

HOW TO SUCCEED WHEN YOU DON'T FEEL SUCCESSFUL

Ten Strategies to Spark Your Entrepreneurial Spirit



Keynote description

The discouragement we sometimes experience from overwhelming obstacles and the frustration we suffer from unexpected challenges can derail our chance for business success, yet one spark of encouragement can redirect us onto a positive path. Susan Ratliff has experienced her share of barriers and road-blocks, but ignored the naysayers and pushed past the pessimists to become an award-winning entrepreneur, author and professional speaker. Her inspiring story chronicles that unique entrepreneurial journey as she shares her fears when facing failure and some of the lessons she's learned about facing your fears, achieving your dreams and the will to succeed.

How the audience benefits:

Through personal examples and intimate stories, the audience will relive some of the emotional challenges and shocking battles Susan has faced in business. Every difficult dilemma and subsequent outcome will reinforce a theme of strength that will resonate with everyone present. Attendees will relate to Susan's personal experiences, insightful strategies and optimistic attitude and will leave with valuable lessons guaranteed to spark their entrepreneurial spirit including:

- How to turn obstacles into ammunition for change.
- When to cut your losses and never look back.
- Why enthusiasm expands experience.
- The power of a positive attitude

Susan's story is perfect for: Entrepreneurs, business owners and business leaders seeking motivation, inspiration and tools of empowerment.

Susan's Biography:

In spite of numerous potholes, pitfalls and disasters, Susan Ratliff has survived and thrived on the way to the top of her industry. Naysayers are her motivation for success. Lack of experience is her catalyst for innovation. She was a mom-preneur before it was popular, leaving a real estate career to build a home-based personalized children book business to one of largest distributorships in the country, so she could stay home with her son. With no college degree, business experience or industry education, Susan built an award-winning exhibit company from scratch. While many said she couldn't, she wrote and published four books. Without a clue about producing a conference she created and personally financed the Women Entrepreneurs' Small Business Boot Camp for micro-

business owners, that is now her signature event, annually drawing impressive corporate sponsors and hundreds of attendees. Susan is a survivor and her passion is sharing her journey with others.

Hire Susan Ratliff today: 602-828-1177 Susan Ratliff Present Inc.
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