



Dixie Carlton Speaker Topic: Your Authority Journey

HOW AND WHY A BOOK CAN FIT INTO YOUR MARKETING ECOSYSTEM AND TRANSFORM YOUR BUSINESS.

First you need to know that writing a book is not for everyone, but there are a number of common mistakes to avoid, and a critical set of steps to take to succeed in this undertaking. Dixie has assisted in the development, production, and publishing of approximately 200 non-fiction books and understands the Before, During, and AFTER parts of the process extremely well. How to then leverage expertise for authors who write and speak is also part of the Authority Journey, and Dixie is the guide you want most to help you avoid the minefield of expensive mistakes.

This keynote will focus on the 10 steps from Idea to Authority. It's fun, story based – because Stories make the facts Sticky, and will leave audiences with practical resources and know how to take away and get started easily.

This is a 45-60 minute Keynote presentation or can be extended into a follow up breakout session or training event.

Best audiences for this includes marketing managers, entrepreneurs, industry experts and trailblazing coaches.

Key Takeaways:

- How to plan your content
- Where to share it
- What is worth sharing
- Turning facts into memorable stories

Resources Shared with Delegates:

- Planning Guides
- Social media posting plan
- Authority Island e-Book
- Follow up Webinar and/or APP access