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May I Have Your Attention, Please: Build a Better Business by Telling Your True Story

Chris Hilicki

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What's a businessperson's biggest hidden asset? His or her own true story and authenticity
One's personal identity is the key to one's professional brand. In May I Have Your Attention, Please?, Chris Hilicki illustrates how everyone can be successful by applying their personal experiences to business. Using real-world examples of famous corporations, celebrities, and the guy next door, Hilicki gets readers to use their best-and often most untapped-assets to build a better personal and professional life. Complete with thought-provoking chapter questions and practical exercises that readers can immediately apply to their plans for success, this unique guide offers step-by-step strategies that help readers examine their identity, make a lasting impression, and turn it into a reputation that transforms their businesses.
Chris Hilicki (Nashville, TN) is founder and Vice Chair of Dalmatian Press, one of the U.S.'s most successful children's book companies. Formerly a scientist and now a publishing leader, she regularly speaks before industry leaders, live television audiences, and large conventions. Chris has been interviewed for Forbes, Inc., the Wall Street Journal, Southern Living, and Publishers Weekly and has appeared on television shows as an expert on building brands through the use of personal identity.

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Ronald Moffatt:

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Clorinda Combs:

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Sherri Ellison:

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