

Introduction:

Dixie Maria Carlton has been **igniting and curating** conversations with random strangers since she was a very small precocious red headed baby. She has no fear of striking up a conversation with anyone, anytime, anywhere, learning new things from people she meets and easily asking tough questions... which leads to some interesting stories around the dinner table at times. Her husband has grown used to her coming home and sharing some of the most outrageous conversations imaginable with total strangers and had learned to live with what some find very odd – like the time that a new client described his peculiar experience in an Icelandic Hot tub with a group of elderly tourists.

Dixie loves to talk, learn, share, and make connections and has turned that into a dynamic career path, helping others to also share their own stories effectively to change the world, one story at a time! Today she is going to share some of what it takes to:

(Depending on topic)

- Identify what really is the best information to share when creating a content plan for marketing and media, so that there is clarity in our messages, and confidence in our expertise.
- Help us identify what are the stories we need to share in our marketing, to ensure that our potential clients know why we do what we do, and why they should care about our expertise.
- Help us work out how to have incredibly difficult, or taboo conversations with people when the outcomes really matter, and to survive those oddball encounters that blindside us.

Short Bio:

Dixie Carlton has been helping authors and creatives to tap into their inner genius and find their best stories, to influence their markets, for more nearly 20 years. She 'magics up' the words to flavour the stories, the conversations, and the proposals so that understanding, inspiration, and Wow factors happen easily. Dixie weaves the threads of the conversations, the stories and the case studies into wholly digestible and easily used transcripts that flow.

Long BIO:

In 2001, Dixie Maria Carlton sold a company and decided to write a book. She got lucky! Amazon was only just really starting to gather steam, and her book found its way through an industry connection to a 'co-author' in the USA. She also ended up being personally coached by a publishing and marketing specialist – who at the time was working with Mark Victor Hansen, Brian Tracy, and Bob Proctor – on where those industries collided in the emerging self-publishing world.

20 books and a few awards later, Dixie has been assisting other top speakers from around the world to develop their expertise and publishing aspirations, while also developing her own professional speaking career. She has helped to publish nearly 200 books, many are best sellers, and they and their authors are award winning high profile experts in their respective fields, from Europe, USA, Australasia and the UK. She has represented many at international book fairs in Frankfurt and London, sold foreign rights, worked with respected literary agents and PR specialists, and is recognised as a pioneer in the world of Publishing 3.0.

Dixie merged her own hybrid publishing company into a fresh new style of service with publishing production specialist Ann Dettori Wilson in 2019 and created Indie Experts. Together they work with top performing industry experts, entrepreneurs, rebels and trail blazers around the world, to ensure their publishing journeys become part of their overall ecosystem in business to create change, and raise awareness of important issues. Covering industries including IT, Security, Agriculture, Retail, Education Mountaineering, and medical fields, Dixie has worked with some extraordinary authors. Describing her work as 'getting paid to deep dive into fascinating lives and topics', she's happiest helping others to develop their stories, and share them.