

# Speaker Kit

## The Chic Entrepreneur

Put Your Business in Higher Heels

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Elizabeth W. Gordon  
with Leanna Adams

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## Elizabeth Gordon ~ Bio

Elizabeth is the author of *The Chic Entrepreneur: Put Your Business in Higher Heels* published by Robert D. Reed in 2008. This business strategy book for women introduces Elizabeth's unique nine-dimension methodology for creating a successful business and teaches how entrepreneurs can supercharge their business growth using their sass and style. *The Chic Entrepreneur* has been featured on *BusinesstoBusiness Magazine*, *Entrepreneur.com*, *Phillyburbs*, *Atlanta Woman*, *Catalyst Magazine*, and *WomenonBusiness.com*. The *Way to Wealth* author Brian Tracy called Elizabeth's book, "a proven formula for thinking and acting to build a fast-growing, profitable business in any market." For more information on *The Chic Entrepreneur*, please visit [www.chicentrepreneur.com](http://www.chicentrepreneur.com).

Elizabeth is also the founder and President of Flourishing Business®, an advisory firm for entrepreneurs that specializes in working with high growth startups that want to augment their internal expertise with that of seasoned business advisors and analyst level associates who can help with strategy and execution. Her monthly Flourishing Forum seminars are regularly attended by many up and coming Atlanta entrepreneurs. She has served on several local boards including that of NAWBO and AAUW and is active in the Atlanta Women's Network and eWomenNetwork. In addition, Elizabeth conducts a widely popular seminar entitled Plan to Flourish: **Learn the 9 Elements of a Flourishing Business**. For more information, visit [www.flourishingbusiness.com](http://www.flourishingbusiness.com).

Elizabeth is a sought after speaker, trainer and presenter. She hosts a weekly radio show called The Publicity Show ([www.thepublicityshow.com](http://www.thepublicityshow.com)), on which she interviews public relations professionals. **She publishes an audio research series called Chic Perspectives featuring experts from around the country.** Elizabeth has been quoted in such publications as *Entrepreneur Magazine*, *The Dallas Morning News*, *WorkWise*, *DMNews*, *Nielson Business Media* and by the *Associated Press*, she has been featured in *Atlanta Woman* and *Catalyst Magazine*, and she has been interviewed on stations such as 1160 Business Radio, *Uniqueness is Power*, *Atlanta Business Radio*, *Women's Mentor Network Radio*, *Chicago's WLUP*, and *Indiana's WNIN (NPR)* and *WIKY*.

Elizabeth was the keynote speaker for the 2008 Female Entrepreneurship Day for Evansville, Indiana and the Advancing Hoosier Woman seminar in Jasper, Indiana. Additional speaking venues have included eWomenNetwork, the Atlanta Management Society, and Carve Your Own Road. An avid supporter of higher education, Elizabeth has spoken at Agnes Scott College, Georgia State University, and the University of Georgia and she was a featured presenter at the 2008 University of Alabama IP Forum for Entrepreneurs. Elizabeth has conducted presentations for managers and executives at Wachovia, PMA Franchise Systems and Sizemore Group.

Elizabeth graduated Magna Cum Laude from Wake Forest University, where she earned a BS in Business with a concentration in Finance and a minor in Economics. She received her master's degree in Marketing from Georgia State University.

## **Presentation Topics**

### **For All Audiences**

#### **Exploring Entrepreneurship: Start with a Flourish**

##### **Summary:**

Elizabeth will show participants how to turn their entrepreneurial aspirations into a flourishing business and achieve both financial and personal freedom. Many people have great business ideas but are unsure of how to get started. Weighing the risks and rewards of entrepreneurship, understanding your own strengths and weaknesses and outlining a plan to make your business work, are just a few of the important steps to take to ensure your success.

While not everyone is ready to quit their day job today and start a business tomorrow, many people dream of one day being able to be their own boss. Elizabeth will also give insight into how to structure your current career search to position yourself to be able to pursue your future entrepreneurial dreams. Learn what types of jobs and companies to look for and how to structure your career path so that you will obtain the skills and experience you need to prepare yourself for entrepreneurship in the future.

##### **Deliverables**

Participants will learn:

- The nine-dimensions that are crucial to every business
- The barriers that hold business owners back
- How to get out the rat race by embracing delegation and duplication
- How to create a powerful vision for their business that will insure sustainable success and personal fulfillment
- The single most important key to creating a flourishing business

##### **Materials**

One 2-sided 1-page handout for each participant

*This presentation is available as a keynote and as an extended workshop*

##### **Contact Information**

To book Elizabeth for your event, please contact her assistant:

Mackenzie Lewis  
(404) 521-2401 (Eastern Time)

[mlewis@flourishingbusiness.com](mailto:mlewis@flourishingbusiness.com)

## **For Entrepreneurial Audiences**

### **Topic: Put Your Business in Higher Heels**

#### **Summary:**

High heels, like business, can be very uncomfortable, but they can also make you appear more attractive by lengthening your legs or creating the illusion of height. In business, you want to do the same thing metaphorically speaking. The marketing goal of any business is to make it more attractive to customers as well as potential employees and make it look better or more 'chic' than the competition. Whether you wear flats, flip flops or sneakers in your everyday life, putting your business in higher heels is about making your business more striking, noticeable and enticing to others, which will ultimately make it more lucrative for you.

#### **Deliverables**

Participants will learn:

- The difference between being self employed and being a Chic Entrepreneur
- How to carve out your niche and cultivate awareness and loyalty using sass and style
- Glamour-style Do's and Don'ts: the difference between an attractive and an unattractive business
- The essentials of business planning, goal setting and metrics for the success of a business

#### **Materials**

One 1-page handout for each participant

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## **For Women in Business Audiences**

### **Topic: Becoming a Chic Entrepreneur**

#### **Summary:**

To be chic is to be stylish and elegant. To be an entrepreneur is to be a creator and a visionary; a person who recognizes opportunities, cultivates a strategy and creatively organizes resources to take advantage of those opportunities. A Chic Entrepreneur is resourceful, and uses every situation to her advantage in a way that wows customers, colleagues, superiors and those she manages.

A Chic Entrepreneur knows no glass ceiling. She owns her career path and finds joy and fulfillment in work that maximizes her personal and professional potential. She embraces power, positions herself as a leader, and inspires others to follow her. Determined and persistent, she is a person of influence who can create a new reality for herself and for others. Learn the secrets of this sassy lady and *put yourself in higher heels*.

#### **Deliverables**

Participants will learn:

- The art of asking for what you want and getting it
- How to use your feminine wiles as a business strength
- How to make work, work for you
- The right balance between being inclusive and exclusive to create your ideal network
- How to use a Chic Schedule to empower you to work less and see greater results

#### **Materials**

One 2-page handout for each participant

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## **For Male and Female Entrepreneur Audiences**

### **Topic: Take Your Business from Infancy to Adulthood**

#### **Summary:**

Is it time for your business to grow up? Every business must start by crawling, but as it matures, it must learn to walk, run and eventually drive or even fly. In this session, you'll learn the 7 stages that every business goes through from Infancy to Adulthood and what to do in each stage to make grow your business, smart, fast, and strong. There are natural stages that every business goes through. By learning strategies for how to deal with each stage, you can stop being the overprotective parent of your business. Join us to learn how to enjoy a mature flourishing business and avoid a business mid-life crisis.

#### **Deliverables**

Participants will learn:

- What's holding them back, and how they can get unstuck and make real progress forward
- How to create a powerful vision for their business that will insure sustainable success and personal fulfillment
- How to get out the rat race by embracing delegation and duplication
- The Daily Discipline approach to business planning, goal setting and metrics
- How to go from being a generalist to being a specialist and reap the benefits

#### **Materials**

One 2-page handout for each participant

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## **For Male and Female Entrepreneur Audiences**

### **Topic: Doing Business for the Greater Good**

#### **Summary:**

Do businesses have moral and ethical responsibilities like people do? Or are they faceless creatures with accountability only to their shareholders?

Part of the backlash to corporate scandal and corruption has been the embrasure of do-gooding as a way of doing business. However, doing business for the greater good goes beyond just giving back, it means building a sustainable company that works for the greater good of the owners, the customers, the employees, the community and the environment. Today's business leaders must understand how to create a framework in which employees naturally gravitate towards thinking and acting for the greater good, both for external and internal reasons.

Ethical behavior is not only possible within a capitalist context; it is also probable when following a balanced methodology that centers on providing true value to the marketplace. Business consultant, entrepreneur and author Elizabeth Gordon believes that business is the most powerful tool we have available today to enact positive social change upon the planet. Elizabeth will explain her Flourishing Business Methodology which teaches companies that social responsibility and a profit motive are not mutually exclusive, and shows how they actually work together to create prosperity without harming the sustainability of the greater context.

#### **Deliverables**

Participants will learn:

- How each dimension of a flourishing business impacts the greater social good
- Why social responsibility has real business value
- Examples of companies that have used this philosophy at various points in the life cycle and how
- Benefits companies reap short and long term from engaging in capitalism for the greatest good
- A framework for making ethical decisions in business and inspiring others to do the same

#### **Materials**

Optional

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## **For Corporate or Entrepreneur Audiences**

### **Topic: Plan to Flourish: Learn the 9 Elements of a Flourishing Business**

#### **Summary:**

Whether participants have an active strategic plan for their business or not, this presentation will be a great way to get clear on exactly how to grow a company for greater prosperity and personal freedom. During this interactive presentation, Elizabeth shows participants the 9 key elements of a Flourishing Business, and how business owners can use this framework to develop their growth strategy.

#### **Deliverables**

Participants will discover:

- The nine-dimensions that are crucial to every business
- Tips that businesses can inexpensively implement for an immediate return
- The barriers that hold business owners back
- The difference between working in your business and working on your business
- The single most important key to creating a flourishing business

#### **Materials**

One 2-sided 1-page handout for each participant

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## **For Women Audiences**

### **Topic: The Socioeconomic Rise of Women in Business**

#### **Summary:**

Women are starting businesses at twice the rate of men. By abiding by the feminine approach to business, we can change and turn around the business evils in our society. Women lead by cultivating relationships and nurturing the business and that kind of leadership drastically changes the traditional structure of leadership within business models. By employing our natural strengths, we can save the world.

#### **Deliverables**

Participants will discover:

- How women lead differently than men
- Tips for leading most effectively as a woman
- The barriers that keep women from leading in their own style
- The secret to leading with authority

*This presentation is available as a keynote and as an extended workshop*

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## **For Female Entrepreneur Audiences**

### **Topic: What Kind of Shoe Are You?**

#### **Summary:**

Are you the sneaker – fast and furious and racing to the finish line? Or are you the patent leather pump – trying your best to outshine the rest? Or maybe you are the platform shoe – shouting your own praises from the hilltops? What kind of shoe are you? And more importantly, what kind of shoes are your customers?

In this unique seminar, Elizabeth Gordon reveals to audiences the key components of a sales and marketing strategy and how you can implement them into your company to achieve optimal sales growth. She'll show you how to get your sales and marketing strategy in alignment with your customers and with the unique value your business provides to the marketplace.

So whether you are a flip-flop fan, a bootstrapper, or an aquasock aficionado, Elizabeth will teach you how to increase your sales effectiveness by analyzing the buyer behavior of your ideal customers. When it comes to sales, having one pair of cross trainers is simply not enough. Learn how to tailor your sales pitch to using techniques like the rhinestone sandal and the comfortable mule. You'll gain the sales savvy to increase your business revenue and fill your closet with more of your own favorite accessories.

#### **Deliverables**

Participants will learn:

- How to read customer types and more effectively communicate the benefits of what you sell.
- How to make an immediate memorable impression on prospects so that they will be waiting for your call.
- How to sell more and more often, using this simple fun approach.

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## Speaker Testimonials

“Fantastic presentation. After seeing Elizabeth speak, I immediately knew that I wanted everyone who owns one of my franchises to hear this presentation. I can readily see how her listening skills coupled with her consulting expertise will be a strong value to my organization.”

- Bill Lins, Director of Operations, PMA Franchise Systems

“Every one of my partners expressed appreciation for her presentation and commented on the perfect timing of having her meet with us just prior to our retreat. I think Elizabeth is right on in her initial thoughts of what we need to focus on.”

- William J. de St. Aubin, AIA, LEED AP, Principal, Sizemore Group

“Elizabeth is the first person I’ve seen who really simplified what is often an overwhelming and complicated topic, into basic blocking and tackling with her one cohesive model. Elizabeth’s presentation was enlightening, and something I would recommend to every business owner. She’s right on track with what it takes to build and grow a successful company.”

- Alan Dean, Managing Partner, Fund Operations  
Greer Capital Advisors, venture capital firm

“Elizabeth offers a simple yet workable business strategy, which is very valuable to a beginning entrepreneur as well as informative to the expert. Her communication style is genuinely passionate, which made the presentation very enjoyable to me.”

- Ajay K. Agrawal, Ph.D., P.E. Professor of Mechanical Engineering and Robert F. Barfield  
Endowed Chair Professor, Department of Mechanical Engineering

“Everyone found the Flourishing Business Methodology to be insightful and enlightening. We continually referenced her presentation and used her common sense business strategy throughout the day. I would highly recommend Elizabeth as a speaker. She has something to teach to the novice as well as the most seasoned of entrepreneurs.”

- Dan Daly Ph.D., Director AIME, University of Alabama

“I saw Ms. Gordon speak at the Intellectual Property Forum at the University of Alabama in February 2008. She made several points in her talk that can be very beneficial for entrepreneurs who are struggling with their business plans. One point particularly struck me – she suggested that entrepreneurs draw out their processes in the form of a diagram. In this way, people can graphically see the linkages and recognize problems in the system. Our organization works with university-based entrepreneurs, many of whom have incredible research and scientific backgrounds but very little business skills. Ms. Gordon made a number of points that are particularly beneficial to these individuals who have great ideas, but are not as business-savvy as other entrepreneurs.”

- Glenn Kinstler, Director, Alabama Launchpad

## **Speaker Testimonials Continued**

“I’ve been involved in various business ventures for over 40 years, so I’ve heard a lot of people talk about what it takes to make it in business. Elizabeth’s unique model provides a new lens through which to view a business that I found very helpful. She clearly explained where the pitfalls are and how you can avoid them. Through her presentation, I could reflect on the businesses in our incubator and identify areas that were holding some of our clients back, and aspects of the business they needed to focus on in order to accelerate their growth. Her “flower petal” diagram is a great tool for helping the entrepreneur see all the many dimensions of their business. That leads, in turn, to an organized contemplation of each dimension.”

- Dick Reeves, CEO, BizTech

“Elizabeth is a natural public speaker and able to clearly articulate complex business concepts in an interesting way that makes them easy to understand and apply.”

- Seema Dewan, Manager, Wachovia Financial Center

“Elizabeth seems to genuinely enjoy helping others be more successful. She isn’t one of those speakers that talks to make herself sound smart; her whole purpose is to serve her participants.”

- Lelaine Hollmann, Manager, Wachovia Financial Center

“I can’t say enough good things about Elizabeth as a trainer. She is superb. This is clearly her calling and she is really fantastic at her job. I was so happy to see that Elizabeth would again be the instructor for yet another class on the merger transition. She is polished and professional and a great teacher. You can tell she is really passionate about helping people achieve greater success in their business and in their career.”

- Roxanne Kowalski, Manager, Wachovia Financial Center



## About the Book



Coming in May from Robert D. Reed Publishers  
Available at Amazon.com, Barnes & Noble, and  
everywhere books are sold.

### Big Ideas of the Book:

- Teaches to take a strategic focus to building a business properly using the nine critical dimensions of any successful business
- Pioneers the idea of the feminine approach to building a business using an organic formula that puts the owner in the center building out, rather than traditional hierarchical approach of putting the own at the top, building down.

### For More Information:

The websites: [www.chicentrepreneur.com](http://www.chicentrepreneur.com), [www.flourishingbusiness.com](http://www.flourishingbusiness.com)

Additional offerings from the company include:

- Flats to Stilettos Consulting and Training
- Chic Perspectives audio interviews with women business experts
- Chic Advisory delivering on demand information, support, and advice
- Chic in the City Seminars
- Free podcasts of Elizabeth's radio show on the field of publicity
- Chic motivational reminders
- Articles and client resources

## What People Are Saying



Available at Amazon.com, Barnes & Noble, and fine booksellers everywhere.  
Robert D. Reed Publishers

“In a world where women are no longer afraid to be powerful, but still struggle to take their businesses to the next level, *The Chic Entrepreneur* offers invaluable advice to women on how to use every wile available to create a highly profitable business. *The Chic Entrepreneur* is engaging, intelligent and practical not to mention fun to read. If you are interested in building a business properly, in order to achieve not only financial freedom but personal freedom as well, this is the book for you.”

- Gail Evans, Author of the New York Times Bestseller *Play Like a Man, Win Like a Woman*

“Finally a business book that speaks directly to women. Elizabeth Gordon delivers an insightful method for building a company for women who want to succeed with style.”

- Delia Passi, CEO & President of MedeliaCommunications, Author of *Winning the Toughest Customer: The Essential Guide to Selling to Women*

"This book gives you a proven formula for thinking and acting to build a fast-growing, profitable business in any market."

- Brian Tracy, Author of *The Way to Wealth*

“A delightful read for entrepreneurs who want to build their businesses with style!”

- Cynthia Good, Founding Editor & CEO *PINKmagazine*

"Elizabeth Gordon is a genius! I barely got through the first few pages before I realized that I better get out a pen and paper to take notes. Sometimes we business savvy gals think we know it all -- but a fresh perspective and dead-on advice is so critical to our success. I especially loved the Chic Tips offered on particular pages to capsule significant actions or mindset changes. I'll be recommending *The Chic Entrepreneur* to my clients and workshop participants. It's that good!"

-Mary Kurek, Speaker/Networking & Marketing Expert, Author of *Who's Hiding in Your Address Book - Introducing the Ideal Network for Successful Women*