



Profiles in Success



Lisa Manyon
President, Write On Creative

Growing up as an only child in rural Humboldt County California with books as her best friend, it's no surprise Lisa Manyon

became a writer. But what is a surprise is how far she's come since she started her business in 2003. Like adventures in her books, she shares, "Businesses can unfold and evolve to become more than we expect."

In 2007 she divorced, quit her "security blanket" day job, and despite two hand surgeries continued to build her business. Through it all she continued to follow her dreams by investing in herself and her venture.

In 2008—a pivotal year—Manyon attended Ali Brown's last Online Success Blueprint® Workshop, where conversations with brilliant women illuminated her true purpose: helping others share their gifts with the world via her marketing messages that connect with their ideal clients.

Today Manyon is enjoying her second year of membership in the Platinum tier of Ali's Millionaire Protégé Club. She joined with only \$300 in her bank account and no idea how she would pay for the membership. "I don't recommend that approach," she chuckles, "but true entrepreneurs tend to be risk takers."

Her gumption paid off. During her participation in Platinum, Manyon has gained over 26 new clients, with her average

transaction exceeding \$1,600. Ali has highlighted Manyon's business model and her Manyon Marketing Makeover Strategy Sessions as great examples for her students to model. **July 2010 was Manyon's biggest month ever—she booked over \$13,000 in client revenues**, an achievement she credits to what she learned in the Platinum tier and at Ali's Coaching Business Intensive. Her next venture includes developing a mentoring program of her own.

Was the risk worth it? Manyon explains, "I've more than recouped my investment in MPC because I believed that I could, I truly love what I do, and I implemented what I learned." She also shares, "I believe that if Ali and her programs didn't exist it would have been a struggle to get where I am today. I'm sure I'd still be successful, but her guidance and proven methods, combined with my unique gifts, are an unstoppable mix for accelerating success!"

You can learn more about Lisa and her programs at www.WriteOnCreative.com.



Joy Chudacoff

Coach and Founder, Smart Women Solutions

Joy Chudacoff's entrepreneurial journey sprang from a desire to earn just an extra \$500 per month so she could have her upscale Los Angeles apartment all to herself. She started a business at age 28 distributing medical equipment, and within 10 years her sales revenues topped \$1 million. Chudacoff was a success.

However, her newlywed husband had suffered a life-threatening illness, and all the travel required by her business left her feeling constantly drained. "I felt like the spark for my business had gone out," she explains. By age 40, with two small children, she wondered what was next. Her life was changing, and she felt ready for a transformational change in her business as well.

Feeling called to work with women in a coaching capacity, she became a certified coach and in 2005 launched Smart Women Smart Solutions®. Her coaching consisted of some private one-to-one clients, but the majority was conducted in groups via what she calls Women's Success Circles.

But Chudacoff's business was merely surviving, not thriving. A growth strategy of networking meetings from "8 to faint" no longer worked for her. She needed to reach a larger audience.

Encouraged by a friend, in 2007 Chudacoff began following Ali Brown's programs and advice, and in 2008 she enrolled in the Platinum tier of Ali's Millionaire Protégé Club. Over the past two years of her Platinum

membership, Chudacoff's business has completely transformed. She has leveraged her knowledge into information products such as audios and courses, and she took Ali's advice on teams and systems to heart: whereas before Chudacoff had done everything, she now has a team to support her and systems in place to leverage her valuable time, keeping her focused on growing her business and profits. **As a result, she has tripled her income.**

"I used to be limited to working with clients only in Los Angeles," Chudacoff explains. "Now I'm doing teleseminars and public speaking to reach more women around the country, and I have a certification program that coaches from anywhere in the world can plug into and use my proven system with their clients." She adds, "There is no question that being involved in Ali's Platinum program has catapulted my business by several levels!"

You can learn more about Joy and her programs at www.SmartWomenSolutions.com.



Kendall SummerHawk

Coach and Founder, International Association of Women in Business Coaching

Kendall SummerHawk's road to success took her from living in a van in order to pay her way through school to running

two successful home-based multimillion-dollar companies. As a little girl, her mother instilled a dream in her that she could be, do, or have anything she wanted, and taught her, "The best way to be happy is to work for yourself."

An avid equestrian, SummerHawk owns five horses. "Horses teach me to be a better leader, to listen to my intuition, and to have greater self confidence—the same characteristics women entrepreneurs need to succeed. I am so grateful to have these generous, noble, and beautiful animals inspiring me in my life and business!"

SummerHawk launched her online coaching business 10 years ago and carved out a lucrative niche by specializing in advising service-based business owners how to charge what they're worth and get it. By 2008 her revenues had reached \$1 million.

To make the next leap, in 2009 SummerHawk invested in the Diamond tier of Ali's Millionaire Protégé Club, and she began to see a way to turn her success as a coach into products, workshops, and training programs for others who wanted to become coaches—all focused on her signature Money, Marketing and Soul® brand appealing to women entrepreneurs worldwide.

During her first year in Diamond, SummerHawk doubled her revenues to \$2 million. She sold out the launch of her Money, Marketing and Soul® Coach Training certification program and tripled membership in her own Platinum coaching program.

On a roll, SummerHawk re-upped for Diamond. Now in her second year, she has grown her list by another 70%, created two successful info-products, launched a second certification program, again sold out her initial certification program, and 2010 revenues are **on track for a 25% increase.** She also co-founded the International Association of Women in Business Coaching with her business partner and husband, Richard Shapiro.

SummerHawk credits being one of Ali's Diamonds as a big accelerator of her success. "Once I made the decision to invest in a mentor, my business took off. Being a Diamond member of the MPC was exactly what I needed to say 'Yes!' to my vision. It gave me the confidence to leap forward instead of crawl." —W.P. 📌

You can learn more about Kendall and her programs at www.KendallSummerHawk.com.