



Lisa Nirell was our featured author and speaker for BIG Breakfast on February 25<sup>th</sup>, 2011 in Fort Lauderdale, Florida. We had over 40 business owners attend and to hear Lisa speak about her new book, ***EnergizeGrowth NOW: The Marketing Guide to a Wealthy Company.***

Lisa was an excellent presenter and engaged the audience with a compelling, relevant presentation and conversation. I know that our audience left with ideas that they could implement immediately into their businesses.

What I loved about Lisa is that she had so many real world examples that everyone could relate to. She didn't try to sugarcoat any of the mistakes she had made in her past but rather openly acknowledged so others could learn from her. Lisa is also genuinely interested in her audience and making sure the presentation is for them. Prior to the event, she spent a lot of time with me making sure she knew who was going to be there so she could ensure she tailored the conversation around them. She doesn't come with a "one size fits all" presentation. She does her homework which I know our audience appreciated.

The other thing I noticed about Lisa is how genuinely nice she is and how interested she is in learning about others. She didn't want to talk about herself and tout her many accomplishments but rather ask questions, listen and provide feedback that was really useful for each individual.

Her book is also a great tool and resource for any business owner. I enjoyed it thoroughly. It not only deals with real business issues but also has a very human, almost spiritual, aspect to it that I found authentic and refreshing.

I am confident that Lisa would add value to any event, meeting or gathering she is part of. I highly recommend her.