



HOW TO SUCCEED WHEN YOU DON'T FEEL SUCCESSFUL

Ten Lessons to Ignite Your Entrepreneurial Spirit Presented by Susan Ratliff

Why this topic is essential knowledge for women:

Have you ever questioned your capabilities or felt so overwhelmed with obstacles that you simply wanted to call it quits? Do you wonder if things will ever work out the way you planned or if you're even on the right track? Whether you own a business or work for others, at one time or another we've all felt frustrated and discouraged by the challenges we've faced. Susan Ratliff has been there and back. She's ready to share her unique encounters with entrepreneurship, her fears and personal choices when facing failure and some of the lessons she's learned about achieving your dreams, beating the odds, and embracing the will to succeed.

Learning Objectives:

In 60 minutes, through personal examples and intimate stories, the audience will relive some of the difficult challenges Susan has faced in business and how she solved each problem and dealt with every dilemma. Four learning objectives include.

- Uncovering the strength to turn obstacles into ammunition.
- How to determine when to cut your losses and exit from a bad situation.
- Using enthusiasm to overcome inexperience.
- The secret to breaking through seemingly impossible barriers.

Benefits and seminar format

Attendees will be shocked by the obstacles Susan has suffered through and inspired by the ways she overcame barriers in her path. They will find significant similarities to their own experiences and a common theme that will resonate with everyone present. She survived and thrived while keeping her integrity and professionalism in tact. She will share the ten most profound lessons she has learned. This presentation is ideal for entrepreneurs, business owners, business leaders and those climbing the corporate ladder, who seek motivation, inspiration and empowerment in their own lives.

There will be time for the audience to ask questions and contribute their own stories and challenging experiences.

How the speaker gained her expertise

From the time her family told her she shouldn't quit her job because she could never run her own business, Susan has turned her back on negative influences. She ignored the naysayer and pushed past the pessimists to start a home-based business selling personalized children's books at craft fairs and swap meets so she could stay home with her new baby. She became the second largest distributor in the country in two years. Her first book, "How to Be a Weekend Entrepreneur" was a chronicle of those experiences. A divorce forced her to take a different path so she expanded her goals, sold the book business and started Exhibit Experts. When her partners left with the entire showroom inventory she persevered, took a job with a competitor, and bought his

business seven months later. Road blocks were aplenty as she dealt with dishonest employees and the 9/11 tragedy. In spite of many setbacks and obstacles, Susan became a top dealer of Featherlite exhibit products and is now nationally recognized as The Exhibit Expert. In her newly released book, Exhibit Like an Expert” she shares her years of exhibit marketing experience to help other business owners capitalize on this 100 billion dollar industry.

Every Friday morning at 9am, Susan co-hosts a lively, one hour radio talk show called the Small Business Power Hour. As two of the Valley’s most respected and accomplished entrepreneurs, she and her broadcast partner share their years of award-winning, street savvy strategies to help small business owners and community leaders get to that next level of success. Susan enjoys sharing her business experiences and personal successes through her seminars and workshops which motivate, inspire action and maximize productivity. Whether she’s teaching people how to generate leads at a tradeshow, get free publicity or network at an event, her creative ideas, practical approach and hands-on experience will educate and motivate owners and employees, from the small start-up business to the Fortune 500 Company.

100 Word Biography of the Speaker

Susan Ratliff is a successful business owner, President of an award-winning Exhibit company, and the creator of the Women Entrepreneurs’ Small Business Boot Camp. She’s received many awards including the Pioneer and Business Owner of the Year from NAWBO and the Sterling Award from Scottsdale Chamber. Susan is a published author and a popular speaker, but Susan’s path to success was paved with pot holes and pitfalls. She has conquered many barriers to achieve her goals. She is energized by sharing the ten lessons she learned on her inspirational quest to uncover how to succeed when you don’t feel successful, that will lift and ignite your entrepreneurial spirit.