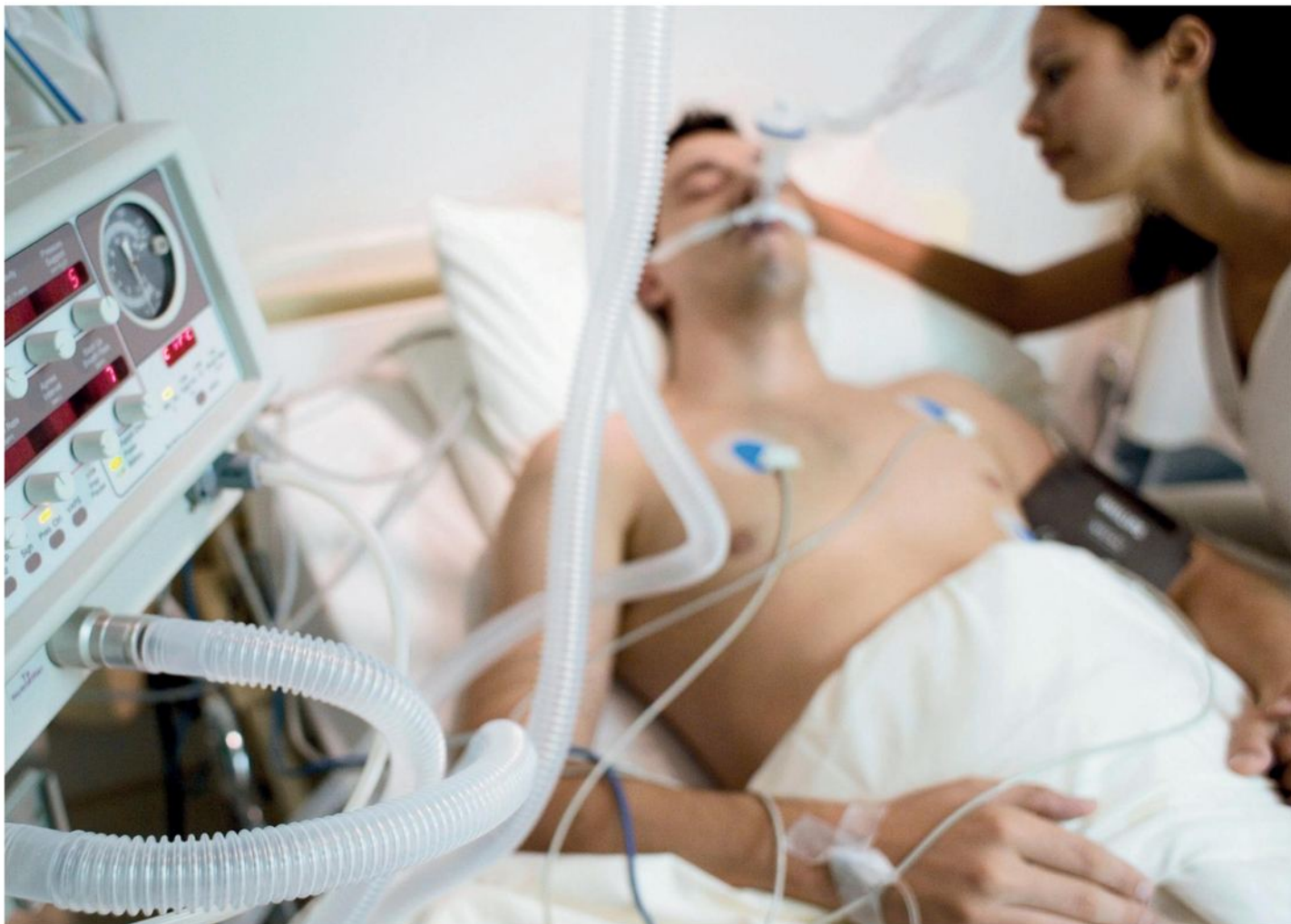
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Hard Hat Hero



How Chris Gilman Turned a Near-Death
Crisis into a CEO Triumph



Wisdom From the Road Less Traveled

Chris Gilman's life changed when he nearly lost it. That close call taught him a truth many never learn: hard work matters, but time is finite, and no one can do it all.

His journey is the gritty saga of a small-town country boy who climbed from the dusty rungs of the corporate ladder to running multiple thriving businesses. From estimator to president of a third-generation printing company, to real estate investor, construction business owner, podcast host, and digital marketing entrepreneur, Chris's story is a masterclass in resilience, reinvention, and vision.

Today, his mission is to guide contractors and construction business owners out of the daily grind and into the CEO

seat, helping them create their own "orchard of money trees", businesses and investments that grow wealth while running without them.

Small-Town Roots, Big Ambitions

Growing up in a small Missouri town, Chris was raised on a simple deal: go to college, get a good job. He honored that pact, starting in graphic design before switching to business management, sensing early on he was meant to lead.

Fresh out of college, he joined a family-owned printing company as an estimator, a humble entry-level role. But Chris's knack for numbers, problem-solving, and sheer determination propelled him upward: salesman, sales manager, production manager, and eventually president.

Under his leadership, revenue grew from \$12 million to \$22 million. He thrived on challenges, constantly improving operations. "I loved visiting other plants," he recalls. "I'd bring ideas back and make ours better." This ability to think big while executing on the details set him apart, and corporate success was just the start.

Planting Seeds Beyond the Job

While traveling as a salesman, Chris filled airport layovers with books like Rich Dad Poor Dad. The idea of passive income stuck. Partnering with a friend, he began investing in rental properties, building a steady cash flow under a property manager's care.

He later launched Missouri Barn Builders, constructing barns and barndominiums. "There's something about starting with nothing and ending with what your mind



envisioned the whole time,” he says.

But in those early years, Chris wore every hat. The business lived in his head and his only. That would nearly cost him everything.

A Life-and-Death Wake-Up Call

One day, life blindsided him. Chris fell into a two-week coma, doctors warning his family he might never wake up or could suffer brain damage. Without him, the businesses stalled, and no one could sign checks or make key decisions.

“I’d been doing too much myself,” he admits. Miraculously, he recovered. With help from his wife, a local bank, and loyal friends, the businesses survived.

That experience became a turning

point. He began building systems and empowering people to run things without him. Years later, a quadruple bypass proved those systems worked; his team kept operations moving smoothly while he recovered.

From Hard Hat to Visionary

Chris leaned hard into delegation. He hired bookkeepers, contract labor, and authorized decision-makers. “Who Not How by Dan Sullivan hit me hard, do what you love and delegate the rest,” he says.

This mindset became the foundation for Hard Hat to CEO, his podcast, and consulting business for contractors ready to escape the jobsite grind.

Through the podcast, Chris shares real-world insights from fellow entrepreneurs

on delegation, time management, and growth. In consulting, he offers tools like the 30 Day Time Turnaround™ to help owners reclaim hours lost to low-value tasks. “I’ve been buried in paperwork, crew drama, you name it. I want to help contractor business owners get their lives back.”

Diversifying the Orchard

Never one to stop learning, Chris ventured into digital marketing with TopChoice VA, a business built for low overhead and recurring revenue. Partnering with a sales expert, he entered the online space, adding to his portfolio of income streams.

From real estate to construction, podcasting to marketing, Chris’s ventures make up what he calls his orchard of money trees, independent income



sources fueled by systems and strong teams. “I want to work from anywhere with an internet connection,” he says. “I brainstorm, choose a path, and implement. The rest? I’ve got people for that.”

The Man Behind the Mission

Chris’s leadership style blends determination, people skills, and strategic thinking. A natural visionary, he rallies teams to bring ideas to life. His graphic design background still influences his creative approach, but he avoids getting bogged down in minutiae.

Faith guides his decisions. “I’ve let people take advantage because I figured they needed it more,” he admits. But that faith also fuels his optimism. “God’s brought me this far. I’m not meant to fail.”

Paying It Forward

Chris’s Hard Hat to CEO program helps contractors shift from being overworked operators to strategic leaders. He teaches job costing, system-building, and team empowerment so owners can step back without sacrificing growth.

“I’ve hired, fired, been fired, started companies, lost friends, and nearly lost my life,” he says. “I know what it takes to build a business that works without you.”

Through speaking, consulting, and podcasting, he’s inspiring others to plant their own orchards. “You don’t have to swing a hammer forever. Start your orchard, plant your trees, and let them grow.”

Chris Gilman isn’t just living the CEO life; he’s showing others how to claim it,

combining hard-won wisdom, relentless vision, and unshakable faith to help others build freedom, impact, and legacy.

If you’re tired of being trapped in daily operations and want to reclaim your time in just 30 days, let’s talk. It’s the first step to a fulfilled and extraordinary life. Visit HardHatToCEO.com to learn more about the 30 Day Time Turnaround™ program and connect with me directly. You can also reach me on Facebook and LinkedIn or call 573-652-2652. You can also check out the HardHat to CEO podcast.

The Trust Crisis That's Reshaping Business

Why Smart Leaders Are Building Digital Influence Platforms

By: Ann Carden

Expert In You Media & Marketing

When Trust Becomes Your Biggest Competitive Advantage

Picture this: Two companies offer identical services at similar prices. One CEO has 50,000 LinkedIn followers, appears regularly on industry podcasts, and publishes insights that get shared across the industry. The other has a basic website and occasionally posts on social media.

Which company do you think prospects call first?

We're living through an unprecedented trust crisis that's fundamentally reshaping how business gets done. Recent studies reveal consumer trust in businesses has

plummeted to historic lows, with 75% expressing skepticism about corporate motives. Only 32% trust companies to do the right thing without regulation.

But here's the opportunity: this crisis creates extraordinary advantages for leaders willing to rebuild trust authentically. Companies that successfully establish trust don't just survive—they dominate their markets with higher conversion rates, premium pricing power, and faster sales cycles.

The Silent Sales Revolution

The most successful business leaders today have discovered something powerful: **expert platforms that work as**

silent salespeople, building trust and influence 24/7, 365 days a year.

Think about your own buying behavior. When you need a service, do you randomly call companies from Google searches, or do you gravitate toward providers you've seen sharing valuable insights, speaking at events, or being quoted in industry publications?

The answer reveals why smart leaders are investing heavily in expert positioning:

- 70% of business decision-makers trust brands more that maintain strong professional positioning on LinkedIn
- Companies with active thought leadership generate 5x more leads than those without
- 84% of B2B buyers start with referrals, and digital credibility significantly influences referral likelihood
- Businesses led by recognized experts enjoy 67% higher conversion rates and command 23% premium pricing

Your expertise working in the background, through strategic content, podcast appearances, and published insights creates a compound effect where influence grows exponentially over time.

Five Trust-Building Strategies That Actually Work

1. The Transparency Advantage

Radical transparency has become a competitive differentiator. This means going beyond surface-level openness to share your pricing model, team qualifications, processes, and even how you handle mistakes.

What this looks like in practice:

Publishing real customer reviews, including negative ones, with your thoughtful responses

Sharing detailed breakdowns of your pricing and what clients actually receive

Creating behind-the-scenes content that shows your team and company culture

Acknowledging mistakes publicly and explaining your solutions

Why it works: In an era of skepticism, transparency cuts through noise. Prospects can finally see exactly what they're paying for and why, eliminating the guesswork that drives them to competitors.

2. Proof-First Positioning

Replace promises with proof by leading with concrete evidence of your impact.

What this looks like in practice:

Leading with specific, measurable outcomes: "How we reduced client acquisition costs by 43% in 90 days" rather than "We help with marketing"

Using video testimonials that show actual results, not just positive feelings

Sharing detailed case studies with metrics and timelines

Providing interactive tools or assessments that deliver immediate value

Offering trial periods or guarantees that demonstrate confidence

Why it works: People trust what they can verify. When prospects can see evidence of your results before engaging, their risk perception plummets and trust skyrockets.

3. The Expert Platform Strategy

This is where transformational growth happens. The most successful business leaders don't just post occasionally on social media, they build comprehensive expert platforms that establish them as the definitive authority in their space.

What this looks like in practice:

- Consistent, valuable content that solves real problems your audience faces
- Strategic podcast appearances, podcast, show and speaking opportunities
- Published thought leadership in industry publications
- Multimedia content (videos, infographics, research) that increases reach
- Active participation in industry discussions and conversations

Why it works: Every piece of content becomes a trust signal. Every podcast appearance reaches new audiences. Every published insight demonstrates expertise. This creates exponential influence growth where your reputation precedes you in every sales conversation.

4. Community-Centric Growth

Build trust through community rather than traditional sales approaches.

What this looks like in practice:

- Creating spaces where prospects can connect with each other
- Facilitating peer-to-peer learning and networking
- Positioning yourself as a connector and valuable resource
- Inviting customers to co-create content, products, or solutions
- Building strategic partnerships that expand your trust network

Why it works: Trust transfers through networks. When someone trusts a peer who trusts you, that credibility extends to your business automatically. Communities also provide ongoing touchpoints that keep you top-of-mind without being pushy.

5. Proactive Risk Management

Address trust barriers before prospects raise them by eliminating perceived risks.





What this looks like in practice:

- Identifying every possible concern prospects might have and addressing each one explicitly
- Offering flexible contract terms, trial periods, or phased implementations
- Providing multiple references prospects can contact independently
- Sharing security measures, compliance certifications, and data protection practices
- Creating clear, fair refund or cancellation policies
- Offering guarantees that shift risk away from the customer

Why it works: When you remove risk from the buying decision, you remove the biggest barrier to trust. Prospects move faster because their concerns have been preemptively addressed.

Your Fast-Track to Market Influence and Trust

Building an expert platform that generates trust 24/7 sounds compelling, but most business leaders struggle with execution. They're running companies, managing teams, and serving clients, when do they find time to become industry thought leaders?

They try to outsource to agencies or employees, but their influence falls flat as a result.

This is precisely why strategic expert positioning has become so valuable.

The leaders who figure out how to build their authority efficiently gain massive competitive advantages while their competitors remain invisible in the marketplace.

The Compound Effect of Professional Expert Positioning

Research shows the dramatic impact of establishing market authority:

- 58% of executives say thought leadership directly impacts their vendor selection decisions





Strategic Content Repurposing: Your interview becomes the foundation for multiple content pieces and feature in our Expert In You magazine, extending your reach and establishing thought leadership across multiple platforms.

Authority Building: The combination creates a professional content foundation that positions you as the go-to expert in your space, working as your silent sales team around the clock.

The Trust Dividend: What Success Looks Like

Companies that successfully rebuild trust don't just survive the current crisis—they dominate their markets:

- **Higher conversion rates:** Trusted companies see 2-3x higher conversion rates
- **Premium pricing power:** Trust allows you to charge 15-20% more than competitors
- **Faster sales cycles:** Trust reduces the need for extensive evaluation periods
- **Better customer retention:** Trusted companies have 40% lower churn rates

- Companies with strong expert positioning command 23% premium pricing on average
- Recognized industry experts enjoy 156% higher conversion rates than unknown competitors

Professional Interview & Podcast

Launch: We conduct an in-depth interview that positions you as the expert in your field, then launch it as a professional podcast that reaches your target audience and builds ongoing credibility.

But here's what makes expert positioning so powerful: it's cumulative. Each piece of content, every podcast appearance, and all published insights build upon each other. Your influence compounds over time, creating momentum that becomes increasingly difficult for competitors to match.

The Expert In You Difference

At Expert In You Media and Marketing Agency, we've developed a systematic approach to building market authority that works even for the busiest executives.

Our Expert In You - Influence Builder package transforms business leaders into recognized industry authorities through our proven three-part system:





- **Organic growth:** Satisfied, trusting customers become your most effective salespeople

Your Next Step

The trust crisis isn't going away, if anything, it's intensifying. While your competitors struggle with traditional sales approaches, you have the opportunity to establish unshakeable market authority through strategic expert positioning.

The question isn't whether you should build trust and authority in your market. The question is whether you'll do it strategically and systematically, or leave it to chance.

Ready to become the recognized expert in your field? Our Expert In You - Influence Builder package is designed specifically for business leaders who want to rapidly establish trust and authority without the time-consuming trial and error of building expert platforms alone.

Because in today's trust-starved market, being the obvious choice isn't just an advantage—it's everything.

Ready to build your expert platform and transform how your market sees you? Contact Expert In You Media and Marketing at www.expertinyou.com today to learn how our Influence Builder services can position you as the undisputed authority in your field.



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West Palm Beach and New York



For more information: 480.256.9222 or email
email Info@LGJets.com LegacyJetServices.com



“Expert In You Accelerator”

*The Business Growth System for Consultants, Coaches and Professional Business Owners for
MILLION DOLLAR LEAPS with Premium Clients*

Million Dollar Offer: Design and package your premium core offer and revenue model based on your expertise and brilliance.

Magnetic Market Influence: Clarify your unique message and pitch and build an expert authority platform that positions you as the trusted voice in your space. You'll become known, respected, and in demand with the right people—online and beyond.

Mic-Up Marketing & Sales: Step into the expert spotlight to leverage the power of high-impact marketing and sales strategic systems to elevate visibility and attract, influence, and close more sales with ease.

Multiply to Millions: Install the systems, structure, and strategies to scale with simplicity. Turn visibility into predictable revenue and grow your revenue and profits while enjoying the freedom from your business to love your life while it continues to grow.

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